

Influence of Social Media Marketing on Consumer Buying Behaviour

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INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR

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Abstract

The rapid growth of social media has significantly changed the way consumers search for information and make purchase decisions. This study examines how social media platforms influence consumer buying behaviour, with special focus on brand awareness, advertisements, influencer reviews, and user-generated content. Primary data were collected from 150 respondents using a structured questionnaire, and the data were analysed using percentage analysis and projected with the help of tables and charts. The findings show that most respondents actively use social media several times a day and rely on platforms such as Amazon, Meesho, Instagram, and YouTube for product information and reviews. Influencer reviews, customer ratings, and unboxing videos were found to have a strong impact on purchase decisions, while many consumers remain neutral about trusting products solely based on online reviews. The study highlights the growing importance of social media as a marketing tool and suggests that businesses should focus on engaging content, customer reviews, and influencer collaborations to better connect with consumers and influence their purchasing behaviour.

Keywords: Social Media Marketing, Consumer Behaviour, User-Generated Content, Online Reviews, Purchase Decision.

Introduction

In today's digital age, social media has become an essential part of everyday life. People use social media not only to communicate, but also to share opinions, gather information, and make purchase decisions. Platforms such as Instagram, Facebook, YouTube, WhatsApp, Amazon, Meesho, and Flipkart have changed the way consumers interact with brands and products. Unlike traditional media, social media allows two-way communication, where users can actively like, comment, share, and review content. Social Media Marketing (SMM) refers to the use of social media platforms by businesses to promote products and services, build brand awareness, and engage with customers. Through advertisements, influencer marketing,

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and interactive content, companies can reach a large audience at a lower cost. Social media also helps businesses receive quick feedback and understand customer preferences. Consumer buying behaviour explains how individuals make purchasing decisions based on personal, social, cultural, and online influences. User-Generated Content (UGC), such as reviews and ratings, plays an important role as consumers often trust real user experiences more than advertisements. Therefore, studying the impact of social media marketing and UGC on consumer buying behaviour is important to understand modern purchasing decisions.

Review Of Literature

Finny Redjeki (2025) examined the influence of social media marketing on consumer buying behaviour using a literature review approach. The study analysed recent national and international journal articles published over the last 5–10 years. The findings reveal that social media platforms like Instagram, TikTok, YouTube, Facebook, and Twitter play a strong role in shaping consumer decisions. Social media impacts purchasing behaviour both directly through promotions and indirectly through engagement, trust, brand awareness, and perceived value.

Aditi Shrestha, Alina Karki, Mayank Bhushan, Shiwani Joshi and Shreya Gurung (2023) This research was revealed that social networking sites strongly influence purchasing decisions. Consumers use social media to gather information and seek recommendations before buying. Content marketing was found to play an important role in shaping opinions. The study also showed that social media impacts buyers across all age groups. It concluded that social platforms help businesses build engagement and brand loyalty.

Dayawati Yadav and Akshita Jain (2023) in their article observed that consumers are highly active on platforms like Instagram and YouTube, where repeated exposure to promotional content shapes preferences and satisfaction levels. Their study also highlighted the role of user-generated content in influencing consumer engagement.

Research Gap

Many studies have discussed online shopping and customer satisfaction, but few focus on specific customer experiences and recent changes in buying behaviour. Existing research is mostly general and lacks platform-wise analysis. Limited studies consider the influence of social media and customer reviews together. There is also less focus on young and first-time online shoppers. Hence, this study aims to address these gaps

Objectives

1. To analyse the impact of social media on consumer purchase Decisions.
2. To identify the most influential social Media platforms on Buying Behaviour.
3. To understand the Role of user-Generated Content (example: Reviews, influencers) in shaping Purchase intent.

