



“Study on Effect of Social Media Marketing on Online Purchase Behaviour of Indian Consumers”

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ABSTRACT

This study examines the impact of social media marketing on the online purchase behaviour of Indian consumers. With the rapid growth of platforms such as Instagram, Facebook, and YouTube, social media has become a powerful tool influencing consumer decisions.

The research focuses on understanding how factors like content quality, influencer marketing, user engagement, and online reviews affect purchasing behaviour. It also evaluates how trust and brand perception are shaped through social media interactions.

Primary data was collected through a structured questionnaire using Google Forms, with 100 valid responses. The collected data was analyzed using descriptive statistical methods.

The findings indicate that social media marketing significantly influences online purchase decisions. Interactive content, influencer promotions, and positive reviews play a major role in increasing consumer trust and purchase intention.

The study concludes that businesses should adopt engaging, informative, and credible social media strategies to effectively influence Indian consumers.

INTRODUCTION

In recent years, social media has transformed the way businesses interact with consumers.

Platforms like Instagram, Facebook, and YouTube have become essential channels for marketing and communication. The increasing use of smartphones and internet accessibility has made online shopping more convenient and popular among Indian consumers.

Social media marketing enables businesses to directly engage with their audience, promote products, and influence buying decisions. Consumers today rely heavily on social media for product information, reviews, and recommendations before making purchases.



The Indian market is witnessing a rapid shift toward digital consumption, where online purchase behaviour is strongly influenced by digital content. This study aims to analyze how social media marketing impacts the buying decisions of Indian consumers.

Objective of the study:

1. To study the concept of social media marketing and online purchase intention.
2. To analyze the impact of social media marketing on Indian consumers.
3. To examine the relationship between social media advertisements and purchase intention.
4. To identify the role of influencers and peer reviews in online buying decisions.

LITERATURE REVIEW

The concept of social media marketing and its impact on consumer behaviour has been widely studied by researchers over the past decade. With the increasing adoption of digital platforms, understanding how social media influences online purchase behaviour has become essential for businesses and marketers.

Philip Kotler and Kevin Lane Keller (2016) highlighted that digital marketing, especially social media, plays a crucial role in influencing consumer decision-making. They emphasized that interactive and engaging content helps in building strong relationships between brands and consumers, ultimately affecting purchase behaviour.

M. Dehghani and M. Tumer (2016) conducted a study on the effectiveness of social media advertising and found that online advertisements significantly influence consumers' purchase intentions. Their research concluded that entertainment, informativeness, and credibility are key factors that affect consumer attitudes.

According to R. G. Duffett (2017), social media marketing communications have a strong impact on young consumers. The study revealed that social media platforms influence brand awareness, consumer attitudes, and ultimately their buying decisions.

Furthermore, recent studies suggest that influencer marketing has emerged as a powerful strategy in social media marketing. Influencers act as opinion leaders and significantly affect consumer preferences and purchase intentions. Their authenticity and relatability make them more trustworthy compared to traditional advertising methods.

Overall, the literature indicates that social media marketing has a strong and positive influence on online purchase behaviour. Factors such as engagement, content quality, reviews, and influencer endorsements consistently play a vital role in shaping consumer decisions. However, there is still a need for more research focusing specifically on Indian consumers, which this study aims to address.



RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive research design to analyze the effect of social media marketing on online purchase behaviour.

Sources of Data

- **Primary Data:** Collected through structured questionnaires
- **Secondary Data:** Collected from journals, books, and online reports

Sampling Method

Convenience sampling was used to select respondents.

Sample Size

The study includes 100 respondents.

Data Collection Tool

A structured questionnaire with multiple-choice and Likert-scale questions was used to collect data on:

- Demographics
- Social media usage
- Engagement behaviour
- Online purchase decisions

Tools for Data Analysis

- Percentage analysis
- Tables and charts
- Basic statistical interpretation

SCOPE OF STUDY

The study focuses on social media marketing and its impact on online purchase behaviour of Indian consumers.

LIMITATIONS

- Limited sample size
- Convenience sampling bias
- Time constraints
- Subjective responses

DATA ANALYSIS & INTERPRETATION



#Analysis 1: Influence of Social Media Marketing on Purchase Decision

Response	Frequency	Percentages
Yes	82	82%
No	18	18%
Total	100	100%

Interpretation:

A clear majority (82%) of respondents are influenced by social media marketing in their online purchase decisions, indicating its strong impact on Indian consumers, while only 18% remain unaffected.

#Analysis 2: Impact of High-Quality Visual Content on Online Purchases

Response	Frequency	Percentages
Strongly Agree	28	28%
Agree	42	42%
Neutral	14	14%
Disagree	10	10%
Strongly Disagree	6	6%
Total	100%	100

Interpretation:

A majority of respondents (70%) agree that high-quality visual content on social media influences their online buying decisions, highlighting its importance in attracting and engaging consumers.



#Analysis 3: Influence of Online Reviews on Consumer Perception

Response	Frequency	Percentages
Yes	74	74%
No	26	26%
Total	100	100%

Interpretation:

A majority of respondents (74%) are influenced by online reviews on social media platforms, showing their strong role in shaping consumer perception, while 26% are not affected.

#Analysis 4: Engagement with Social Media Content and Purchase Likelihood

Response	Frequency	Percentages
Strongly Agree	26	26%
Agree	38	38%
Neutral	16	16%
Disagree	12	12%
Strongly Disagree	8	8%
Total	100%	100

Interpretation:

A majority of respondents (64%) agree that higher engagement with social media content increases their likelihood of making an online purchase, indicating a strong positive relationship between engagement and buying behaviour.



CONCLUSION

The study demonstrates that social media marketing plays a crucial role in influencing online purchase behaviour of Indian consumers. Factors such as content quality, engagement, influencer marketing, and credibility significantly impact buying decisions.

Consumers are highly influenced by visually appealing and informative content, which not only creates awareness but also drives purchase decisions. Online reviews and user-generated content further enhance trust and brand credibility.

The findings also indicate that higher engagement leads to increased purchase intention, emphasizing the importance of interactive marketing strategies. Additionally, short-form video content and influencer promotions are highly effective in capturing consumer attention.

Overall, businesses should focus on personalized, engaging, and credible social media strategies to strengthen their market presence and build long-term customer relationships.

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