



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

The Influence of Social Media on Consumer Behavior and Marketing Outcome

Milan Dwivedi¹, Dr. Pratibha Verma²

¹MBA (Marketing & Operation Management) School of Business, Galgotias University, Greater Noida, UP.

²Guide, Professor, School of Business, Galgotias University, Greater Noida, UP.

DOI : <https://doi.org/10.5281/zenodo.15655286>

ABSTRACT

In the contemporary digital landscape, social media marketing has emerged as one of the most powerful and cost-effective tools in the realm of advertising and brand promotion. With billions of active users engaging across platforms like Facebook, Instagram, X (formerly Twitter), LinkedIn, and YouTube, businesses have unprecedented access to their target audiences. Unlike traditional marketing channels, social media allows for real-time interaction, personalized content delivery, and immediate feedback—making it not just a promotional tool, but a strategic medium for shaping consumer perceptions and decisions.

This study aims to analyze the impact of social media marketing on consumer behavior and decision-making processes, particularly focusing on individuals who spend significant time on social platforms. It explores the dynamic relationships among digital marketing strategies, consumer engagement activities, and purchasing decisions. By examining these linkages, the study seeks to provide insights into how social media influences brand awareness, trust, preference, and ultimately, buying behavior.

Moreover, the study highlights how social media has revolutionized marketing by transforming the traditional marketplace into a more interactive, consumer-centric environment. Social networking sites are no longer just platforms for social interaction, but are now integrated into the broader marketing ecosystem—facilitating customer reviews, influencer partnerships, direct customer communication, and data-driven campaign optimization.

Past evidence and recent trends indicate that social media marketing not only enhances customer engagement but also contributes significantly to improved return on investment (ROI) for businesses. Even with minimal financial investment, marketers can reach a global audience, track consumer responses in real-time, and adapt their strategies for maximum effectiveness.

In conclusion, social media marketing plays a critical role in influencing the attitudes, preferences, and behaviors of modern consumers. Businesses that embrace this evolving trend stand to gain a competitive edge, while those that overlook it risk losing relevance in a highly connected and rapidly changing digital marketplace.

1. INTRODUCTION

In the current era of rapid globalization and digital transformation, a company's most valuable asset is its **brand identity**. For modern organizations, effectively capitalizing on their brand equity is key to achieving **sustainable growth, profitability, and long-term success**. Amid this transformation, **social media has emerged as a powerful and indispensable platform** for advertising, marketing, and customer engagement. It has significantly enhanced the visibility of products and services, allowing businesses to connect with vast and diverse audiences in real time.

With the increasing importance of digital marketing, **the primary concern of every business is to explore how various online marketing tools and techniques can maximize sales and service delivery**. This study is aimed at investigating the influence of **social media marketing on consumer behavior**, especially among users who actively engage with social networking platforms. It also seeks to identify the intricate and dynamic relationships between **social media marketing campaigns, consumer engagement activities, and the ultimate decision-making behavior of consumers**.

Social media has redefined the traditional marketplace by altering how goods and services are marketed, sold, and purchased. It plays a pivotal role in modern advertising by enabling businesses to plan more targeted and data-driven marketing strategies, implement innovative tools and techniques, and engage consumers through **interactive, personalized, and responsive communication**. Platforms such as **Facebook, Instagram, YouTube, and X (formerly Twitter)** serve not only as marketing tools but also as ecosystems for **building relationships and trust with consumers**.

Furthermore, the influence of social media extends beyond brand awareness; it shapes consumer preferences, purchasing patterns, and word-of-mouth marketing. In this digital chain reaction, **brands influence customers, customers influence other customers**, and this cycle contributes to building brand loyalty, improving business outcomes, and ensuring long-term sustainability.

In today's fast-paced world, where consumers lead increasingly busy lives, **social media marketing offers a convenient and efficient solution**. It enables consumers to access relevant product information, reviews, and recommendations without spending time or physical effort. Simultaneously, it allows organizations to collect valuable insights about consumer preferences, thereby enabling **more personalized marketing and product development**. Thus, social media marketing not only benefits customers by simplifying their purchase journey but also empowers companies with critical consumer data for strategic decision-making.

