International Journal of Scientific Research and Engineering Development-– Volume 9 Issue 6, Nov – Dec 2026
Available at www.ijsred.com

RESEARCH ARTICLE OPEN ACCESS

A Study on The Effectiveness of Social Media Marketing on Consumer Buying Behaviour

Nagendra Birbahadur Singh*, Dr Nitin Vasantrao Ganorkar**
*(Student, Department of MBA, Wainganga College of Engineering and Management, Nagpur
Email: singhnagendra7537@gmail.com)
**(Assistant Professor, Department of MBA, Wainganga College of Engineering and Management, Nagpur
Email: nitinganokar@gmail.com)

----------**********----------

Abstract
Social media has become an important channel through which businesses communicate with consumers, introduce products, build brand awareness and influence purchase decisions. Platforms such as Instagram, Facebook, YouTube and short-video applications allow consumers to discover products, view demonstrations, compare alternatives, read reviews and interact with brands. This study examines the effectiveness of social media marketing on consumer buying behaviour, with particular attention to brand awareness, electronic word of mouth, influencer content, engagement, trust and purchase intention. The paper uses a descriptive and conceptual approach based on secondary sources and established marketing literature. It explains the stages through which social media content may affect consumer decision-making and identifies factors that can strengthen or weaken this influence. The discussion indicates that social media marketing can support product discovery and purchase intention when content is relevant, credible, informative and engaging. However, exposure to promotional content does not automatically result in a purchase; price, product quality, personal needs, consumer trust and prior experience also matter. The paper recommends that organisations evaluate campaign performance using meaningful measures such as engagement quality, website visits, conversion rates, customer feedback and repeat purchases rather than relying only on likes and follower counts
.The study is expected to provide valuable insights into the impact of social media marketing on consumer buying behaviour and preferences. It will help businesses understand consumer needs, improve their marketing strategies, increase brand awareness, and build customer trust. The findings of the study may also help organizations identify the most effective social media platforms for influencing consumer purchase decisions and enhancing customer engagement.

Keywords: Social media marketing, consumer buying behaviour, purchase intention, brand awareness, influencer marketing, electronic word of mouth, consumer engagement.

----------**********----------

1. INTRODUCTION
Marketing communication has changed significantly with the growth of social media. Traditional marketing channels generally deliver messages from a company to a broad audience, while social media enables two-way communication between businesses and consumers. Users can react to posts, ask questions, share experiences, publish reviews and recommend products to their networks. As a result, social media is not only a promotional medium; it is also a space where consumers gather information and form the opinions about brands. Social media marketing refers to the use of social networking platforms to communicate brand value, share content, build the relationships and encourage desired consumer actions. Companies use product photographs, short videos, demonstrations, live sessions, paid advertisements, influencer partnerships, contests and customer testimonials to reach potential buyers. These activities can make consumers aware of a product and help them evaluate whether it meets their needs.

Consumer buying behaviour includes the activities and thought processes involved in recognising a need, searching for information, evaluating alternatives, making a purchase and responding after purchase. Social media can influence several of these stages. For example, a product video may create awareness, a customer review may reduce uncertainty, and a creator's demonstration may encourage a consumer to consider a brand. At the

 ©IJSRED: All Rights are Reserved

same time, misleading claims, excessive advertising and fake reviews can reduce trust.

The effectiveness of social media marketing therefore needs to be assessed beyond the number of views or likes received by a post. It is important to understand whether social media communication is useful, credible and relevant to consumers, and whether it contributes to actual buying behaviour or longer-term brand relationships.

2. BACKGROUND AND PROBLEM STATEMENT

Consumers increasingly encounter product information through social media feeds, search results, creator content, brand pages and recommendations from friends. This makes social platforms an important part of the consumer information environment. Businesses can target specific audiences and observe engagement in near real time, but consumer attention is limited and competing content is extensive.

The central problem addressed in this paper is that high social media engagement does not necessarily mean that marketing activity has changed consumer buying behaviour. A user may like a post without intending to buy, or may purchase after researching the product across multiple channels. The effect of social media marketing can also differ according to product category, age group, platform, income, previous brand experience and the credibility of the message.

This study therefore considers how social media marketing may influence consumer awareness, attitudes, trust, purchase intention and buying decisions, while distinguishing engagement indicators from outcomes that are closer to actual purchases.

3. OBJECTIVES OF THE STUDY

- To understand the role of social media marketing in consumer buying behaviour.
- To examine how social media content affects brand awareness and product information search.
- To study the influence of online reviews, electronic word of mouth and influencer credibility on purchase intention.
- To identify factors that increase or reduce consumer trust in social media marketing.
- To suggest practical ways for organisations to evaluate and improve social media marketing effectiveness.

