

# A Study on the Influence of Social Media Marketing on Consumer Behavior

Dr Ramesh Kumar D<sup>1</sup>, Mr Jai Prasath. K<sup>2</sup>

1. Assistant Professor, Department of B.Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

2. III B Com CA. Sri Ramakrishna College of Arts & Science, Coimbatore.

## Abstract

Social media marketing has become a powerful tool for businesses to influence consumer behaviour in the digital era. With the rapid growth of platforms such as Facebook, Instagram, Twitter, and YouTube, organisations increasingly use social media to communicate with customers, promote products, and build brand relationships. This study examines the influence of social media marketing on customer behaviour, focusing on factors such as brand awareness, customer engagement, trust, and purchase intention. Social media content, including advertisements, influencer marketing, reviews, and interactive posts, plays a significant role in shaping customers' perceptions and decision-making processes. The findings suggest that effective social media marketing strategies positively impact customer attitudes, enhance brand loyalty, and increase purchase intention by providing timely information and encouraging two-way communication. Furthermore, personalised and engaging content strengthens emotional connections between brands and customers, leading to long-term relationships. This study highlights the importance of strategic social media marketing in understanding and influencing consumer behaviour, offering valuable insights for marketers to design effective digital marketing campaigns.

## 1. Introduction

In recent years, social media has emerged as a significant component of modern marketing, transforming the way businesses interact with customers. Platforms such as Facebook, Instagram, Twitter, YouTube, and LinkedIn enable organisations to communicate directly with their target audience, promote products and services, and build strong brand identities. Unlike traditional marketing methods, social media marketing allows real-time interaction, personalised communication, and a wide market reach at relatively low cost. As a result, it has become an essential strategy for influencing customer behaviour and shaping purchasing decisions. Customer behaviour refers to the actions, preferences, and decision-making processes of individuals when selecting, purchasing, and using products or services. Social media marketing influences customer behaviour by increasing brand awareness, providing product information, encouraging engagement through likes, shares, and comments, and fostering trust through reviews and influencer endorsements. Customers increasingly rely on social media content, peer opinions, and online communities before making purchase decisions. The influence of social media marketing extends beyond promotion, as it helps businesses understand customer needs, preferences, and feedback. By analysing customer interactions and responses on social media platforms, companies can design effective marketing strategies and improve customer satisfaction. Therefore, studying the influence of social media marketing on customer behaviour is crucial for organisations seeking to gain a competitive advantage in today's digital marketplace.

## 2. Review of Literature

- **Kapoor, R. et al. (2023)**<sup>1</sup> study aims to analyse the influence of social media marketing activities on customer engagement and buying behaviour. The research focused on how interactive content, influencer marketing, and user-generated content affect customer perceptions. Data was collected through surveys from active social media users. The study concluded that engagement-driven content significantly improves brand awareness and positively influences purchase intention. It was also found that trust and credibility play a vital role in converting engagement into actual buying behaviour.
- **Ahmad, S. et al. (2022)**<sup>2</sup> examined the relationship between social media advertising and consumer purchase decisions. The researchers analysed customer responses to social media advertisements across various platforms. The findings revealed that informative and entertaining advertisements enhance

customer attention and brand recall. The study concluded that social media marketing has a strong positive impact on consumer behaviour, especially when advertisements are perceived as trustworthy and relevant.

- **Dwivedi, Y. K., et al. (2021)<sup>3</sup>** Focused on the role of social media marketing in shaping brand perception and customer engagement. The study involved surveys and structural analysis to understand consumer-brand interactions. The results indicated that personalised communication and two-way interaction increase customer satisfaction and brand loyalty. The study emphasised that social media serves as an effective platform for influencing customer attitudes and long-term relationships.
- **Cheung, M. L., et al. (2020)<sup>4</sup>** explored the impact of electronic word-of-mouth (e-WOM) on customer behaviour through social media platforms. The researchers analysed online reviews, comments, and peer recommendations. The findings showed that positive e-WOM significantly increases customer trust and purchase intention, while negative feedback reduces brand credibility. The study concluded that managing online reviews is crucial for influencing customer decisions.
- **Hajli, N., et al. (2019)<sup>5</sup>** Investigated how social media interactions influence consumer trust and online purchasing behaviour. The study focused on user participation, social interaction, and community engagement. The results revealed that active social media presence reduces perceived risk and increases customer confidence. The study concluded that social media marketing plays a key role in influencing customer behaviour and decision-making processes.

