

Original Research Article

A Study on the Impact of social media marketing on consumer purchase decision

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Abstract;

Social media has become an important marketing tool for businesses to reach and influence consumers. This study examines the impact of social media marketing on consumer purchase decisions. It focuses on the role of social media advertisements, online reviews, influencer recommendations, and engaging content in shaping consumers' purchase intentions and buying behaviour. The study aims to understand how consumers use social media information when evaluating products and making purchase decisions. It also explores the extent to which social media platforms create awareness, build trust, and influence consumers' perceptions of brands and products.

The study considers how factors such as the credibility of online reviews, frequency of advertisements, influencer engagement, and interactive content contribute to consumers' purchase intentions. In addition, the study seeks to identify the relationship between social media engagement and actual buying behaviour among consumers. The findings are expected to provide insights into the effectiveness of social media marketing and its influence on consumer behaviour. The study can also help businesses develop effective social media strategies to attract, engage, and retain customers. Overall, the research highlights the growing importance of social media as a strategic marketing channel and its role in influencing modern consumer decision-making.

Keywords: Social media, Influence consumers, Purchase decision, Influencer, Online reviews, Attract and retain customers.

Introduction

Social media marketing has become an important part of modern business strategy. Platforms such as Instagram, Facebook and YouTube allow companies to communicate directly with consumers, promote products, build brand awareness, and influence buying behaviour. Consumers increasingly use social media not only for entertainment and communication but also to discover products, read reviews, compare alternatives, and make purchase decisions.

Meaning of Social Media Marketing

Social media marketing refers to the use of social networking platforms to promote products or services and build relationships with customers. It includes activities such as:

- Paid advertisements
- Influencer marketing
- Product promotions
- Customer reviews and testimonials
- Short-form videos and other content
- Brand engagement and online communities.

Consumer purchase decision

A consumer purchase decision is the process through which a consumer identifies a need, searches for information, evaluates alternatives, decides whether to purchase, and evaluates the product after purchase.

Review of literature

De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude.

Nick Hajili (2015) "Social commerce constructs and consumer's intention to buy" by Nick Hajili, published in the international journal of information management. The study explores how web 2.0 technologies and social media empower buyers, building trust and purchase intentions through peer interaction.

Erkan and Evans (2016) investigated the influence of social media information on consumers' purchase intentions. Their findings indicated that the quality, credibility, and usefulness of information shared through social media can influence consumers' attitudes and purchase intentions.

Kaplan and Haenlein (2010) examined the growing importance of social media and highlighted its potential as an effective communication and marketing platform. Their study emphasized that social media enables organizations to interact directly with consumers and build stronger relationships.

Objectives of the study

1. To study the impact of social media marketing on consumer purchase decisions.
2. To examine the influence of social media advertisements on purchase intention.
3. To assess the effect of online reviews and recommendations on buying decisions.

4. To analyse the role of influencers in shaping consumer purchase behaviour.
5. To identify the key social media factors influencing consumer purchases.

Research Methodology

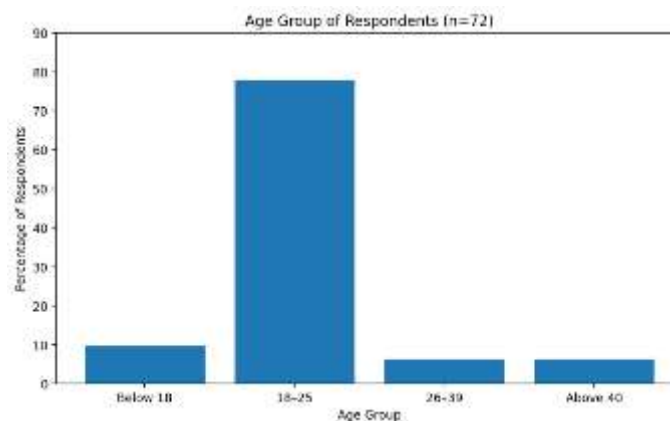
The study adopts a descriptive research design to examine the impact of social media marketing on consumer purchase decisions.

Data collection

- **Primary data:** Collected through a structured questionnaire.
- **Sample size:** A total of 72 responses were collected.
- **Targeted audience:** young consumers, particularly students aged 18–25 who actively use social media and make purchasing decisions based on information available on these platforms.
- **Data analysed:** percentage analysis, , and graphical presentation such as pie charts and bar graphs.

