



# A Study on Impact of Social Media Marketing Strategies on Consumer Buying Behaviour

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**Abstract:** This study basically tries to understand how social media marketing actually shapes the way People decide what to buy, especially with how fast digital media is growing in India. Instead Of looking at social media in a broad way, I focused more on the things people see every day Like reels, review videos, influencer posts, ads that pop up while scrolling, and small Engagement activities like polls or Q&A sessions. The idea was to see whether these things really change how people feel about a brand and if it eventually pushes them toward buying something. Problem I Noticed: While observing the online market, I kept seeing a few issues. For example, influencer Marketing has become so common that it's honestly hard to tell who genuinely likes a Product and who is promoting it just for the collaboration. Another thing is the sheer number Of brands posting similar types of content. Sometimes consumers get confused because all the Posts start looking the same, and the decision becomes less about "Is the product good?" and More about "Is this trending right now?" So I wanted to figure out how much of this actually Affects real buying behaviour. I used a descriptive research design because I mainly wanted to Understand people's current opinions and behaviour instead of experimenting with anything. In the model, Social Media Marketing Factors were treated as the independent variables. These include the usual things like content type, ads, influencer posts, etc. These factors Influence consumer buying behaviour (the dependent variable), but not directly. They work Through four mediator Brand Awareness, Brand Trust, Engagement, and Purchase Intention. Basically, if someone sees a post, it first makes them aware, then maybe trust develops, then They engage with it, and only after all that they think of actually buying. I collected data using a Google Forms questionnaire. Out of the first 200 responses, only 118 Were actually useful and valid. Most of the respondents were young adults aged 21 30, which Honestly makes sense because they are the most active online. For the analysis, I used Descriptive stats, correlation, and regression/ANOVA to understand the strength of the Relationships. One of the first interesting things that came out was platform usage. Even Though Instagram feels like the most happening app, Facebook still had the highest usage in My sample (39.8%), followed by Instagram (29.4%) and YouTube (24.7%). I didn't expect Facebook to dominate, but maybe people still use it more quietly for groups, news, or Marketplace. Another part of the study involved testing whether the platform someone uses Affects how effective they think social media marketing is. The p-value was 0.120, which is Higher than 0.05, so statistically, it doesn't have significance. In simple terms, the type of Platform doesn't really matter people don't rate SMM as effective or ineffective based on Whether they use Facebook, Instagram, or YouTube.

**Keywords:** Social Media Marketing, Consumer Buying Behaviour, Brand Awareness.

## INTRODUCTION

In today's digital world, social media has become a powerful part of communication, connection, and marketing. It has changed how people interact, share information, and make decisions. Businesses across all industries have shifted from traditional marketing methods to digital and social media platforms to reach their target audiences more effectively. Social media marketing allows companies to engage directly with customers, promote their products, and build stronger brand relationships in a faster and more affordable way. The growing use of smartphones, internet access, and social networking platforms such as Instagram, Facebook, YouTube, and WhatsApp has made social media marketing one of the most effective promotional tools in the modern era. Consumers are now more active online than ever before, and this shift has pushed organizations to adapt new strategies to connect with customers in more personal and creative ways.

## OBJECTIVES OF THE STUDY

### Primary Objective:

To study the overall impact of social media marketing.

**Secondary Objectives:**

- 1.To study how social media marketing (interaction, trends, and entertainment) affects
- 2.Brand awareness and buying behavior.
- 3.To find out how social media marketing influences brand engagement.
- 4.To know how social media marketing and customer actions (likes, comments, shares)

**REVIEW OF LITERATURE**

**Bikhchandani et al. (1998)** The research describes whether or not shoppers will purchase a product and whether they suggest it to others. These are used as parameters for purchase intention. The study also shows how knowledge cascades on social media influence involvement strengths among shoppers. It concludes that shoppers display different levels of involvement in various situations when buying and recommending brands.

**Williams et al. (2000)** This study found that social media marketing influences perception, shopper selection behavior, buying decisions, and attitudes from pre-purchase to post-purchase stages.