### **3. Statement of the Problem**

The rapid growth of social media marketing among businesses has transformed the way brands communicate with customers. However, understanding customer behaviour through social media platforms remains challenging due to diverse preferences and constantly changing trends. Many businesses also face uncertainty in measuring the effectiveness of their social media marketing strategies. Social media content plays a significant role in influencing customer purchase decisions, making it essential for businesses to carefully plan their campaigns. Therefore, analysing customer responses to social media marketing is crucial for improving engagement, targeting the right audience, and achieving better marketing outcomes.

### **4. Objectives of the Study**

- To analyse the demographic profile of the respondents.
- To identify the major social media platforms used by the respondents.
- To examine the sources of awareness about products and brands through social media marketing.

### **5. Research Methodology**

#### **i) Sources of Data**

The Study Is Based on Both **Primary** and **Secondary** Sources of Data. Primary Data Provides First-Hand Information From Respondents, While Secondary Data Supports The Study Through Existing Literature And Online Sources.

#### **ii) Data Collection Method**

##### **Primary Data**

Primary Data was collected directly from respondents using a structured questionnaire. The questionnaire was designed to gather information on demographic details, social media usage, customer awareness, preferences, and purchasing behaviour influenced by social media marketing.

##### **Secondary Data**

Secondary Data was collected from books, journals, research articles, websites, company reports, and online publications related to social media marketing and customer behaviour.

**iii) Area of the Study**

The study was conducted among customers who actively use social media platforms in Coimbatore and are exposed to social media marketing activities. The geographical area of the study is limited to a selected region for convenience and feasibility.

**iv) Sampling Technique and Sample Size**

The study adopted a **non-probability sampling technique**, specifically **convenience sampling**, as respondents were based on their availability and willingness to participate. The data was collected from 100 respondents.

**v) Period of the study**

The Period of The Study Was Conducted from **November 2025 to January 2026**.

**vi) Statistical Tools Used for the Study**

The Collected Data Was Analysed Using The Following Statistical Tools:

- **Simple Percentage Analysis** – To analyse the demographic profile and general responses of respondents.
- **Chi-Square Analysis** – To examine the relationship between demographic variables and customer behaviour.
- **Anova (analysis of variance)** – To compare differences in customer behaviour across different groups.
- **Friedman Ranking Analysis** – To rank factors influencing customer behaviour and satisfaction level.

**6. Data Analysis and Interpretation**

Simple Percentage

**Table No: 6.1 Personal profile of the respondents**

Personal Profile	Particular	Respondents based on their personal profiles	Percentage
<b>Gender</b>	Male	58	58%
	Female	40	40%
	Other	2	2%
<b>Age</b>	Below 20yrs	14	14%
	21-30yrs	38	38%
	31-40yrs	24	24%
	41-50yrs	16	16%
	Above 50yrs	8	8%
<b>Educational Qualification</b>	Higher secondary	18	18%
	Under graduation	42	42%
	Postgraduate	28	28%
	Others	4	4%
	Professional degree	8	8%
<b>Occupational Status</b>	Student	30	30%
	Private employee	36	36%
	Government employee	14	14%
	Business Man	12	12%
	Homemaker	6	6%
	Others	2	2%
<b>Monthly income</b>	Below ₹15,000	26	26%
	₹15,001 – ₹30,000	34	34%
	₹30,001 – ₹45,000	22	22%
	₹45,001 – ₹60,000	12	12%
	Above ₹60,000	6	6%

Source: Primary Data

**Interpretation**

From the above table, 6.1 shows the personal factor of the respondent; it is observed that the majority of the respondents are male (58%). Most of the respondents belong to the 21–30 years age group (38%), indicating that young adults are more active users of social media. The majority of respondents have completed undergraduate education (42%). With regard to occupation, private employees (36%) form the largest group, followed by students. In terms of monthly income, most respondents fall under the ₹15,001–₹30,000 income group (34%). The study also reveals that a majority of respondents reside in urban areas (52%), where exposure to social media marketing is relatively higher.

**Table No: 6.2 Social media usage and consumer behaviour**

Particulars	Category	No of Respondents	Percentage
Social Media Platform Used Most Frequently	Instagram	38	38%
	Twitter (X)	8	8%
	LinkedIn	6	6%
	Facebook	26	26%
	YouTube	22	22%
Time Spent on Social Media Per Day	Less than 1 hour	12	12%
	1 – 2 hours	28	28%
	2 – 4 hours	40	40%
	More than 4 hours	20	20%
Source of awareness about products/brands	Advertisements	30	30%
	Influencer promotions	24	24%
	Friends / Peer sharing	18	18%
	Brand pages	16	16%
	Online reviews	12	12%
Factors influencing purchase through social media	Price offers	32	32%
	Influencer recommend	20	20%
	Customer reviews	26	26%
	Brand reputation	14	14%
	Product information	8	8%