RESEARCH OBJECTIVE

To analyze the current status and market estimation of the E-Commerce industry in India.

To identify and evaluate the key challenges and barriers affecting the growth of E-Commerce in India.

To explore the potential and forecast the future trends of the E-Commerce sector in the Indian economy.

To examine the growth trajectory of the E-Commerce industry in India and investigate the major contributing factors behind its expansion.

2. REVIEW OF LITERATURE

Bikhchandani et al., (1998)

In their research describes whether or not shoppers shall purchase a product and whether or not they suggest a product to others. These are normally used as parameters for purchase intention. The study additionally reveals the result of knowledge cascades on social media by different product attributes is unconditional with different involvement strengths by shoppers. It concludes that the shoppers try to show totally different levels of involvement in different situations wherever they face with brand buying and recommending to others.

Manju Ahuja et al., (2003)

In their article, targeted on investigating the factors that influence the shopping behaviour and browsing behaviour of consumers during online purchase specifically, the study has been conducted about the consumers using business-to-consumer sites. The researchers also investigated buying preferences of consumers with varied demographic profiles which may reveal different buying approaches and consumer behaviours for a specific class of merchandise and services. Social media is the most effective factor that influences buying behaviour of customers.

Ramsunder (2011)

Their study says that shoppers' decisions are influenced heavily by on-line 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.

Geetanjali Naidu et al., (2013)

Their study analyses the influence of social media in purchasing behaviour of customers in Raipur. According to the survey result 75% of Indian youth use the internet for sharing their opinion, views and comment in numerous websites. The analysis concludes that people use social media widely for collecting information regarding products.

Teena Bagga et al., (2013)

The study analyses the inner and outer factors of consumer's online buying behaviour. A structured form was used and a survey was conducted with two hundred samples. Questionnaires were sent through the mail and also posted through online web pages and were answered by the respondents themselves. The statistical analysis found seven major factors that govern the consumer's buying behaviour. These seven factors were: would like for Social Communication, website Attributes, on-line Advertising, Recreation, Convenience, privacy issues and data Search.

3. RESEARCH METHODOLOGY AND RESEARCH DESIGN

RESEARCH DESIGN

The present study adopts a **descriptive research design**, which is best suited for exploring and analyzing the characteristics, attitudes, and behaviors of individuals—specifically in relation to their responses and perceptions regarding social media marketing and its influence on consumer behavior. This type of research is structured and fact-finding in nature, aimed at providing an accurate profile of the variables involved.

SAMPLE DESIGN

The **sample design** refers to the structured plan developed for selecting a representative subset from the larger population. It encompasses key components such as the sampling technique, sampling unit, sample size, and geographical coverage. In this research, a combination of **primary and secondary data sources** has been utilized.

- **Primary data** was collected through **online questionnaires** distributed to a diverse group of respondents, primarily social media users. The questionnaire was **pre-tested and pre-coded** to ensure clarity and reliability.
- **Secondary data** was gathered from a wide range of sources including **social networking websites, academic literature, published research articles, national and international journals, and past dissertations or theses** related to digital marketing and consumer behavior.

This methodological approach ensures the collection of both **qualitative and quantitative insights**, enhancing the depth and credibility of the findings.

STRUCTURE OF THE QUESTIONNAIRE

The questionnaire used for this study is systematically divided into **four sections** to ensure the effective collection of relevant information:

1. Section One – Demographic Information:

This section includes questions related to the **personal profile of the respondents**, such as their **name, age, gender, educational qualification, and occupation**. These details help in categorizing the participants based on demographic factors.

2. Section Two – Internet Usage Behavior:

This part focuses on the **respondents' usage patterns of mobile phones and the internet**, identifying how frequently and in what ways they access the internet through mobile devices.

3. Section Three – Engagement with Social Media Marketing:

This section explores the **consumers' awareness, exposure, and interaction with social media marketing platforms**. It investigates how consumers utilize social networking sites for obtaining product information and making purchase decisions.