4. REVIEW OF LITERATURE

Kotler and Keller explain that marketing communication helps consumers become aware of offerings and understand the value provided by a brand. In digital environments, communication is more interactive and consumers can respond to and redistribute brand messages.

Kaplan and Haenlein describe social media as a group of internet-based applications that enable the creation and exchange of user-generated content. This perspective is important because consumers are not only recipients of marketing messages; they also contribute content that can influence other buyers.

Mangold and Faulds identify social media as a hybrid element of the promotion mix. Organisations can communicate directly with customers, but they have less control over consumer-to-consumer conversations. This means that customer experiences and public responses can strengthen or weaken a campaign.

Hajli's work on social commerce highlights the role of social interaction, recommendations and trust in online purchasing contexts. Consumer-generated information can reduce uncertainty, particularly when a buyer has limited direct experience with a product.

The Elaboration Likelihood Model developed by Petty and Cacioppo suggests that persuasion may occur through careful evaluation of information or through simpler cues. In social media settings, product evidence and detailed explanations may encourage careful evaluation, while popularity, visual appeal or a familiar influencer may act as peripheral cues.

The literature collectively suggests that social media marketing effectiveness depends on content quality, credibility, consumer involvement and trust. However, results can vary across contexts, and intention to purchase should not be treated as equivalent to a completed transaction.

5. RESEARCH GAP

Many organisations track likes, shares, views and follower growth because these indicators are easy to access. These metrics, however, may not fully explain whether consumers develop trust, compare products, visit a website or complete a purchase. A useful assessment should connect social media

 ©IJSRED: All Rights are Reserved

activity with consumer decision-making while considering factors such as price, perceived quality, privacy concerns, advertising fatigue and the credibility of reviews. This paper addresses that practical gap by organising key influences into a simple framework and recommending measures that can be used in future empirical research.

6. RESEARCH METHODOLOGY

A. Research Design

The paper follows a descriptive and conceptual research design. It discusses the relationship between social media marketing activities and consumer buying behaviour using established academic literature and marketing concepts. It does not claim to report original survey results or statistically verified findings from a specific sample.

B. Sources of Data

The discussion is based on secondary sources, including books and published research articles concerning social media, digital marketing, consumer behaviour, social commerce and persuasion. For an institution-specific project, the student may supplement this review with a questionnaire survey of consumers and clearly report the sample size, location, sampling method and analysis.

C. Key Variables

- Independent variables: content quality, informativeness, entertainment, interaction, influencer credibility, online reviews and perceived authenticity.
- Intermediate variables: brand awareness, perceived value, brand attitude and consumer trust.
- Outcome variables: purchase intention, product consideration, click-through behaviour, purchase decision and repeat purchase.
- Possible control variables: age, income, product category, platform usage, price sensitivity and previous brand experience.

D. Proposed Hypotheses for Future Testing

- H1: Informative and relevant social media content is positively associated with consumer purchase intention.
- H2: Consumer trust in social media content is positively associated with purchase intention.
- H3: Credible influencer recommendations are positively associated with product consideration.
- H4: Positive online reviews and electronic word of mouth are positively associated with consumer confidence in a product.
- H5: Perceived misleading content and excessive promotional activity are negatively associated with consumer trust.

7. HOW SOCIAL MEDIA MARKETING INFLUENCES BUYING BEHAVIOUR

A. Brand Awareness and Product Discovery

Social platforms expose users to products they may not have actively searched for. Repeated exposure to consistent and recognisable brand content can improve recall. Short demonstrations, visual posts and targeted advertisements may help consumers discover products that fit their interests. Awareness is an early step, however, and should not be treated as proof of purchase.

B. Information Search and Evaluation

Consumers can use social media to examine product features, prices, usage instructions and comparisons. Demonstration videos and question-and-answer sessions can make product information easier to understand. Consumers may still check official websites, retail listings or offline stores before deciding.

C. Reviews and Electronic Word of Mouth

Ratings, comments, testimonials and shared experiences can provide social evidence about product performance. Detailed and balanced reviews may be more useful than generic praise. Consumers may become sceptical when reviews appear repetitive, overly promotional or difficult to verify.

D. Influencer Marketing

Influencers can introduce products to an audience that values their expertise, style or recommendations. Their impact is likely to depend on perceived credibility, fit between the influencer and the product, transparency about paid partnerships and the usefulness of the demonstration. A large follower count alone does not guarantee influence.

 ©IJSRED: All Rights are Reserved

E. Engagement and Consumer Relationships

Prompt responses to questions, helpful after-sales information and respectful interaction can strengthen a consumer's relationship with a brand. Engagement is more meaningful when it reflects genuine interest or problem-solving rather than only passive reactions.

