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A STUDY ON THE INFLUENCE OF SOCIAL MEDIA IN MODERN MARKETING

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Abstract:

The rapid expansion of social media platforms has significantly transformed the way consumers interact with brands and make purchasing decisions. This study examines the impact of social media marketing on consumer buying behaviour, focusing on how digital advertisements, influencer promotions, peer reviews, and online content shape consumer preferences. The research is based on primary data collected from 100 respondents using a structured questionnaire, supported by secondary sources such as journals and websites. The findings reveal that social media, particularly Instagram, plays a major role in influencing purchase decisions, especially among young users. Factors such as discounts, visual presentation, and customer reviews were found to strongly affect buying behaviour. The study concludes that social media marketing has become an essential component of modern marketing strategies and continues to influence consumer decision-making processes.

KEYWORDS: Social Media Marketing, Consumer Behaviour, Digital Advertising, Influencer Marketing, Online Shopping.

INTRODUCTION:

In recent years, social media has emerged as a powerful communication and marketing medium, reshaping traditional marketing practices. Platforms such as Instagram, WhatsApp, YouTube, and Facebook allow businesses to reach consumers directly and engage with them through interactive and personalised content. Unlike conventional advertising methods, social media marketing enables two-way communication, allowing consumers to share opinions, reviews, and experiences that influence others.

With increasingly busy lifestyles, consumers prefer convenient ways to search for information and make purchases. Social media provides instant access to product details, promotional offers, and peer feedback, which significantly affects consumer attitudes and purchase intentions. As a result, businesses are increasingly investing in social media marketing

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to enhance brand visibility and influence consumer behaviour. Understanding how social media impacts buying decisions is, therefore, essential for marketers and researchers alike.

REVIEW OF LITERATURE:

Ramsundar (2011)

Their study says that shoppers' decisions are influenced heavily by online brands. Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to the Internet to get more data for their buying decisions.

Garima Gupta (2013)

In her paper analysed the influence of social media on product buying. The results proved the actual fact that social media influences product buying intentions. Particularly, there's a powerful impact of 3 factors called information about the product, peer communication, and the level of product involvement on shoppers' purchase intentions with respect to social media. The author infers that, because the product is sold online, it can't be examined; perceived data shared about the product on social media and information sharing among peer teams facilitate consumers' analysis of the product and make decisions accordingly.

Williams et al., (2000)

In his study, social media marketing influences perception, shopper selection behaviour, buying decision, and attitude from the pre-purchase data phase to post-purchase behaviour.

RESEARCH GAP:

Although several studies have examined the influence of social media marketing on consumer buying behaviour, most of them focus on its overall impact without analysing the platform-specific influence and consumer concerns related to trust, authenticity, and excessive advertising. Limited research has been conducted on how visual-driven platforms like Instagram affect purchase decisions among young consumers in urban Indian contexts. This study addresses this gap by examining key influencing factors, platform preference, and consumer perceptions towards social media marketing.

OBJECTIVES OF THE STUDY:

1. To examine the influence of social media marketing on consumer buying behaviour.
2. To identify the most commonly used social media platforms among consumers.
3. To analyse the factors that encourage consumers to purchase products through social media.
4. To understand consumer perceptions towards social media-based promotions.

