



A Study On The Influence Of Social Media Marketing On Customers' Purchasing Behaviour And Decisions

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Abstract- This study examines the influence of social media marketing on customers' purchasing behaviour and decision-making in the modern digital era. Social media platforms such as Instagram, YouTube, and Facebook have become essential tools for businesses to promote products, communicate with consumers, and build strong brand presence. The study is based on both primary data collected through a structured questionnaire and secondary data obtained from books, journals, and reliable online sources, using a descriptive research design. The analysis shows that social media significantly influences customer awareness, perceptions, preferences, and final purchase decisions. Consumers today actively seek information through social media, where factors such as online reviews, advertisements, and influencer recommendations play a vital role in shaping their attitudes and purchase intentions. Moreover, social media platforms provide businesses with opportunities to engage with customers, gather feedback, and personalize marketing strategies. The study also highlights that consistent and effective social media marketing enhances customer trust, strengthens brand loyalty, and improves customer satisfaction. It concludes that social media marketing is a powerful and cost-effective tool that enables businesses to reach a wider audience, influence consumer behaviour, and improve sales performance in a highly competitive market.

Keywords- Key concepts in this study include social media marketing, customer purchasing behaviour, decision-making, digital platforms, brand awareness, consumer perception, online reviews, influencer marketing, advertisements, customer engagement, brand loyalty, customer satisfaction, purchase intention, personalized marketing, and sales performance.

I. Introduction

In today's digital age, social media has become an integral part of people's daily lives and has significantly transformed the way businesses interact with customers. Social media marketing refers to the use of social networking platforms to promote products, services, and brands while actively engaging with consumers. Platforms such as Instagram, YouTube, and Facebook enable businesses to reach a wide and diverse audience quickly, share information instantly, and create strong brand visibility in a highly competitive market. Consumers today rely heavily on social media as a primary source of information before making purchase decisions, as they are influenced by advertisements, customer reviews, ratings, and recommendations from influencers, which shape their perceptions, attitudes, and preferences toward products and brands. Social media not only helps in creating awareness but also builds trust, encourages interaction, and allows customers to share their experiences, thereby influencing other potential buyers. With the rapid growth of digital technology and increasing internet usage, social media marketing has become a powerful and cost-effective tool for businesses to attract, engage, and retain customers. It enables companies to analyze consumer behaviour, target specific audiences, personalize marketing strategies, and improve customer relationships, while also receiving instant feedback to enhance their performance. Therefore, studying the influence of social media marketing on customer purchasing behaviour is essential to understand how it affects decision-making, shapes buying patterns, and contributes to overall business growth in the modern market environment.



II. Objectives Of The Study

- To analyse the influence of social media marketing on customer purchasing behaviour.
- To identify the most preferred social media platforms among users.
- To examine the time spent by consumers on social media.
- To evaluate the factors such as reviews, advertisements, and influencers affecting buying decisions.
- To study the impact of social media marketing on customer trust and purchase frequency.

III. Scope Of The Study

The study focuses on analysing how social media platforms influence actual consumer purchasing behaviour rather than just awareness or opinions. It covers major platforms such as Instagram, Facebook, YouTube, and Twitter (X) to identify the most effective channels for marketing. The research also examines the impact of various types of social media content, including reviews, influencer endorsements, promotions, and videos, on consumer decision-making. In addition, it highlights customer perceptions, trust, and brand loyalty to help businesses develop effective marketing strategies, and provides useful recommendations to improve social media campaigns and enhance customer engagement.

IV. Statement Of The Problem

In the present digital era, social media has become a major platform for marketing and communication, influencing the way consumers make purchasing decisions. Businesses increasingly rely on platforms such as Instagram, YouTube, and Facebook to promote their products and engage with customers. However, despite the growing importance of social media marketing, there is a need to understand how these platforms actually influence customer purchasing behaviour rather than just creating awareness. Consumers are exposed to various forms of content such as advertisements, reviews, and influencer recommendations, which may affect their perceptions, trust, and buying decisions. The effectiveness of these factors varies among individuals, making it important to study their impact in detail. Therefore, this study aims to analyse the extent to which social media marketing influences customer behaviour, identify the key factors affecting purchase decisions, and understand how businesses can use social media effectively to attract and retain customers.

V. Research Methodology

Type of project - The study is descriptive in nature and is based on both primary and secondary data.
Primary data- collected through a structured questionnaire administered to consumers of health drinks. The questionnaire covered aspects related to packaging design, information clarity, convenience, safety and environmental concerns.

Secondary data- collected from published journals, books and online research articles related to packaging and consumer behaviour.

Sampling method -Convenience sampling was adopted for selecting respondents.

Tools used -The collected data were analysed using percentage analysis and simple interpretation techniques.



VI. Analysis

TABLE 1: Age Distribution of Respondents

| Age Group | Respondents | Percentage |
|-----------|-------------|------------|
| 18–25 | 45 | 45% |
| 26–35 | 25 | 25% |
| 36–45 | 20 | 20% |
| Above 45 | 10 | 10% |

Interpretation: The majority of respondents (45%) are in the 18–25 age group, showing high social media usage among youth.

