



## The Influence of Social Media Marketing on Consumer Purchase Decisions: A Study on the Sales of AI Courses

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### ABSTRACT :

Social Media Marketing (SMM) affects the behaviour of a buyer on the Internet and within its niche markets like Artificial Intelligence (AI) courses. This research helps us study and understand the relationship between SMM and the behaviour of a buyer about AI courses. It is done through a survey of 100 people supported by secondary research. The Analysis shows the major identity of demographics related to professional and amateur interests of working professionals in AI, which is related to attracting Networking/Media Apps to draw its attention to the first place. The Final analytics shows that the top networking/media apps for social media marketing are Instagram and YouTube. This is done based on reviews, sponsored advertisements, affected and webinars organized by subject experts of the surveyed respondents. Out of which 47% of the respondents bought the AI courses after experiencing the social media marketing related to it. The most popular factor for not purchasing among the respondents was brand reliability. The most popular factor for purchasing among the respondents was the quality of materials. Psychological factors for awareness and belief were popular reactions to support an overall effective reliability factor due to strong SMM awareness. Interestingly, many SMM campaigns related to courses brought successes for AI/algorithm-based opportunities. AI course providing institutions should focus more on transparency and moral AI-based opportunities.

### 1. Introduction

#### 1.1 Background

Artificial Intelligence (AI) has become a driving force behind technological progress, leading to an increasing demand for professionals equipped with AI-related skills. This rising demand has spurred the proliferation of AI courses, especially those delivered via online platforms, making AI education more easily available. The various social media have created a obstruction for traditional marketing techniques by giving dynamic, interactive and personalised according to every individual preferences.

Social media marketing uses modes such as YouTube, Instagram, LinkedIn, Twitter/X, Snapchat, and Facebook to deliver personalised services to the audiences. These platforms not only helps in the distribution of marketing materials but also helps in one on one interaction, and trust-building.

#### 1.2 Rationale

The influence of SMM is widely acknowledged across industries, these has become a notable change in the impact on AI course purchases. AI courses provide technical depth, higher investment costs, and significant career implications, which change the consumer decision-making in unique ways. Knowing how social media influences such purchases can help educators and marketers to better their marketing strategies.

#### 1.3 Research Objectives

This study is guided by the following objectives:

- To Understand the characteristics that influence social media usage and the decision to purchase AI courses.
- To identify the most effective social media platform and content for promoting AI related education.
- To study the role of AI-powered marketing tools, factors and Fear of Missing Out (FOMO) to shape the consumer purchase decisions.

#### 1.4 Research Questions

- How do Characteristics like age, gender, race affect social media consumption and AI course purchase decisions?
- Which platforms and content types are the most successful in influencing the sales of AI courses?
- What is the role of AI-enabled marketing tools in increasing the engagement?
- How does FOMO factor affect the purchase time and consumer behaviour?

### ***1.5 Structure of the Paper***

The paper is structured as follows: Section 2 provides a review of relevant literature, Section 3 shows the methodology used, Section 4 shows the research findings, Section 5 shows discussion and results; Section 6 shows the conclusion of the study and Section 7 shows the recommendations for businesses.

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## **2. Literature Review**

### ***2.1 Social Media Marketing and Consumer Behaviour***

Social media marketing has completely transformed the consumer behaviour by providing personalized, interactive, and smart decision-making. Social media platforms increase the brand value and brand awareness through user preferred content, influencer endorsements, and targeted advertisements.

### ***2.2 Artificial Intelligence in Marketing***

Artificial Intelligence (AI) technologies have changed the marketing strategies by providing predictive analytics, automated chatbots, and content creation tools. These innovations improve the reach to target market and boost user engagement. In the EdTech sector specifically, AI-driven personalization courses recommend the user based on their profile, leading to increased conversion rates.

### ***2.3 Psychological Factors: Fear of Missing Out (FOMO) and Social Proof***

FOMO is a strong factor in digital marketing and influencing consumers by creating a sense of urgency and encouraging immediate purchasing decisions or impulse decisions. Social proof displayed that the reviews play a crucial role in reducing consumer hesitation and building trust, specifically for high-value educational investments.

### ***2.4 Gaps in Existing Research***

The overall effects of social media marketing are well-known but there is limited research on its impact on the purchase of AI-related educational courses. Also, the ethical challenges that are related with AI-powered marketing strategies are still not explored and should be further investigated.

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## **3. Methodology**

### ***3.1 Research Design***

This study employed a mixed-methods approach, combining quantitative surveys with qualitative analysis to gain a comprehensive understanding of consumer behaviour related to AI course purchases.

### ***3.2 Data Collection***

Primary data was gathered by 77 respondents through an online questionnaire. The survey focused on key areas including demographic profiles, social media usage patterns, awareness of AI courses, purchase behaviour, and marketing content preferences.

