



A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR - DIGITAL MARKETING SECTOR, CHENNAI.

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Abstract: Nowadays, businesses rely heavily on social media to shape how people decide what to buy - it's part of everyday digital outreach. Looking closely, this work explores how those online efforts sway shopper choices. Information came straight from users answering questions online, mainly folks active on Instagram, Facebook, or YouTube. A clear structure guided the approach, focusing on individuals easy to reach through shared networks. To spot patterns, methods like correlation and regression ran inside IBM SPSS Statistics software. Numbers helped show just how strong the links are between platform activity and actual purchases.

What researchers found shows social media features - like ads, special offers, or feedback from users - shape how people decide what to buy. Because of these tools, companies can grow recognition for their name, gain confidence from buyers, while sparking real conversations. In the end, smart use of social networks shifts how customers act, becoming key within today's online promotion Landscape.

Keywords: Brand Engagement, Consumer reviews, Social media marketing, Online social network services, Brand awareness, Purchase intent, Internet advertising.

INTRODUCTION

We live in a digital age, where social media has allowed businesses to communicate with able consumers. As the lines between marketing and entertainment continue to blur, sites like Instagram, Facebook, and YouTube provide important routes of projection as internet usage via mobile devices skyrockets. Marketing through social media is when businesses can reach a large audience and advertise their products through Ads, promotions, influencer content, or customer reviews. They enable consumers to easily access the information, opinions and recommendations they need that informs their buying decision. Social media also aids firm in creating brand awareness, increasing trust among customers and enhance interaction with consumer making it as powerful tool which will influence the consumer's purchasing behaviour in current era of digital marketing.

OBJECTIVE'S OF THE STUDY

Primary Objective:

- To research how social media marketing affects consumer buying behaviour.

Secondary Objectives:

- To realize the transition in the vector where the content and activities promoted by Social Media Marketing are seen by employees.
- To understand to what tactics that the companies can use to enhance more and more customers increasing the brand's value.
- To research on the merits of Social Media Marketing to the Consumer's.



REVIEW OF LITERATURE

- **Yogesh K. Dwivedi in 2021** say's Rather than passive posts, dynamic interactions within these spaces were found to shift consumer decisions. Because engagement drives response, active content stands out more than static ads. While some formats fade quickly, those inviting participation tend to leave stronger impressions. Through real-time feedback loops, brands gain influence over buying patterns.
- **Dave Chaffey (2022)**, who studied shifts in marketing. These platforms allow tailored strategies aimed at shaping how people view products. Personalized messaging plays a central role here. Influence grows when content feels relevant to individuals. One trend stands out - direct engagement replacing broad ads. Instead of generic broadcasts, firms interact in ways that reflect user preferences. Much depends on timing, tone, and relevance. Behind every campaign lies data guiding what users see. Not random posts but calculated moves shape perception slowly. The goal? Shift choices without seeming pushy. Soft nudges often work better than loud claims. As behaviour adapts, so do methods. What worked yesterday may fail today.
- In **2023, Andrew T. Stephen** explored how marketing through social platforms influences consumer choices. Information shared online allows buyers to review products before deciding.
- **Philip Kotler 2024**. Social media platforms connect with customers. These connections matter because they affect choices made during shopping. Instead of just selling, firms now focus on interaction through digital channels. Consumer actions often shift based on online engagement. Relationships formed online play a role in real-world buying patterns.
- **Neil Patel in 2025** pointed out how media marketing shapes consumer attention. Through content, messages gain traction where people spend time online. Instead of relying on one path, influence builds when voices align across platforms. Behaviour shifts happen not by chance, but through consistent exposure. Rather than isolated efforts, combined approaches pull stronger results.
- **Ryan Deiss 2025** explained how social media advertising and targeted campaigns allow businesses to reach potential customers and affect their purchasing decisions through personalized communication.
- **Prof. Tracy L. Tuten 2023** conducted a Research on Effects of social media marketing strategies and found that brand engagement, influencer marketing, and interactive content translate to the consumer buying behaviour significantly.
- **Shetty 2024** conducted a Research comparing traditional marketing with social media marketing. Results suggested that social media marketing is more powerful in consumers behaviour due to its

LIMITATIONS OF THE STUDY

- The study talks specifically about the influence of media platforms and does not consider other marketing tools which may cause a change in behaviour of the consumer.
- The demographics of the population could influence results. The results cannot be generalized.
- Social media trends constantly change that could reflect upon the outcomes of the research.