Inference: Younger consumers (45%) are more influenced by social media in purchasing decisions.

TABLE 2: Gender Distribution

| Gender | Respondents | Percentage |
|--------|-------------|------------|
| Male | 55 | 55% |
| Female | 45 | 45% |

Interpretation: Male respondents (55%) are slightly higher than female respondents (45%).

Inference: Social media marketing influences both genders almost equally (55% vs 45%).

TABLE 3: Preferred Social Media Platform

| Platform | Respondents | Percentage |
|-----------|-------------|------------|
| Instagram | 40 | 40% |
| YouTube | 25 | 25% |
| Facebook | 20 | 20% |

Interpretation: Instagram is preferred by 40% of respondents, followed by YouTube (25%).

Inference: Visual platforms like Instagram (40%) have a greater influence on customer engagement.

TABLE 4: Time Spent on Social Media

| Time (Hours) | Respondents | Percentage |
|--------------|-------------|------------|
| Below 1 hr | 10 | 10% |
| 1–2 hrs | 30 | 30% |
| 2–4 hrs | 40 | 40% |
| Above 4 hrs | 20 | 20% |

Interpretation: Most respondents (40%) spend 2–4 hours daily on social media.

Inference: Higher usage (40%) increases exposure to marketing and advertisements.

TABLE 5: Influence on Purchase Decision

| Response | Respondents | Percentage |
|----------|-------------|------------|
| Yes | 65 | 65% |
| No | 35 | 35% |

Interpretation: A majority (65%) of respondents are influenced by social media in purchasing decisions.

Inference: Social media marketing significantly impacts buying behaviour (65%).

TABLE 6: Factors Influencing Purchase



| Factor | Respondents | Percentage |
|------------------|-------------|------------|
| Reviews | 30 | 30% |
| Influencers | 25 | 25% |
| Advertisements | 20 | 20% |
| Brand Reputation | 25 | 25% |

Interpretation: Customer reviews influence 30% of respondents, the highest among all factors.
Inference: Consumers rely more on reviews (30%) than advertisements (20%).

TABLE 7: Purchase Based on Social Media Ads

| Response | Respondents | Percentage |
|----------|-------------|------------|
| Yes | 65 | 65% |
| No | 35 | 35% |

Interpretation: Most respondents (65%) have purchased products through social media ads.
Inference: Social media advertisements are effective in driving sales (65%).

TABLE 8: Influence of Influencers

| Response | Respondents | Percentage |
|----------|-------------|------------|
| Yes | 60 | 60% |
| No | 40 | 40% |

Interpretation: Influencers affect 60% of respondents' purchase decisions.
Inference: Influencer marketing plays a strong role in building trust (60%).

TABLE 9: Impact of Online Reviews

| Response | Respondents | Percentage |
|----------|-------------|------------|
| Yes | 70 | 70% |
| No | 30 | 30% |

Interpretation: A majority (70%) of respondents consider online reviews before purchasing.
Inference: Positive reviews significantly influence buying decisions (70%).

TABLE 10: Frequency of Purchase via Social Media

| Frequency | Respondents | Percentage |
|-----------|-------------|------------|
| Often | 30 | 30% |
| Sometimes | 45 | 45% |
| Rarely | 15 | 15% |

Interpretation: Most respondents (45%) sometimes purchase products via social media.
Inference: Social media influences buying behaviour moderately (45%) rather than consistently.

VII. Findings

- Majority of respondents belong to the 18–25 age group, indicating high social media usage among youth.
- Instagram is the most preferred platform, followed by YouTube.
- Most respondents are influenced by social media in their purchasing decisions.
- Customer reviews are the most important factor affecting buying behaviour.



- A large number of respondents purchase products based on social media advertisements.
- Influencers play a significant role in shaping customer trust and decisions.
- Majority of respondents consider online reviews before purchasing products.
- Most respondents purchase products occasionally through social media platforms.

VIII. Suggestions

- Businesses should focus more on Instagram and video-based platforms like YouTube.
- Companies should encourage positive customer reviews and feedback.
- Influencer marketing strategies should be strengthened to build trust.
- Advertisements should be engaging, clear, and informative.
- Brands should target young consumers effectively.
- Efforts should be made to convert occasional buyers into regular customers.

IX. Conclusion

The study concludes that social media marketing has a strong and growing influence on customer purchasing behaviour and decision-making. With the increasing use of digital platforms, consumers rely heavily on social media for information, reviews, and recommendations before making purchase decisions. Platforms like Instagram and YouTube play a major role in shaping customer awareness and preferences through visual and video-based content. The findings also highlight that factors such as customer reviews, influencer marketing, and advertisements significantly affect buying behaviour. Consumers tend to trust peer opinions and influencer recommendations, which directly impact their level of confidence in a product. Social media not only helps in creating brand awareness but also encourages engagement and interaction between businesses and customers. Overall, social media marketing has become an essential tool for businesses to promote their products and influence customer decisions. Companies that effectively utilize social media strategies can enhance customer trust, improve brand visibility, and ultimately increase sales.

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