F. Trust, Privacy and Advertising Fatigue

Trust may decline when claims are exaggerated, sponsored content is not disclosed, personal data use is unclear or customers receive poor service after purchasing. Repeated advertisements can also irritate users. Ethical communication, accurate product information and responsible data practices are therefore important for long-term effectiveness.

8. CONCEPTUAL FRAMEWORK

The proposed framework is: Social media marketing activities (content quality, interaction, reviews and influencer communication) → consumer responses (awareness, perceived value, attitude and trust) → buying-related outcomes (product consideration, purchase intention and purchase decision). The strength of these relationships may vary according to product type, price, consumer characteristics, previous experience and perceived authenticity.

This framework is a guide for organising research rather than a claim that every relationship has been empirically established for all consumers or platforms.

9. DISCUSSION

The analysis suggests that social media marketing can influence multiple stages of the consumer journey, from discovery to evaluation and post-purchase discussion. Its strongest contribution may be providing accessible information, creating opportunities for interaction and making consumer experiences visible. These benefits are more likely when the content is useful, consistent with the brand promise and credible to the intended audience.

At the same time, purchase behaviour is shaped by several influences beyond social media. Consumers consider affordability, availability, product performance, convenience, recommendations from family and friends, and their own needs. Social media may initiate a decision process without being the final cause of a purchase. Organisations should therefore avoid attributing every sale to the last social media interaction and should use a combination of analytics, customer feedback and campaign tracking.

For smaller organisations, an effective strategy need not require a large advertising budget. A clear target audience, regular helpful content, authentic demonstrations, timely replies and transparent promotional practices can build trust. Paid campaigns can then be tested with defined goals and compared against their cost and outcomes.

10. CONCLUSION

Social media marketing has become a significant part of contemporary marketing because it supports product discovery, information sharing, consumer interaction and public discussion of brand experiences. It can influence buying behaviour when consumers consider the content relevant, credible and useful. However, social media exposure and engagement do not automatically lead to purchases. Consumer trust, product quality, price, needs and previous experience continue to shape decisions.

Organisations should evaluate social media marketing as part of the wider consumer journey. A balanced measurement approach should include reach, engagement quality, website activity, conversions, customer feedback and repeat purchases. Transparent communication, authentic content and responsible use of consumer data can help businesses build relationships that last beyond a single campaign. Future research using a clearly defined sample and structured questionnaire can test the proposed relationships and compare the effectiveness of different social media platforms.

ACKNOWLEDGMENT

The author acknowledges the academic authors and researchers whose published work on social media, digital marketing and consumer behavior informed this conceptual paper. Any future empirical version of this study should acknowledge the institution, respondents and other contributors who support the research.

REFERENCES

[1] Ismaela, A. S., Amin, M. B., Ali, M. J., Hajdú, Z., & Péter, B. (2025). Relationship between social media marketing and young customers' purchase intention towards online shopping. Cogent Social

 ©IJSRED: All Rights are Reserved

Sciences, 11(1). https://doi.org/10.1080/23311886.2025.2459881
[2] K. S., D., & Massand, A. (2025). A study on reflective factors of social media marketing activities and its influence on purchase intention of Gen Z. Acta Psychologica, 259, Article 105459. https://doi.org/10.1016/j.actpsy.2025.10545
[3] Meenu. (2025). The influence of social media marketing on consumer purchase intention: An empirical study of Indian consumers. International Journal of Research – Granthaalayah, 13(1), 257–296. https://doi.org/10.29121/granthaalayah.v13.i1.2025.6987
[4]Sajjad, M., & Shaikh, O. A. (2025). Impact of social media marketing on consumer buying behavior. Journal of Social and Organizational Matters, 4(1), 688–711. https://doi.org/10.56976/jsom.v4i1.382[
5] Tharian, K., Lekshmi, P., & Biju, S. K. (2025). The influence of social media on consumer behaviour: A multi-dimensional study of purchase intention, product selection, brand awareness, and buying behaviour. International Journal of Research in Marketing Management and Sales, 7(1), 336–344. https://doi.org/10.33545/26633329.2025.v7.i1d.245
[6] Adaba, G. B., Frimpong, F., & Mwainyekule, L. (2025). Empirical analysis of social media influencers' effect on consumer purchase intentions and behavior. Platforms, 3(3), Article 11. https://doi.org/10.3390/platforms3030011
[7] Islam, M., & Sheikh, S. A. (2024). Are social media-based marketing strategies the new mechanisms for attracting consumers? A quantitative method-based approach. Journal of Theoretical and Applied Electronic Commerce Research, 19(4), 3571–3583.

 ©IJSRED: All Rights are Reserved