RESEARCH METHODOLOGY

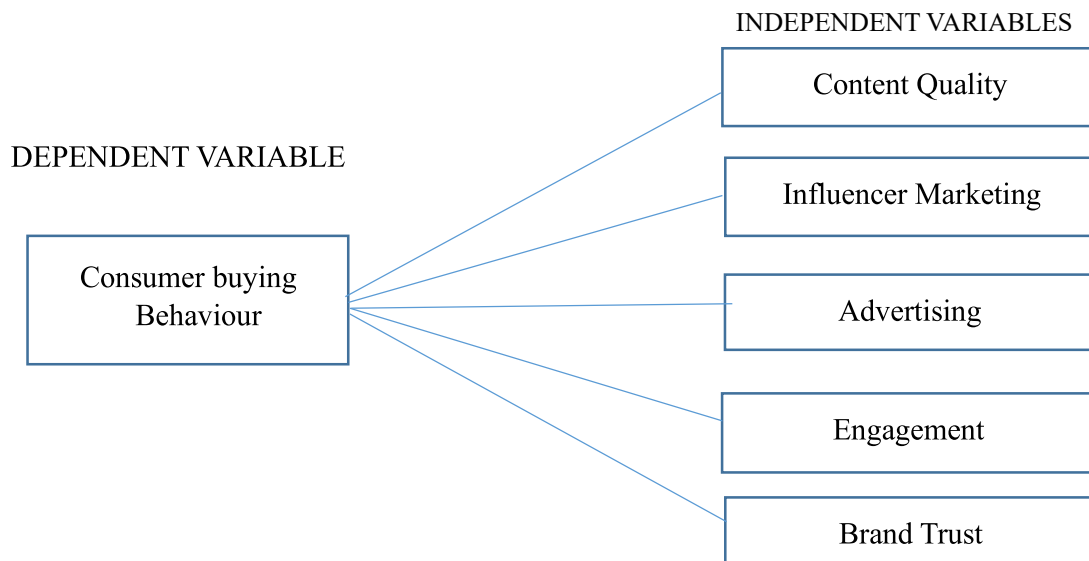
Using a survey method, the analysis explores how social media marketing shapes what consumers decide to buy. Data came through an internet-based form filled out by individuals active on sites such as YouTube, Facebook, or Instagram. Rather than general trends, it looks closely at personal responses to ads seen online. Behaviour patterns emerge alongside opinions about digital promotions found during regular browsing.

RESEARCH DESIGN

This study utilizes a descriptive research design to understand the way people respond from this ad's found in media. Understanding how attitudes align with viewing habits can clarify what drives consumer decisions. Patterns of decision-making processes: (responses to advertising content). There are clear links between media exposure and purchase decisions.



RESEARCH MODEL AND HYPOTHESIS



RESEARCH HYPOTHESIS

Null Hypothesis (H₀): There is no relationship between social media marketing factors and consumer buying behaviour.

Alternate Hypothesis (H₁): There is a relationship between social media marketing factors and consumer buying behaviour.

SAMPLING TECHNIQUE

A selection approach focused on accessibility shaped this research, drawing participants from readily available circles - like students or early-career workers - who frequently engage with platforms including Facebook, YouTube, Instagram, and LinkedIn. While patterns within these subgroups become visible through such means, full population coverage remains beyond reach.

SAMPLE SIZE

This research includes 112 respondents who actively use social media platforms (Instagram, Facebook, and YouTube). Respondents were selected in order to attain knowledge and insights regarding their perception, experience along with buying behaviour driven by social media marketing activities. The amount of this drawing will help in study of trends and outcomes to conclusively study.

STATISTICAL TOOLS USED

Regression models, along with correlation techniques, help examine how social media marketing links to consumer purchasing patterns. Through IBM SPSS Statistics, the gathered information undergoes analysis for precise outcomes. Precise numerical findings emerge after processing the dataset thoroughly. Relationships within variables become clearer through systematic evaluation.

CORRELATION ANALYSIS

Relationship between social media marketing factors and consumer buying behaviour

Correlation Analysis

Null Hypothesis (H₀): There is no relationship between social media marketing factors and consumer buying behaviour.

Alternate Hypothesis (H₁): There is a relationship between social media marketing factors and consumer buying behaviour.



Correlations			
		Give your level of satisfaction in social media ads lead to a positive product or service experience	Do you compare products on social media before making a purchase decision?
Give your level of satisfaction in social media ads lead to a positive product or service experience	Pearson Correlation	1	-.027
	Sig. (2-tailed)		.779
	N	112	112
Do you compare products on social media before making a purchase decision?	Pearson Correlation	-.027	1
	Sig. (2-tailed)	.779	
	N	112	112

INTERPRETATION

A figure of -0.027 appears when examining satisfaction with social media advertisements alongside product comparison habits prior to buying - this suggests an almost non-existent negative link. Although a number, it carries little meaning since the associated p-value sits at 0.779, far above the standard threshold of 0.05. Such a result fails to support any real connection. One might conclude: how satisfied someone feels about social media ads does not reflect their tendency to weigh options before spending.