Data Analysis and Interpretation

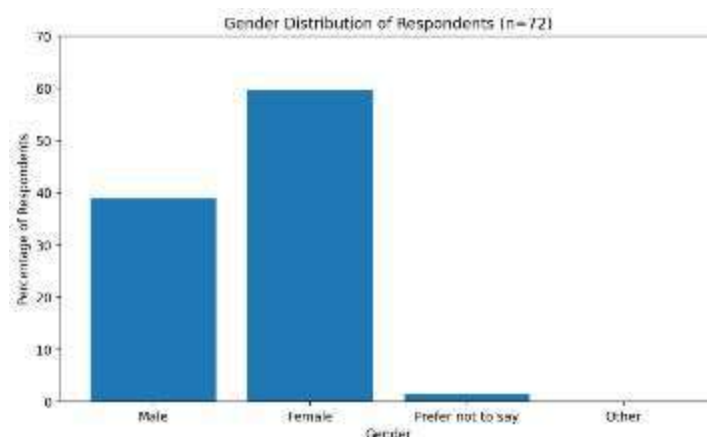
1. Age.



Interpretation

The above chart shows that the majority of respondents (77.8%) belong to the 18–25 age group, 9.7% of respondents are below 18, while approximately 6.25% belong to the 26–39 age group and 6.25% are above 40. Overall, the sample is predominantly represented by respondents aged 18–25, which is relevant to the study as this age group is generally highly active on social media.

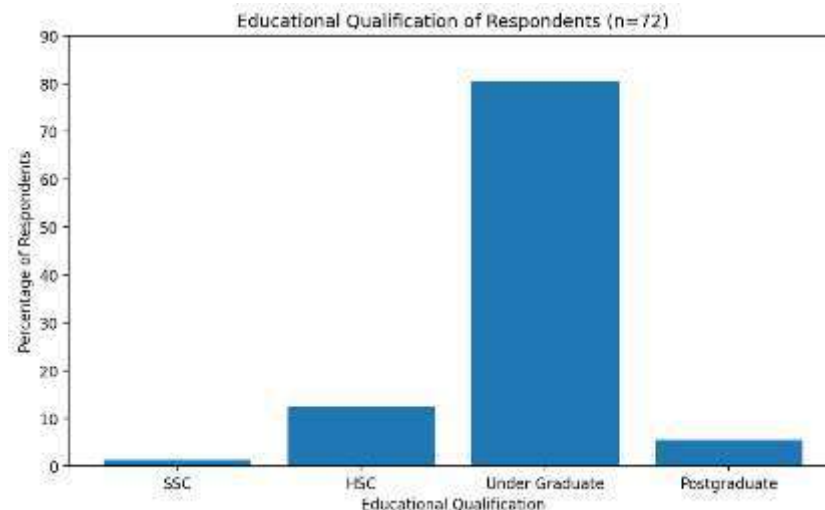
2. Gender.



Interpretation

The above chart shows that 59.7% of respondents are female, while 38.9% are male. Only 1.4% preferred not to disclose their gender, and no respondents selected “Other.” Thus, female respondents form the majority of the sample.

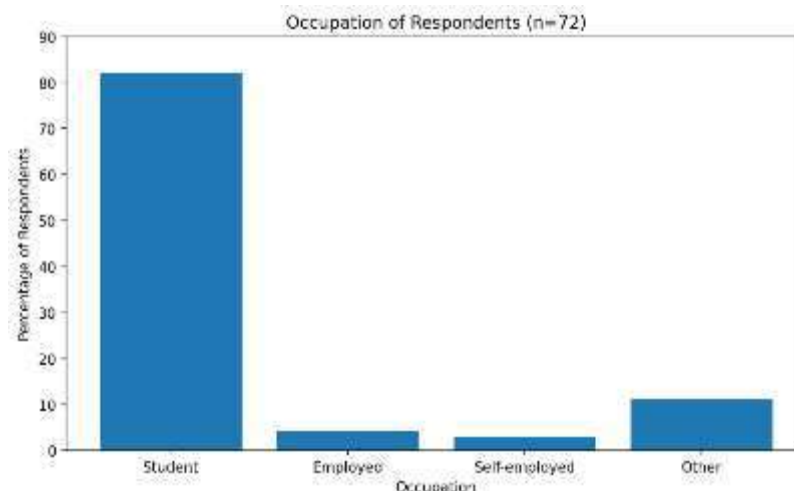
3. Education.