**Belch and Belch et al. (2003)** Their research explains that during the purchasing process, shoppers may stop searching and evaluating before proceeding to the next stage. The buying decision depends on motivation and the influence of others through reviews and recommendations.

**Ahuja et al. (2003)** This study investigated factors influencing online shopping and browsing behavior. It focused on consumers using business-to-consumer sites and analyzed preferences based on demographic profiles. The study concluded that social media strongly influences consumer buying behavior.

**Shafiqul et al. (2004)** This research examined the relationship between social media and consumer buying behavior among students in Karachi. From 260 responses, it was found that there was no strong connection between social media and customer buying behavior.

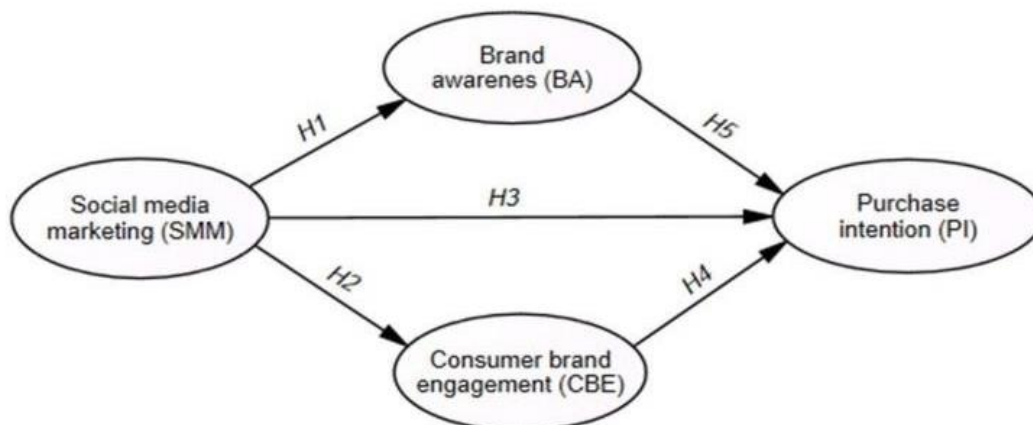
**Kim et al. (2007)** The study found that buying choices are strongly influenced by trusted individuals. Internet buyers often seek opinions before purchasing. E-commerce websites now collect data on customer interactions to understand social influence and improve customer relationship management.

**Achille (2008)** The study revealed that due to online reviews and recommendations, online buyers increased by 40% in two years. Specifically, 41% bought books, 36% bought clothes and shoes, 24% purchased video games and DVDs, and 23% bought travel or equipment online.

**DEI Worldwide (2008)** The study examined how social media influences buying behavior in the U.S. It found that most buyers use social media for product information. Two-thirds of shoppers share online information with others, and over half take action based on it, making social media outreach highly impactful.

**Ji Xiaofen et al. (2009)** The paper developed a model showing how online word-of-mouth and influencer opinions affect consumers' shopping intentions, especially for clothing. The study confirmed that positive online messages influence attitudes and purchase intentions.

**Ramsunder (2011)** The study emphasized that consumers' decisions are heavily influenced by online brands and peer opinions. Such opinions affect repeat purchases as consumers increasingly rely on the Internet for product information.

**RESEARCH MODEL****RESEARCH DESIGN:**

This study utilizes a descriptive research design.



**SAMPLING METHOD:**

The data collection method employed in this study is an online form. This method involves gathering information through structured questionnaires.

Non-probability sampling

**SAMPLE SIZE:**

The sample size for this survey is 118 respondents.

**STATISTICAL TOOLS:**

Correlation

Regression

Anova

**CORRELATION**

Null Hypothesis (H<sub>0</sub>): There is no significant relationship between the platform used and purchase due to social media ads.