Methodology

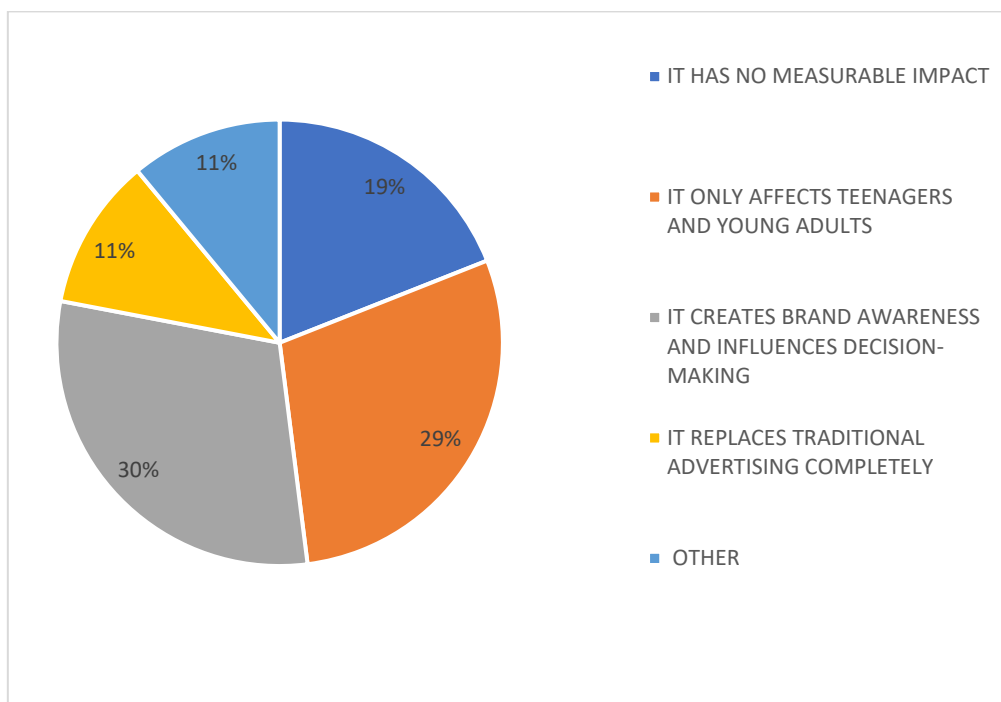
The study adopts a descriptive and analytical research design to examine the impact of social media marketing on consumer buying behaviour. Both primary and secondary data were used for the study. Primary data was collected through a structured questionnaire created using Google Forms and circulated among social media users using convenience sampling. A total of 150 respondents from Chennai city participated in the survey. Secondary data was collected from journals, articles, websites, and previous studies. The collected data was analysed using percentage analysis and presented through tables and charts for easy understanding.

Data Analysis and Interpretation

The analysis clearly shows that social media plays a significant role in influencing consumer purchase decisions. A large proportion of respondents believe that social media helps in creating brand awareness and shaping their buying behaviour. Consumers increasingly depend on online platforms for product information, comparison, and purchasing decisions. Platforms such as Amazon and Meesho are considered the most influential for buying products due to their accessibility, variety, and convenience. The findings also highlight the strong impact of user-generated content, especially customer reviews, unboxing videos, influencer posts, and star ratings, on consumers' trust and confidence in products. These forms of content help consumers evaluate product quality and reliability before making a purchase. Furthermore, the study indicates that social media not only influences planned purchases but also encourages impulsive buying behaviour. Overall, the results suggest that social media and user-generated content play a crucial role in shaping consumers' preferences, attitudes, trust, and final purchasing decisions in the modern digital environment.

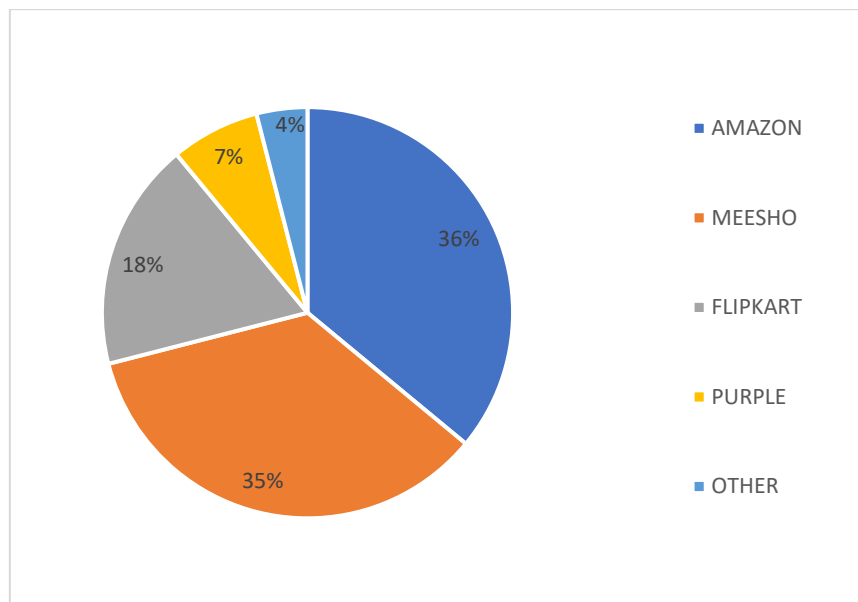
These findings are further illustrated in the Figures,