Interpretation

The above chart shows that 80.6% of respondents are undergraduates, followed by 12.5% with HSC, 5.5% postgraduates, and 1.4% SSC. Thus, undergraduate students form the majority of the response.

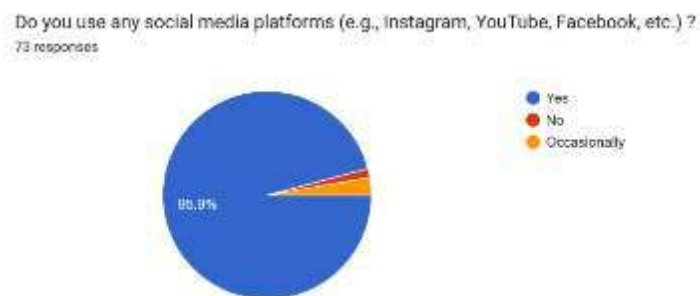
4. Occupation.



Interpretation

The above chart shows that 81.9% of respondents are students, followed by 11.1% in the “Other” category. Only 4.2% are employed and 2.8% are self-employed. Thus, students form the majority of the respondents.

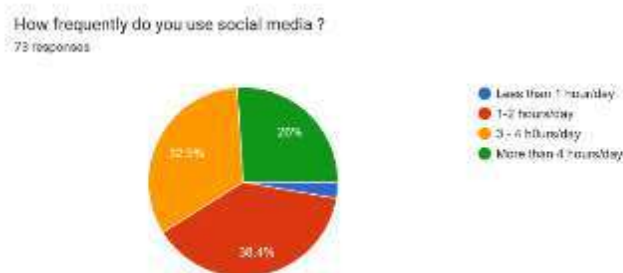
5. Usage of Social Media



Interpretation

The above chart shows that 95.9% of respondents use social media, while 2.7% use it occasionally and only 1.4% do not use social media. This indicates that social media usage is extremely high among the respondents.

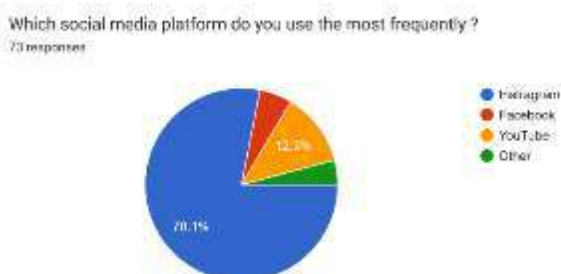
6. Frequency of Social Media Usage



Interpretation

The above chart shows that 38.4% of respondents use social media for 1–2 hours daily, followed by 32.9% who use it for 3–4 hours. 26% spend more than 4 hours daily, while only a small percentage use it for less than 1 hour. Overall, the respondents show high levels of social media usage.

7. Most Frequently used social media platform.



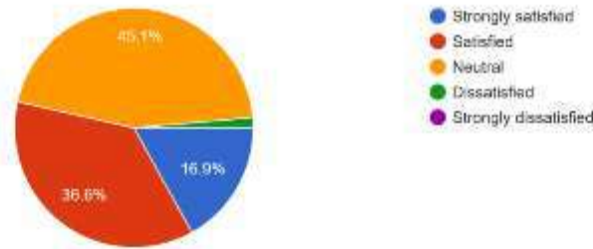
Interpretation

The above chart shows that Instagram is the most frequently used platform, with 78.1% of respondents. YouTube is used by 12.3%, while Facebook and other platforms account for smaller proportions. Overall, Instagram is the dominant social media platform among the respondents.

8. Increasing Awareness through Social Media

To what extent do you agree that social media advertisements increase your awareness of new products and brands?