Alternative Hypothesis (H<sub>1</sub>): There is a significant relationship between the platform used and purchase due to social media ads

Correlations			
		Which social media platforms do you/your brand use most often for marketing?	How effective do you feel social media marketing has been compared to traditional marketing?
Which social media platforms do you/your brand use most often for marketing?	Pearson Correlation	1	142
	Sig. (2-tailed)		120
	N	121	121
How effective do you Feel social media marketing has been Compared to traditional Marketing?	Pearson Correlation	142	1
	Sig. (2-tailed)	120	
	N	122	121
**. Correlation is significant at the 0.01 level (2-tailed).			

**INTERPRETATION:**

In this study the p-value is greater than 0.05 (0.120), so we accept the null hypothesis and reject The alternative hypothesis. This means there is no significant relationship between the social Media platforms used for marketing and the effectiveness of social media marketing compared to Traditional marketing. Therefore, it can be concluded that the type of social media platform does Not have a meaningful influence on how effective people feel social media marketing.



REGRESSION

Null Hypothesis (HO): There is no significant relationship between the social media Platforms used for marketing and the effectiveness of social media marketing compared To traditional marketing.

Alternative Hypothesis (H1): There is a significant relationship between the social media Platforms used for marketing and the effectiveness of social media marketing compared To traditional marketing.

. Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Which social media platforms do you/your brand use most often for marketing?	.	Enter
a. Dependent Variable: How effective do you feel social media marketing has been compared to traditional marketing?			
b. All requested variables entered.			

Model Summary <sup>b</sup>						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.142 <sup>a</sup>	.202	.012	1.165		
predictor: (Constant), Which social media platforms do you/your brand use most often for marketing?						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.004	.189		10.829	.000
	Which social media platforms Do you/your brand use most Often for marketing?	.065	.041	.142	1.567	.120



**INTERPRETATION:**

Model Strength and Explanation of Variance: The correlation coefficient (R = 0.142) shows a very weak positive relationship between the Social media platforms used for marketing and the effectiveness of social media marketing Compared to traditional marketing. The R<sup>2</sup> value (0.020) means that only 2% of the variation in Marketing effectiveness can be explained by the type of social media platforms used. This tells Us that the model has very little explanatory power, and other factors might be influencing.

**ANOVA**

Null Hypothesis (HO): There is no significant difference in how effective social media Marketing is across different social media platforms.

Alternative Hypothesis (H1): There is a significant difference in how effective social Media marketing is across different social media platforms.

		Sum of Squares	df	Mean Square	F	
Which social media platforms do you/your brand use most often for marketing?	Between Groups	54.791	5	10.958	1.692	.142
	Within Groups	738.409	114	6.477		
	Total	793.200	119			
	Between Groups	28.152	5	5.630	1.681	.145
	Within Groups	378.486	113	3.349		
	Total	406.639	118			

**INTERPRETATION:**

The ANOVA result shows that both the type of social media platform used and how often people Post don't have a big impact on how effective social media marketing is. Since the pvalues 0.142 and 0.145 are higher than 0.05, we can say there's no significant difference. In short, it Means that using different platforms or posting more often doesn't really change how successful The marketing feels. Other things like content quality or audience interest might matter more.

**FINDINGS**

1. Most of the respondents belong to the age group of 21 to 30 years, showing that young adults are the most active social media users.
2. A majority of the participants are female, indicating higher engagement of women in social media marketing activities.
3. Many respondents use social media weekly or rarely, suggesting moderate usage levels.
4. Facebook is the most used platform, followed by Instagram and YouTube, showing these are key marketing spaces.

**CONCLUSION**

The study on the Impact of Social Media Marketing concludes that social media plays a Powerful role in shaping consumer behaviour, building brand awareness, and influencing Purchase decisions. Platforms such as Facebook, Instagram, and YouTube have become essential Tools for businesses to reach and engage with their audiences directly. The findings show that Most people, especially young adults, are influenced by social media advertisements, customer Reviews, and influencer posts while making buying decisions. Social media marketing is more Cost-effective and result-oriented compared to traditional advertising methods. It allows Businesses to promote products creatively, build trust, and receive instant feedback from Customers. However, the study also finds that success depends on maintaining consistent, Authentic, and engaging content. Over-promotion or false advertising can reduce customer trust And interest.



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