4. Section Four – Customer Suggestions and Feedback:

The final section gathers **customer feedback and suggestions** regarding their experiences and opinions on social media marketing, offering valuable insights for businesses and researchers.

PERIOD OF STUDY

The data collection for this study was conducted over a span of **three months**, specifically from **January 2025 to March 2025**.

SOURCES OF DATA

The study is based on **both primary and secondary data** to ensure comprehensive analysis:

- **Primary_Data:**
Primary data was obtained through a structured questionnaire, completed by **128 respondents** selected through online distribution.
- **Secondary_Data:**
Secondary data was sourced from a variety of **literature reviews, academic journals, books, online articles**, and relevant web content related to social media marketing and consumer behavior.

METHODS OF DATA COLLECTION

The methods of data collection employed in this study involve the **systematic selection and engagement of data units using structured tools and techniques**. Broadly, the data collection process was classified into two categories:

1. Primary_Data_Collection:

This involved direct interaction with respondents through **pre-designed questionnaires**, distributed digitally.

2. Secondary_Data_Collection:

This involved the review and analysis of existing literature and online resources to support and validate the primary data findings.

STATISTICAL TECHNIQUES USED

1. Census Technique and Sample Technique

The study utilized a combination of **census and sample techniques**. While certain aspects were analyzed using the entire population of interest (census), a **structured sampling method** was adopted to gather data from a subset of the population, enabling targeted and efficient analysis.

2. Chi-Square Test

The **Chi-square test** (χ^2 test) is a non-parametric statistical tool used to examine the **association between observed and expected frequencies** within a dataset. It is widely known as a "**goodness-of-fit**" test and is essential in hypothesis testing to evaluate whether variables are independent or related.

The Question is on level of agreement for the following questions :						
	OBSERVED VALUES					TOTAL
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Shopping on internet saves time	65	49	4	4	6	128
I prefer traditional/conventional shopping over online shopping.	16	64	34	13	1	128
Online shopping is risky	21	50	32	24	1	128
Online shopping will eventually suppress traditional shopping	25	64	29	9	1	128
Highly time consuming process for delivery of products and services	15	63	31	17	2	128
Filtering of goods available on the internet is tedious	27	56	28	15	2	128
The description of the products mentioned on the websites are very accurate	16	57	32	15	8	128
The information given about the product mentioned on the site is sufficient	15	66	28	17	2	128
Online shopping is as secure as traditional shopping	18	55	34	16	5	128
E-Commerce reduces the monetary cost in comparison to traditional shopping	20	74	24	6	4	128
Necessity of having a bank account or credit cards creates difficulty	24	57	26	16	5	128
I prefer cash on delivery over online payment	30	56	28	13	1	128
I will purchase only if there is provision of home delivery	49	54	20	4	1	128
Online shopping infrastructure in India is underdeveloped	30	54	31	9	4	128
TOTAL	371	819	381	178	43	1792
	EXPECTED VALUES					TOTAL
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Shopping on internet saves time	26.5	58.5	27.21	12.71	3.07	128
I prefer traditional/conventional shopping over online shopping.	26.5	58.5	27.21	12.71	3.07	128
Online shopping is risky	26.5	58.5	27.21	12.71	3.07	128
Online shopping will eventually suppress traditional shopping	26.5	58.5	27.21	12.71	3.07	128
Highly time consuming process for delivery of products and services	26.5	58.5	27.21	12.71	3.07	128
Filtering of goods available on the internet is tedious	26.5	58.5	27.21	12.71	3.07	128
The description of the products mentioned on the websites are very accurate	26.5	58.5	27.21	12.71	3.07	128
The information given about the product mentioned on the site is sufficient	26.5	58.5	27.21	12.71	3.07	128
Online shopping is as secure as traditional shopping	26.5	58.5	27.21	12.71	3.07	128
E-Commerce reduces the monetary cost in comparison to traditional shopping	26.5	58.5	27.21	12.71	3.07	128
Necessity of having a bank account or credit cards creates difficulty	26.5	58.5	27.21	12.71	3.07	128
I prefer cash on delivery over online payment	26.5	58.5	27.21	12.71	3.07	128
I will purchase only if there is provision of home delivery	26.5	58.5	27.21	12.71	3.07	128
Online shopping infrastructure in India is underdeveloped	26.5	58.5	27.21	12.71	3.07	128
TOTAL	371	819	381	178	43	1792
X² Value						
P = 0						

In this study, the **Pearson Chi-Square results** revealed significant relationships between variables such as:

- **Shopping on the internet saves time**
- **Online shopping is risky**

The result (**P = 0**) indicates a **highly significant association**, suggesting that consumer perceptions and online shopping behaviors are interdependent.