REGRESSION ANALYSIS

Relationship between social media marketing factors and consumer buying behaviour

REGRESSION:

Anova:

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.656	2	.828	3.708	.028 ^b
	Residual	24.335	110	.223		
	Total	25.991	112			

- a. Dependent Variable: GENDER
- b. Predictors: (Constant), How much do social media advertisements impact your decision to purchase a product or service? Give your level of satisfaction about brand transparency during marketing activity



Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1.582	.182		8.689
	Give your level of satisfaction about brand transparency during marketing activity	-.050	.033	-.141	-1.515
	How much do social media advertisements impact your decision to purchase a product or service?	.081	.038	.197	2.122

a. Dependent Variable: GENDER

INTERPRETATION

The data reveal influences tied to gender reach statistical importance, marked by $F = 3.708$ and $p = 0.028$. Because of this, factors under examination appear connected to participant gender. Satisfaction regarding brand transparency, however, plays almost no role - its p-value stands at 0.133, falling short of significance. In contrast, ads shaping purchase choices show meaningful influence; evidence supports this through a p-value of 0.036. Though minor in size, the effect remains detectable within the model. This suggests a noticeable influence on participants' gender within the research. Ultimately, what counts is how ads shape purchasing choices - brand openness plays a smaller role.

MAJOR FINDINGS

- Most of the participants in the research are young students, and their online-inactivity is primarily dominator by Instagram and YouTube platforms. Thus, product marketing through these channels is relatively easy to access for them.
- Online impressions are what influence and shape how users think about brands. Trust increases — or decreases — through interactions across platforms. Credibility is often borne out of the repeated observation of brand behaviour in digital spaces. Buying decisions reveal these changing perceptions, with no trumpets to herald them.
- Nothing influences purchasing decisions more than word-of-mouth. What previous purchasers have to say is significant. Reviews affect decision making silently but profoundly. Testimonials provide context that others are able to utilize. Just as important is clear, helpful information. What is written about an experience often informs the next step people take.
- Randomly scrolling on social media can influence shopping decisions over time. While visits are infrequent, exposure slowly affects what feels desirable. When a single post, viewed in a random moment, can linger in decision-making down the line. What seems casual might exploit preferences without people noticing. When influence operates behind the scenes, frequency matters less than one might think. Even passive viewing leaves impressions on purchasing behaviour.
- The research corroborated this finding. Findings revealed that each factor associated with influencer-based social media efforts appears to influence purchase decisions in a positive manner.

RESEARCH SUGGESTIONS

- Content that is based on life experiences like what customers have to say gets more attention because it feels real. People start to trust when they hear opinions from others like when they talk to each other online. Of fancy advertisements people often like to listen to voices they know. These personal stories spread easily on platforms and they shape what people think without being pushy.



- When people see someone they trust recommend a product they often decide to buy it. This kind of influence works better than advertisements. Using people that're familiar makes the message feel less like an ad. Trust takes time to build when people see that someone is consistent over time. Recommendations seem real when they come from actual experiences. Brands get attention when they work with voices that their audience already likes.
- Trust happens when brands talk to people on platforms like Instagram or YouTube. Conversations on these sites feel more real. When a voice shows up all the time it stands out. People listen more when they know who is talking. Trust builds slowly not by yelling out offers. By being there all the time. Being present where people spend their time makes a difference. When people get used to seeing a brand they start to pay attention. When a brand keeps talking to people without being pushy it shapes how they think. People notice when a brand is consistent.
- Content and advertisements might work better when they are about what people care about like what we see in the media.
- Feedback helps build connections when people share what they think. Trust builds naturally when people have conversations, in the media. People become loyal when they are heard without being forced to follow a script.

CONCLUSION

Although often overlooked, what appears on platforms such as Instagram, YouTube, and Facebook shapes choices when buying from brands. Content shared online - along with feedback from others and messages promoted by known figures - influences views toward both items and the act of promoting them digitally. How a company presents itself, including clarity of message and care in crafting posts, plays into whether audiences respond positively to digital outreach efforts. Repeated exposure through these networks does more than shift opinions temporarily; it helps form lasting connections between users and businesses using social media tools. Success tends to follow those organizations that manage their presence well, gaining attention, fostering reliability, and meeting objectives tied to communication via online Channels.

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