Figure 1:



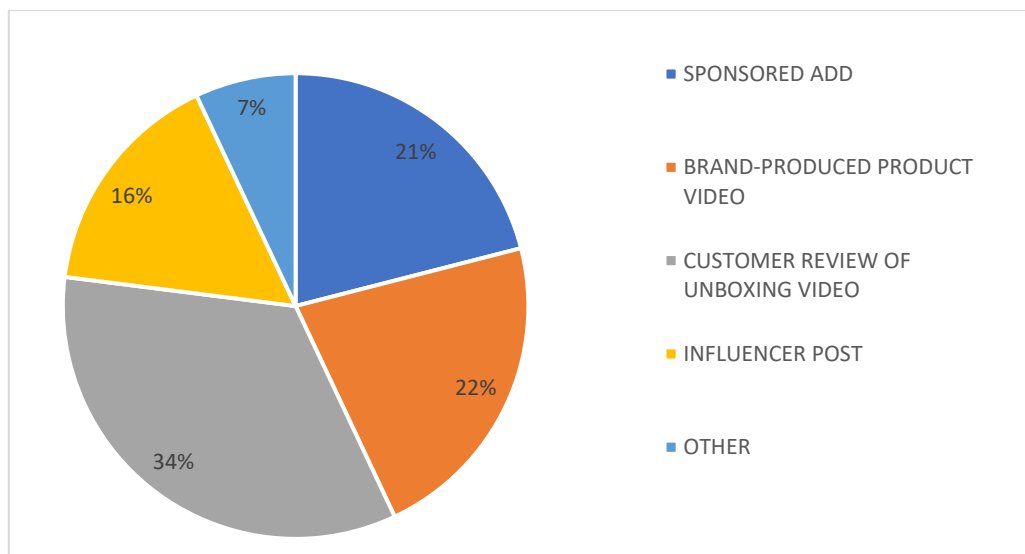
The figure shows the impact of social media on consumer purchase Decisions.

Figure 2:



The figure shows most influential social Media platforms on Buying Behaviour.

Figure 3:



The figure shows the Role of user-Generated Content. (example: Reviews, influencer's) in shaping Purchase intent.

Discussions

The study suggests that based on the findings, businesses should actively strengthen their social media strategies by focusing on consistent brand building, influencer marketing, and encouraging authentic user-generated content such as customer reviews, ratings, and unboxing videos. Since peer opinions and influencer reviews strongly impact purchase decisions, companies should motivate satisfied customers to share genuine feedback through offers or loyalty benefits. Marketers should also prioritize platforms like Amazon, Meesho, and Instagram by running targeted advertisements and review-focused campaigns to maximize visibility, trust, and consumer engagement.

Scope For Future Research

Future research on the impact of social media marketing on consumer buying behaviour can include a wider sample covering different regions and demographic groups to obtain broader insights. Further studies may focus on comparing the influence of various social media platforms on purchase decisions. Researchers can also examine the role of emerging trends such as influencer marketing, short-video content, and artificial intelligence-based advertisements.

Conclusion

The present study clearly indicates that social media has become a powerful factor influencing consumer buying behaviour by shaping perceptions, increasing brand awareness, and providing easy access to reviews and recommendations. Consumers rely heavily on social media platforms for product research, influencer opinions, and user-generated content before making purchasing decisions. Therefore, businesses that effectively utilise social media marketing strategies can build stronger consumer trust, influence buying intentions, and achieve higher sales performance in the competitive digital marketplace.

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Supportive links

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