ANOVA (ANALYSIS OF VARIANCE)

ANOVA is a statistical method used to determine whether there are any **statistically significant differences between the means of three or more independent groups**. It tests the null hypothesis that all group means are equal.

In the context of this research, ANOVA was applied to **compare consumer behavior across different demographic groups** (e.g., age, education, income) to assess whether social media marketing influences vary among different segments.

The Question is on level of agreement for the following questions :

	OBSERVED VALUES				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Shopping on internet saves time	65	49	4	4	6
I prefer traditional/conventional shopping over online shopping.	16	64	34	13	1
Online shopping is risky	21	50	32	24	1
Online shopping will eventually suppress traditional shopping	25	64	29	9	1
Highly time consuming process for delivery of products and services	15	63	31	17	2
Filtering of goods available on the internet is tedious	27	56	28	15	2
The description of the products mentioned on the websites are very accurate	16	57	32	15	8
The information given about the product mentioned on the site is sufficient	15	66	28	17	2
Online shopping is as secure as traditional shopping	18	55	34	16	5
E-Commerce reduces the monetary cost in comparison to traditional shopping	20	74	24	6	4
Necessity of having a bank account or credit cards creates difficulty	24	57	26	16	5
I prefer cash on delivery over online payment	30	56	28	13	1
I will purchase only if there is provision of home delivery	49	54	20	4	1
Online shopping infrastructure in India is underdeveloped	30	54	31	9	4

Anova: Two-Factor With Replication

SUMMARY	Strongly Agree	Agree	Neutral	Disagree	Total
<i>Shopping on internet saves time</i>					
Count	1	1	1	1	5
Sum	65	49	4	4	128
Average	65	49	4	4	25.6
					854.3
<i>I prefer traditional/conventional shopping over online shopping.</i>					
Count	1	1	1	1	5
Sum	16	64	34	13	128
Average	16	64	34	13	25.6
					600.3

<i>Online shopping is risky</i>					
Count	1	1	1	1	5
Sum	21	50	32	24	128
Average	21	50	32	24	25.6
					316.3
<i>Online shopping will eventually suppress traditional shopping</i>					
Count	1	1	1	1	5
Sum	25	64	29	9	128
Average	25	64	29	9	25.6
					591.8

<i>Highly time consuming process for delivery of products and services</i>						
Count	1	1	1	1	1	5
Sum	15	63	31	17	2	128
Average	15	63	31	17	2	25.6
						542.8
<i>Filtering of goods available on the internet is tedious</i>						
Count	1	1	1	1	1	5
Sum	27	56	28	15	2	128
Average	27	56	28	15	2	25.6
						400.3
<i>description of the products mentioned on the websites are very accurate</i>						
Count	1	1	1	1	1	5
Sum	16	57	32	15	8	128
Average	16	57	32	15	8	25.6
						385.3
<i>The information given about the product mentioned on the site is sufficient</i>						
Count	1	1	1	1	1	5
Sum	15	66	28	17	2	128
Average	15	66	28	17	2	25.6
						595.3
<i>Online shopping is as secure as traditional shopping</i>						
Count	1	1	1	1	1	5
Sum	18	55	34	16	5	128
Average	18	55	34	16	5	25.6
						377.3
<i>Immersion reduces the monetary cost in comparison to traditional shopping</i>						
Count	1	1	1	1	1	5
Sum	20	74	24	6	4	128
Average	20	74	24	6	4	25.6
						806.8
<i>Necessity of having a bank account or credit cards creates difficulty</i>						
Count	1	1	1	1	1	5
Sum	24	57	26	16	5	128
Average	24	57	26	16	5	25.6
						376.3
<i>I prefer cash on delivery over online payment</i>						
Count	1	1	1	1	1	5
Sum	30	56	28	13	1	128
Average	30	56	28	13	1	25.6
						428.3
<i>I will purchase only if there is provision of home delivery</i>						
Count	1	1	1	1	1	5
Sum	49	54	20	4	1	128
Average	49	54	20	4	1	25.6
						614.3
<i>Online shopping infrastructure in India is underdeveloped</i>						
Count	1	1	1	1	1	5
Sum	30	54	31	9	4	128
Average	30	54	31	9	4	25.6
						399.3
<i>Total</i>						
Count	14	14	14	14	14	
Sum	371	819	381	178	43	
Average	26.5	58.5	27.21428571	12.71428571	3.071428571	
Variance	203.9615385	46.88461538	59.56593407	32.37362637	5.148351648	
ANOVA						
	Source of Variation	SS	df	MS		
Sample		0	13	0		
Columns		24631.65714	4	6157.914286		
Interaction		4523.142857	52	86.98351648		
Total		29154.8	69			