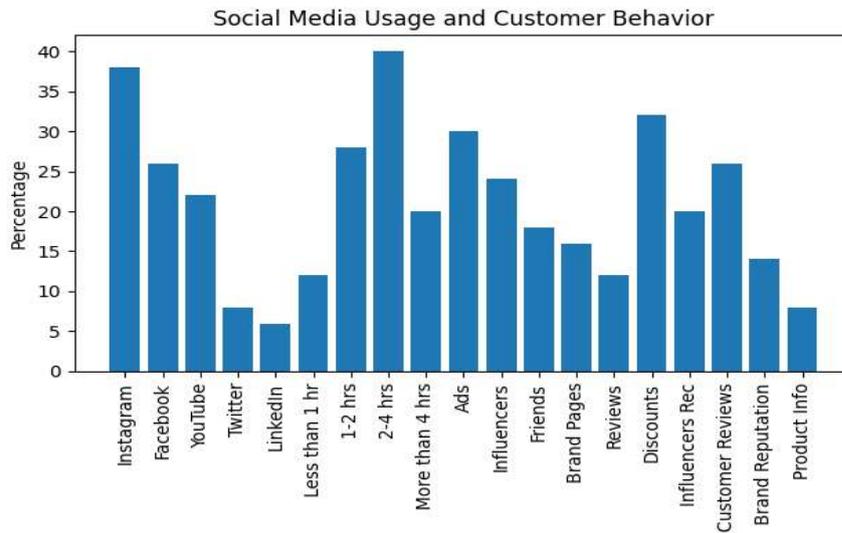
**Source: Primary Data**

### Interpretation

From the above table 6.2 shows social media usage and consumer behaviour of the respondent, it is observed that **Instagram (38%)** is the most frequently used social media platform among the respondents. The majority of respondents (**40%**) spend **2–4 hours per day** on social media, indicating high exposure to online marketing content. Regarding awareness, **social media advertisements (30%)** are the major source through which respondents become aware of products and brands, followed by influencer promotions. In terms of purchase influence, **price offers and discounts (32%)** play the most significant role, followed by customer reviews. This clearly shows that social media marketing strongly influences customer awareness, engagement, and purchasing behaviour.

**Chart No: 1**

### **SOCIAL MEDIA USAGE AND CUSTOMER BEHAVIOR**



**Chi – Square Analysis**

**Null Hypothesis (Ho):**

“There is no significant relationship between personal factors and awareness of products through social media.”

**Table No: 6.3**

**Chi-Square Values – Relationship between Personal Factors and Awareness of Products via social media**

S.No	Personal Factors	Chi-Square Value	Significant Value	S/Ns
1	Gender	8.732	0.032	S
2	Age	22.451	0.007	S
3	Educational Qualification	19.864	0.015	S
4	Occupational Status	14.921	0.112	Ns
5	Monthly Family Income	11.347	0.268	Ns
6	Area of Residence	5.762	0.456	Ns

**Note:** S – Significant @ 5% Level (P-Value < 0.05), Ns – Not Significant @ 5% Level (P-Value > 0.05)

**Interpretation:**

Table 6.3 shows the analysis of the personal factors. It is observed from the table that the null hypothesis is **rejected** for **3 personal factors** – Gender, Age, and Educational Qualification – as the p-value is less than 0.05. This indicates that these factors have a significant relationship with awareness of products through social media. The remaining factors – Occupation, Monthly Income, and Area of Residence – are **not significant**, meaning they do not have a strong relationship with social media product awareness.

**ANOVA ANALYSIS**

**Null Hypothesis (Ho):**

“There is no significant difference between the age of respondents and their opinion regarding factors influencing social media purchase decisions.”

**Table No: 6.4**

**ANOVA – Age of Respondents vs Opinion on Influencing Factors**

Source of Variation	Sum of Squares (SS)	df	Mean square (MS)	F-Value	Sig.(p)
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Between Groups	48.672	4	12.168	6.452	0.001*
Within groups	177.328	95	1.867		
Total	226.000	99			

Note: \*Significant at 5% level (P < 0.05)

**Interpretation:**

Table 6.4 shows the analysis of the ANOVA result, which shows that the **F-value is 6.452** with a **p-value of 0.001**, which is less than 0.05. Therefore, the null hypothesis is **rejected**. It can be concluded that there is a **significant difference** in opinions regarding social media influencing factors across different age groups. This implies that age affects how respondents perceive the factors that influence their purchase decisions through social media.