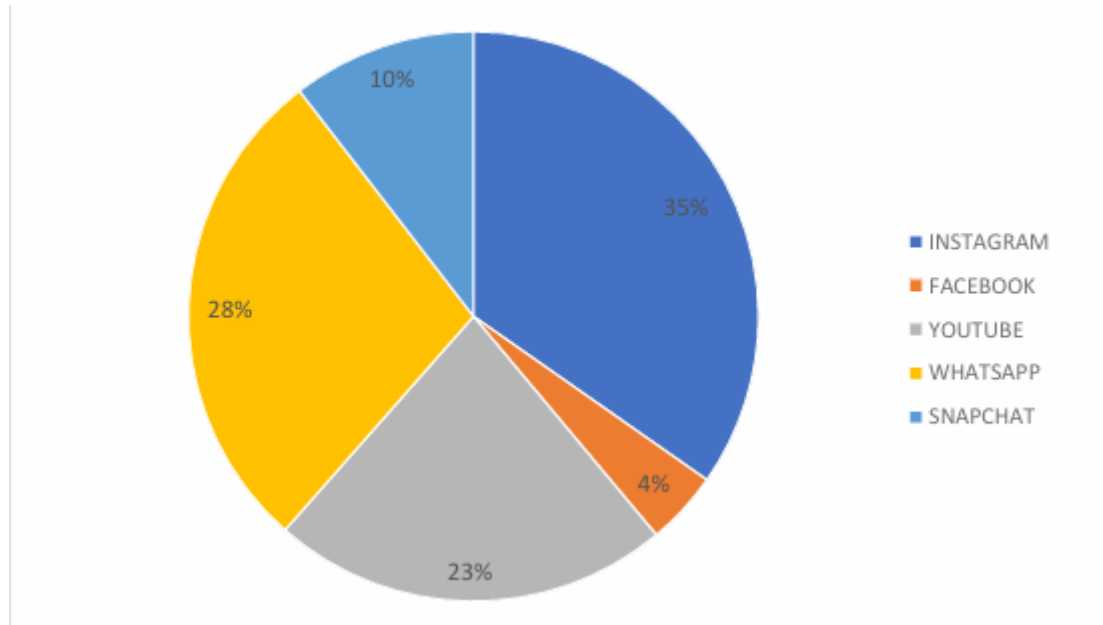
RESEARCH METHODOLOGY:

The study is based on both primary and secondary data. Primary data were collected from 100 respondents through a structured questionnaire administered online. Secondary data were obtained from academic journals, articles, and relevant online sources. The collected data were analysed using simple percentage analysis to interpret consumer behaviour, preferences, and perceptions related to social media marketing.

DATA ANALYSIS AND INTERPRETATION:

FIGURE 1:

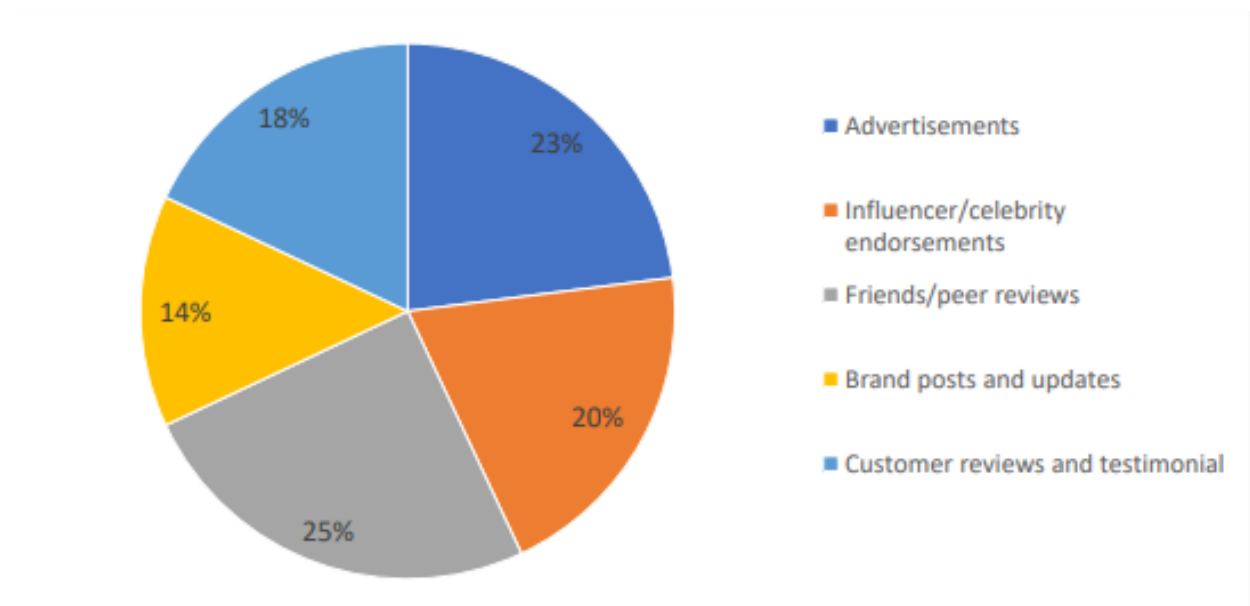
SOCIAL MEDIA USAGE PREFERENCES



This figure shows most preferred social media is Instagram.