### ***3.3 Data Analysis***

Data analysis involved the use of descriptive statistics, cross-tabulation, and thematic analysis to interpret findings. Additionally, the perceived influence of social media marketing was assessed using a five-point Likert scale to measure the intensity of marketing impact.

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## **4. Results**

### ***4.1 Demographic Profile***

The survey revealed that the majority of respondents within the age group of 25–34 year old, followed by respondents under the age of 18 year old and the respondents above the age group of 45 year old had the following preferences:

#### **In terms of gender:**

- 44% respondents identified as female.
- 38% respondents chose not to disclose.
- 18% respondents identified as male.

#### **Based on occupation:**

- 27% respondents were freelancers.
- 21% respondents were working professionals.

- 20% respondents were students.

**Based on Educational background:**

- 27% respondents were Undergraduate.
- 21% respondents were High school graduates.
- 20% respondents were Postgraduates.

#### **4.2 Social Media Usage Patterns**

In terms of platform preference, YouTube and Instagram were the most frequently used, closely followed by LinkedIn, Twitter/X, and Snapchat and Facebook.

Time spent on social media was notable, with 31% respondents using these platforms for 2–4 hours daily and 29% of respondents spending more than 4 hours per day.

#### **4.3 Awareness of AI Courses**

A majority of respondents had seen advertisements for AI-related courses on social media platforms.

Out of these, the most common sources of advertising were Twitter/X and after it was Snapchat and then Facebook and then Instagram. The most influential type of content included success stories, then free webinars and then after Sponsored ads and peer recommendations also played a significant role.

#### **4.4 Purchase Behaviour**

**Following exposure to social media marketing:**

- 47% of respondents reported purchasing an AI course.
- Key decision drivers included.

**Following exposure for FOMO (Fear of Missing Out) effect:**

- 32% of respondents acknowledged about being influenced.
- 38% of respondents were not sure about it.
- 30% of respondents said they were not affected

**For future purchasing intentions:**

- 38% of respondents were ready for the idea.
- 33% of respondents were not ready and said no.
- 29% of respondents showed some interest.

#### **4.5 Suggestions for Marketers**

Respondents provided several recommendations to improve AI course marketing and they are as follows:

- They should introduce limited-time discounts on the courses.
- They should use visually attractive and engaging content.
- They should provide transparent course details and Reviews that are authentic.
- They should focus on career outcomes and job placement support.
- They should include credible, tech-savvy influencers for trusted marketing.

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## **5. Discussion**

### **5.1 Demographic Insights**

This Research shows that individuals that are 25–34 year old are the ones who use AI-related content on social media the most. This is the same with global trends, as this age group is completely digitally active and curious on learning new skills. All the freelancers and working professionals suggests that flexible, career-focused learning opportunities are specially valued and used in their work industry.

### **5.2 Platform Effectiveness**

YouTube has become the most influential platform because of its capacity to provide in-depth, educational videos and content. Instagram also in the same ways has strong visual appeal as it is attractive and relatable to the younger audiences, which results in increasing their engagement on the platform. Twitter (now X) plays a very important role in increasing the visibility of advertisements, specifically among the technologically smart and involved users and professionals working.

5.3 The Content used in webinars has become a new and effective method for developing the trust and creating customized values that are decreasing nowadays due to customers lack of confidence for buying and purchasing of goods and content.. The most important portion of credibility comes from influencer marketing because technical experts who understand the matter deliver authentic and real information to their audience.

5.4 Psychological Drivers: The sense of missing out known as FOMO functions as an important driver of customer behaviours. Marketers need to use urgent and exclusive campaign strategies because these attract customers who experience the FOMO effect. This practice needs to respect ethical norms and also it should never use manipulative techniques that build honesty between professionals and their clients.

5.5 The Role of AI in Marketing through AI marketing tools gives its users an improved experience in engagement because these tools provide customized solutions and prompt responses. They also have enhanced functionality which leads to better conversion performance. Marketers should protect user data while keeping operations transparent to build lasting trust and credibility among its users.

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## 6. Conclusion

The decision-making process of consumers regarding AI courses is heavily affected by social media marketing strategies. The combination of customized platform content with qualified reviews backed by artificial intelligence providers leads to higher visibility and increases conversion numbers. The critical function in gaining visibility is when the digital platforms like YouTube and Instagram are used for social media marketing. Consumers thinking about course quality get directly influenced by the credibility of the brand. Proper application of psychological factors such as FOMO helps to speed up purchasing decisions. Market sustainability through trust depends on how marketers manage their innovative approach with clear presentation of information that ensures transparency.

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## 7. Recommendations

Limited-time offers should be included as a strategy to speed up purchasing decisions. Brands should create attractive visuals and offers and interactive materials that are designed for the target audience of each platform. Courses along with user review information should be presented through clear information to ensure user trust. The training approach should promote specific career results through employment service support. Technical experts who maintain their credibility should work with the company to provide trustworthy endorsements and to ensure transparency. The proper use of AI tools needs encouragement which can be done through strict focus on both the privacy as well as the data protection.