73 responses



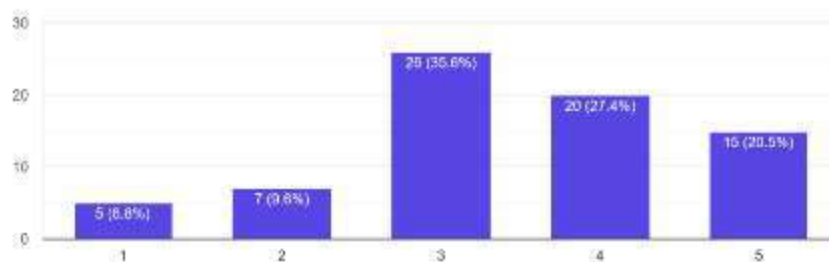
Interpretation

The above chart shows that 36.6% of respondents are satisfied and 16.9% are strongly satisfied that social media advertisements increase awareness of new products and brands. 45.1% are neutral, while only a small proportion are dissatisfied. Overall, social media advertisements have a positive influence on product and brand awareness.

9. Satisfaction Level of Online Reviews

How satisfied are you with the usefulness of online reviews and rating in your purchase decisions?

73 responses



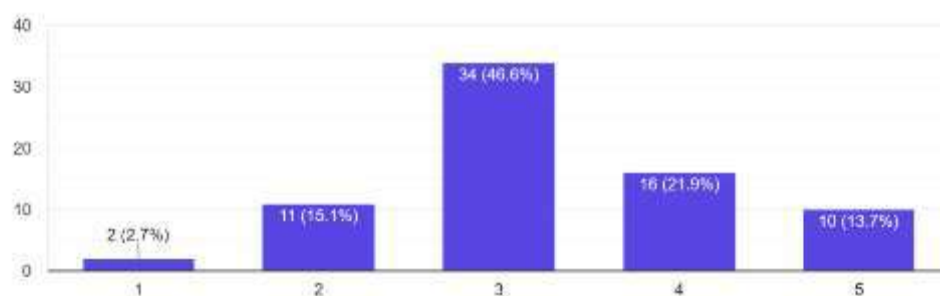
Interpretation

The above chart shows that 35.6% of respondents rated online reviews and ratings as neutral, while 27.4% were satisfied and 20.5% were highly satisfied. Overall, the findings indicate that online reviews and ratings are useful to a considerable extent in consumers' purchase decisions.

10. Satisfaction with the reliability of positive customer reviews when making a purchase decision

How satisfied are you with the reliability of positive customer reviews when deciding to purchase a product?

73 responses



Interpretation

The above chart shows that 46.6% of respondents are neutral about the reliability of positive customer reviews, while 21.9% are satisfied and 13.7% are highly satisfied. Overall, positive customer reviews are viewed as moderately reliable when making purchase decisions.

Findings:

- 60% of the respondents are female.
- 96% of the respondents are using Instagram.
- 38% use social media for 1-2 hours daily.
- 45% positively influence consumers' awareness of new products and brands.
- 47% are motivated by positive online reviews.

Recommendations:

- **Focus on Instagram marketing:** Since most respondents use Instagram, businesses should give greater attention to Instagram advertisements, reels, and engaging content.
- **Create informative advertisements:** Businesses should provide clear and useful product information to increase consumer awareness and purchase intention.
- **Encourage genuine reviews:** Since many respondents are influenced by online reviews, businesses should encourage authentic customer feedback and maintain positive online interactions.
- **Use influencer marketing effectively:** Businesses can collaborate with relevant and trustworthy influencers to improve product credibility and reach potential consumers.
- **Target frequent social media users:** Marketing campaigns should focus on consumers who spend significant time on social media, particularly those using it for 1–4 hours daily.
- **Build consumer trust:** Businesses should respond to comments and queries, address negative feedback professionally, and maintain transparency in their social media communication.
- **Use engaging content:** Reels, videos, demonstrations, and interactive posts should be used to attract consumers and encourage them to consider purchasing products.

Conclusion

The study concludes that social media marketing has a significant influence on consumer purchase decisions. The survey findings show that social media is widely used among respondents, with 95.9% using social media platforms and 78.1% using Instagram most frequently. In addition, 38.4% of respondents use social media for 1–2 hours daily, indicating regular exposure to social media content. Overall, the results suggest that advertisements, online reviews, recommendations, and social media engagement can shape consumers' awareness, perceptions, and purchase intentions. Therefore, businesses should use social media strategically to create informative content, build consumer trust, encourage genuine reviews, and engage with their target audience effectively.

References

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