**TABLE NO: 6.5 Friedman Ranking Analysis – Problems Faced by Respondents in Social Media Marketing**

S.No	Problems Faced By Respondents	Mean Rank	Rank
1	Fake Reviews	3.95	1
2	Misleading Advertisements	3.42	2
3	Too Many Ads	2.87	4
4	Lack of Trust	3.15	3
5	Poor Product Quality	2.61	5

Source: Primary Data

**Interpretation**

The above table 6.5 shows that the **most** significant problem faced by respondents in social media marketing is Fake Reviews (Rank 1, Mean Rank 3.95), followed by Misleading Advertisements (Rank 2). Lack of Trust comes third, while Too Many Ads and Poor Product Quality are ranked fourth and fifth, respectively. This indicates that respondents are most concerned with the credibility and reliability of information on social media, which directly affects their purchase decisions and engagement with brands.

**RESULT OF ANOVA – AGE OF RESPONDENTS AND OPINION REGARDING INFLUENCE FACTORS**

Factors	Sums of Variation	Sum of Squares	df	Mean Square	F	Sig.	S/NS
Friends and family suggestion	Between Groups	1.245	4	0.311	0.812	0.518	NS
	Within Groups	60.772	95	0.640			
	Total	62.017	99				
Price offers/discounts	Between Groups	8.120	4	2.030	4.156	0.004	S
	Within Groups	46.350	95	0.488			
	Total	54.470	99				
Brand reputation	Between Groups	0.982	4	0.246	0.693	0.599	NS
	Within Groups	33.720	95	0.355			

	Total	34.702	99				
Customer reviews	Between Groups	3.540	4	0.885	1.432	0.224	NS
	Within Groups	58.710	95	0.618			
	Total	62.250	99				
Influencer recommendations	Between Groups	5.040	4	1.260	2.330	0.059	NS
	Within Groups	51.350	95	0.540			
	Total	56.390	99				

Note: S – Significant at 5% level ( $p < 0.05$ ), NS – Not Significant at 5% level ( $p > 0.05$ )

### Interpretation

It is observed from the above table that the null hypothesis is rejected (significant) in the case of Price Offers / Discounts ( $p = 0.004$ ). This indicates that the age of respondents has a significant effect on the opinion regarding price discounts as an influencing factor in social media purchases.

The hypothesis is not significant (accepted) for Friends & Family Suggestions, Brand Reputation, Customer Reviews, and Influencer Recommendations, meaning these factors are not significantly influenced by age.

Hence, it can be concluded that younger and older age groups perceive the importance of price offers differently, while other factors influencing social media purchase behaviour remain similar across ages.

## 7. FINDINGS

### Percentage Analysis

#### 1. Demographic Profile

- The majority of respondents are male (58%), aged 21–30 years (38%), with undergraduate education (42%).
- Private employees (36%) form the largest occupational group.
- Most respondents earn ₹15,001–30,000 per month (34%) and reside in urban areas (52%).

#### 2. Social Media Usage

- Instagram (38%) is the most frequently used platform.
- The majority of respondents spend 2–4 hours per day (40%) on social media.
- Advertisements (30%) and influencer promotions (24%) are the primary sources of product awareness.
- Price offers/discounts (32%) and customer reviews (26%) are the most influential factors in social media purchase decisions.

### Chi-Square Analysis

- There is a significant relationship between personal factors like Gender, Age, and Educational Qualification and awareness of products through social media.
- Other factors, such as Occupation, Monthly Income, and Area of Residence, are not significant.
- This indicates that age, gender, and education strongly influence social media awareness, while other demographics are less influential.

### ANOVA Analysis

- ANOVA results show that age significantly affects opinion regarding price offers/discounts ( $p = 0.004$ ).
- Opinions regarding friends & family suggestions, brand reputation, customer reviews, and influencer recommendations were not significantly affected by age.
- This suggests that marketers should focus on age-based segmentation for discount and pricing strategies on social media.

#### Friedman Rank Analysis

- Using Friedman Ranking Analysis, Fake Reviews were ranked as the major problem faced by respondents (Mean Rank = 3.95, Rank 1).
- Misleading advertisements and Lack of Trust were ranked 2nd and 3rd, respectively.

## 8. Conclusion

The study concludes that social media marketing has a significant influence on customer behaviour, particularly in awareness, purchase decisions, and brand loyalty. Demographic factors like age, gender, and education affect awareness and perception. Price offers, discounts, and customer reviews are the most influential in driving purchases. While social media marketing is effective, problems such as fake reviews, misleading advertisements, and a lack of trust remain challenges. Companies must strategically segment audiences, provide credible content, and engage actively to maximise the impact of social media campaigns.

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