FIGURE 2:

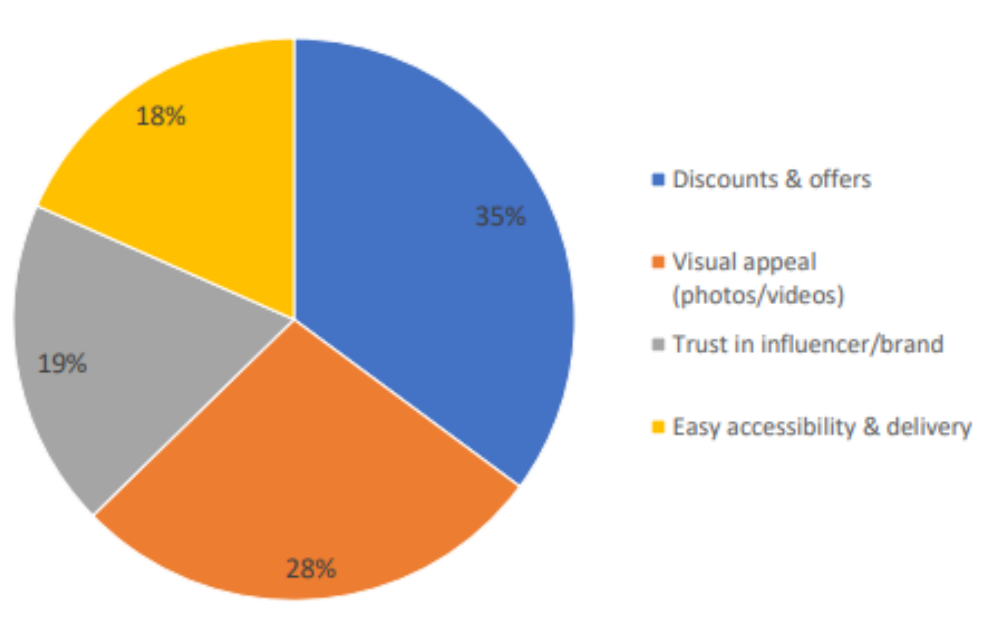
THE TYPE OF SOCIAL MEDIA CONTENT INFLUENCING PURCHASE DECISIONS



This figure shows most preferred social media Content influencing purchase decisions is friends/peer reviews.

FIGURE 3:

THE FACTORS ENCOURAGING CONSUMERS TO PURCHASE THROUGH SOCIAL MEDIA



This figure shows that the factors encouraging consumers to purchase through social media is discounts and offers.

DISCUSSION:

The findings of the study suggest that social media marketing has a noticeable influence on consumer behaviour, particularly among younger consumers who actively engage with digital platforms. Visual content, promotional offers, and peer recommendations significantly affect purchase decisions. However, excessive advertising and a lack of credibility may reduce consumer trust. Businesses must therefore focus on delivering authentic content and meaningful engagement to maintain long-term relationships with consumers.

SCOPE FOR THE FUTURE:

Future studies can build on this research by involving a larger and more diverse group of respondents to better reflect different age groups, income levels, and regions. Researchers may also use advanced analytical tools to understand more clearly how social media marketing influences consumer buying decisions. Comparative studies between social media platforms and traditional online marketplaces can provide deeper insights into changing consumer preferences. Further research can explore how trust, authenticity, and credibility of influencers affect long-term purchase behaviour. The impact of repeated advertisements and consumer fatigue toward excessive promotions can also be examined. In addition, future studies may focus on data security and privacy concerns related to social media shopping. Such research would help businesses design more effective and responsible digital marketing strategies.

CONCLUSION:

Social media has become a regular part of daily life and strongly influences how people decide what to buy. Most consumers use platforms like Instagram and WhatsApp to discover products, offers, and reviews. Attractive visuals, discounts, and opinions from others play a major role in shaping buying decisions. At the same time, many consumers are careful about

trusting influencer promotions and repeated advertisements. Although social media creates awareness and interest, many still prefer established online shopping platforms because they feel safer and more reliable. Overall, social media is a powerful marketing tool, but it must be used honestly to build consumer trust.

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