SUGGESTION

➤ **Enhance Product Quality and Delivery:**

Since users reported poor product quality and delivery delays, e-commerce businesses must strengthen quality control and logistics.

➤ **Utilize Influencers & e-WOM (electronic Word of Mouth):**

Businesses should promote products via trustworthy influencers, as peer recommendations greatly affect consumer decisions.

➤ **Target Youth Demographics:**

Marketing strategies should be tailored towards the 20–30 age group, the most active demographic in online shopping and social media use.

➤ **Expand Customer Support Channels:**

Given the reported issues, offering responsive support via social media channels will enhance trust and satisfaction.

➤ **Leverage Visual Content:**

Platforms like Instagram and YouTube are powerful for influencing buying behavior — companies should invest in high-quality visual campaigns.

CONCLUSION

- The research confirms that **social media significantly influences consumer behavior and marketing outcomes**, especially among the youth and educated segments.
- Consumers trust peer reviews and influencer content more than traditional advertisements.
- Social media not only affects what consumers buy but also where and how they shop, marking a shift from traditional marketing to digital engagement.
- Businesses must **adapt to this new digital landscape** by using data-driven, customer-centric social media marketing strategies to stay competitive and relevant.

REFERENCES

1. Achille, S.J. (2008). *World Statistics on the Number of Internet Shoppers*. [Online]. USA: Sante Achille. Available: <http://blog.webcertain.com>
2. Syarief, A., & Genoveva. (2015). *The Analysis of Communication between Friends on Social Media towards Purchase Intention*. *Procedia - Social and Behavioral Sciences*, 169, 31–42.
3. Miles, A.D. (2014). *Social Media and Consumer Behavior: A Marketing Study*. *Academy of Business Research Conference*, 43–72.
4. Rehman, A., & Sharma, S. (2012). *Assessing the Impact of Web 2.0 on Consumer Purchase Decisions: Indian Perspective*. *International Journal of Marketing and Technology*, 2(7), 125–139.
5. Barhemmati, N.A., & Ahmad, A. (2015). *Effects of Social Network Marketing on Consumer Purchase Behavior*. *Journal of Advanced Management Science*, 3(4), 307–311.
6. Hayta, B.A. (2013). *A Study on the Effects of Social Media on Young Consumers' Buying Behaviors*. *European Journal of Research on Education*, 65–74.
7. Belch, M.A., Belch, G.E., & Belch, (2003). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (6th ed.). McGraw Hill.
8. Berland Associates & Penn Schoen. (2010). *A More Social Future: How the Growth of Social Media Will Impact Consumer Electronics*.
9. Bhatt, M., & Bagga, T. (2013). *A Study of Intrinsic and Extrinsic Factors Influencing Online Buying Behaviour*. *Asia Pacific Journal of Management Research and Innovation*, 9(1), 77–90.
10. Topcu, B., & Akar, E. (2011). *Factors Influencing Consumers' Attitudes Towards Social Media Marketing*. *Journal of Internet Commerce*, 10(1), 35–67.

