

Impact of Social Media Marketing on Consumer Buying Behaviour

Avinash Bhavan A (Student)


MBA, Rathinam Technical Campus, Coimbatore

Mr. Thanush N (Assistant Professor)



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Abstract: Social media marketing has become one of the most influential marketing tools in the digital business environment. Platforms such as Instagram, Facebook, YouTube, LinkedIn, and Twitter/X have transformed the way businesses communicate with consumers and influence their purchase decisions. This study examines the impact of social media marketing on consumer buying behaviour by analyzing influencer marketing, online reviews, social media advertisements, and user-generated content. The study adopted a descriptive research design using both primary and secondary data. Primary data were collected from 150 respondents using structured questionnaires. Statistical tools such as percentage analysis, chi-square analysis, and correlation analysis were used for interpretation. The findings reveal that Instagram and YouTube are the most influential platforms affecting consumer buying decisions. Influencer recommendations and online reviews strongly impact customer trust and purchase intention. Correlation analysis revealed a strong positive relationship between social media marketing and consumer buying behaviour ($r = 0.87$). The study concludes that social media marketing has become a strategic necessity for organizations seeking long-term business growth and customer engagement.

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

1. Introduction

Social media has become an inseparable part of consumers' daily lives. Platforms such as Instagram, Facebook, YouTube, and LinkedIn have transformed communication and business marketing strategies. Social media marketing allows businesses to engage directly with consumers through advertisements, influencer collaborations, reels, short videos, and user-generated content. Consumer buying behaviour is increasingly influenced by digital interactions and online engagement rather than traditional advertising methods. The rapid growth of smartphones, internet accessibility, and social commerce has further increased the importance of social media marketing in the modern business environment.

2. Review of Literature

Several researchers have examined the impact of social media marketing on consumer buying behaviour. Kaplan and Haenlein explained that social media transformed traditional marketing communication into interactive customer engagement. Cheung and Thadani identified electronic word-of-mouth as a major factor influencing purchase intention. Lou and Yuan found that influencer credibility significantly affects consumer trust and purchase decisions. Hanaysha concluded that social media marketing positively influences brand loyalty and customer engagement. Recent studies also highlight the growing importance of online reviews, micro-influencers, and user-generated content in shaping consumer behaviour.

3. Objectives of the Study

- To analyze social media usage patterns among consumers.
- To examine the impact of social media marketing on purchase decisions.
- To evaluate the role of influencer marketing and online reviews.
- To identify challenges associated with social media marketing.
- To study the relationship between social media marketing and consumer buying behaviour.

4. Research Methodology

The study adopted a descriptive research design to analyze the influence of social media marketing on consumer buying behaviour. Primary data were collected from 150 respondents through structured questionnaires. Secondary data were collected from journals, books, websites, and research articles. Simple random sampling was used to select respondents from different age groups and occupations. Percentage analysis, chi-square analysis, and correlation analysis were used for data interpretation. The study was conducted during the period January 2026 to March 2026.

5. Data Analysis and Interpretation

The analysis revealed that the majority of respondents belong to the 25–35 years age group and use social media multiple times daily. Instagram (35%) and YouTube (28%) were identified as the most preferred platforms for product discovery and purchase decisions. Around 67% of respondents reported that social media highly influences their buying behaviour. About 73% agreed that social media advertisements help discover new products and brands.

Influencer marketing also plays a major role in shaping purchase decisions. Around 72% of respondents confirmed that influencer recommendations affect their buying behaviour. User-generated content and online reviews significantly improve customer trust and product awareness. The study found that 76% of respondents rely on online reviews before making purchase decisions.

The findings also revealed that social media marketing contributes to impulse buying behaviour and increased brand loyalty. However, respondents expressed concerns regarding fake reviews, privacy issues, and information overload. Correlation analysis indicated a strong positive relationship between social media marketing exposure and consumer buying behaviour ($r = 0.87$).

6. Findings of the Study

The study identified that young adults aged between 25 and 35 years are the most active social media users and are highly influenced by social media marketing activities. Instagram and YouTube are the most influential platforms because of their visual and interactive content. Influencer marketing, online reviews, and user-generated content significantly improve customer trust and purchase intention.

The study also found that social media advertisements effectively increase product awareness and customer engagement. Fashion, beauty, and lifestyle products are the categories most influenced by social media promotions. Privacy concerns, fake reviews, and excessive promotional content were identified as major challenges affecting consumer trust in digital marketing.

7. Suggestions

Organizations should prioritize Instagram and YouTube marketing strategies to improve customer engagement and brand visibility. Businesses should collaborate with micro-influencers to improve authenticity and trust. Companies should encourage user-generated content through campaigns and customer interactions. Transparent privacy policies and review verification systems should be implemented to improve consumer confidence in social media marketing.

8. Conclusion

The study concludes that social media marketing has a significant impact on consumer buying behaviour in the modern digital era. Social media platforms have become essential tools for product discovery, customer engagement, and brand promotion. Influencer marketing, online reviews, and user-generated content strongly shape consumer trust and purchasing decisions.

The findings reveal that consumers increasingly depend on social media for product information and buying decisions. Social media marketing improves brand awareness, customer interaction, and purchase intention. However, organizations must address challenges such as privacy concerns, fake reviews, and information overload to maintain consumer trust and marketing credibility.

Overall, social media marketing is not only a promotional strategy but also a strategic necessity for organizations seeking long-term business growth and sustainable competitive advantage in the digital economy.

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