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**A Study On The Impact Of Social Media Marketing On Consumer
Buying Behaviour With Reference To Chennai City**

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Peer Review Information	Abstract
<p data-bbox="193 898 480 929"><i>Submission: 10 Feb 2026</i></p> <p data-bbox="193 949 448 981"><i>Revision: 22 Feb 2026</i></p> <p data-bbox="193 1001 512 1032"><i>Acceptance: 03 March 2026</i></p> <p data-bbox="193 1104 328 1135">Keywords</p> <p data-bbox="193 1202 512 1357"><i>Social Media Marketing, Consumer Behavior, Digital Advertising, Customer Engagement, Online Purchasing Decisions</i></p>	<p data-bbox="528 866 1396 1173">Social Media Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising. It is already known that how various marketing tools and techniques can be increased number of selling articles is the main aim of every businessman. No doubt it can raise the profit of a various company's exponent. The main aim of this study is to examine aimed to examine how social media marketing will final consumer behaviour among person who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behaviour of the consumer.</p> <p data-bbox="528 1176 1396 1424">The implementation of Social Media websites is emerging continuously to give the satisfaction of the social needs of websites users, at the mean while time it has also increased the opportunities for corporate to advertised their products and services in a personalized way. The past record shows that social media has contributed significantly in changing the thinking of customers in buying process. Organizations can't under estimate the growing importance of social Networking sites with reference to consumer behaviour and how its effecting to consumer behaviour.</p>

Introduction

People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social media have become a convenient way to communicate among all age clusters. The Internet and particularly social media have modified the shoppers and marketers communicating medium. The Internet has characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data - the power to function a physical distribution medium as software - relatively low prices. With the help of net and the presence of various social

media sites it is now possible for business people to meet worldwide customers at single click of the button.

E commerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services. The analysis of consumer behaviour is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys.

Nowadays social media is an important marketing tool for promotional activities. Hence

it becomes necessary to perceive how social media is affecting consumer behaviour.

Objectives of the study

Following are main and primary objectives of the present study:

1. To evaluate the various channels preferred by consumers for buying decision over traditional channels.
2. To analyse the impact of social media on consumer buying behaviour.
3. To find out which is the best social media preferred by customers.

Limitations of the research

1. The study is based on the opinion of respondent (questionnaire) and these can be bias.
2. The questionnaire might have excluded some important factor therefore the analysis and interpretation might be exhaustive.
3. The samples are selected at random basis.

Evolution of social media

The first and foremost purpose of social media is to communicate; People were interacting even before communication tools were fancied. Discussions have always existed however the speed to that the connections happened modified eventually that gave rise to social media platforms. Traditionally these discussions used to unfold through Word of Mouth. Social media has become part life, thoughts, culture and business world wherever folks have started exploitation digital technologies for networking, socializing, information gathering and spreading.

Social media, in one form or another form has been presence since the 1970,s. The look and feel has modified greatly since the early days, the communication concept remains the same. Today technology permits for a larger interaction and period of communication however similar to its roots; social media allows people to broadcast to the lots.

Review of Literature

NugzarTodua et al., (2015)

This article highlights on the attitude toward social media marketing, in Georgia. The article aims to investigate the usage of social media for small business in Georgia. The influence of the research has unconcealed that social media are largely used by customers, however, there is an only little impact on the consumer buying decision. The Conclusions of the study provide more insight for higher understandings of demand of customers in Georgia and also

provides the information for implementation of the various strategy for marketing the products through social media.

Marta Zembik (2014)

In his study explains that social media comprises of blogs, public forums, social media sites, that is used for communication of some information. The data provided in social media is beneficial for organization/ firms and customers. Customers benefitted from the product information posted by others, recommendations by other customers. Firms benefitted by the information provided by the customers in social media about their products, getting the feedback on their product market, information about the prospective customers, customers' needs and demographic characteristics. This article emphasis on how social media information is essential for companies and customers in their decision-making process.

Balakrishnan et al., (2014)

This study finds the influence of social media towards brand image and buying opinion of younger Generation. 200 questionnaires were distributed to undergraduate students of universities in Malaysia. The response rate was 75 percent. 3 hypotheses and 2 propositions were tested using multivariate analysis and mean. The result showed that the internet communications, on-line communities, electronic word of mouth, and on-line publicity are successful in promoting the brand image and buying intention of consumers through social media platforms. These findings notify the managers to reach the younger generation customers social media is the bestselling tool. This analysis provides information to international sellers in applying social media activities to market their product.

Social media marketing

It is a method by using social media site to attain the attention of people. These programs concentrate on developing a content which will attract the attention of the readers in social media and make them to share the contents in their social networking site.

As per consumer socialization theory, communication with customers plays an important role and its influence the psychological feature of customer. It also has an impact of attitude of the customer. Social media networking sites provides an environment that enables the consumers to communicate in the web which will have an important impact on consumer socialization concept.

Social Media Platforms

Social networking websites

Social media helps the people to establish communication with each other and build a good relationship with others. It enables the firms to directly communicate with their customers. This strategy makes the consumers to feel more better than the traditional methods of selling and advertising. Social media permits the users to share information, post comments on products which others can see and repost them to others.

1. Mobile phones

Mobiles phones with social networking facility are a powerful platform for selling products. With the help of mobile phones people came to know about the recent changes, happenings and discussions in the social media. Mobiles phones enable continuous connection with social networking sites and firms are using this chance to update their product and services to their customers through social sites. Firms are using QR codes to make easily available to their customers about their websites and other services.

2. Engagement

When the customers of the product become the participant in social media for promotion of the product, then it is termed as engagement. With the help of social media, user can post or comment on a product or service. With the concept of engagement, the client of the company promotes the product by way of posting a comment,

3. Twitter

Twitter permits the users to post one hundred forty characters to advertise and promote about their product or service. This message can be a text, website link, photo etc.

4. Facebook

It helps to post information about a product and enables to post comment on the post. It facilitates the user to like the page or post and also share the page or post to other users in the Facebook. The information posted includes text, audio, video and website links.

5. Google+

Google + contains some of the features of Facebook and is associated with google ad words and maps. Google + includes location-based search, navigation services, location-based selling etc.

6. LinkedIn

It is a social networking site which enables the firms to develop for professional and business profiles to network with people. Twitter can be merged with LinkedIn page. It helps the users by providing opportunity by way of generating leads.

7. YouTube

YouTube permits the users to upload videos. YouTube is used to upload advertisements for target their customers by firms. The taste and style of the customers can be reflected in the commercial ad's developed by the companies and it can be used as medium to market the products by way of advertisements.

8. Delicious, Digg and Reddit

These are well liked social sites used for marketing activities. These sites are the targets of social media marketers to advertise their websites and to share the links to their customers.

9. Blogs

Blogs are webpages developed by companies that contains information about products and allows consumers, employees to post comments, view and share information to others.

Purchase Decision and Social Media

Social media permits the users to post comments, give reviews about product and services, put status for the product or service which includes likes and dislikes, tweet about the products. When a customer is satisfied with the product, he might recommend the product to different users of social media by passing the message with the help of various available social media tools. In earlier days, consumer digest was used to put the reviews about the products, but nowadays social media is slowly taking the position for placing the product reviews, ranking and recommendations. Ten years before, people rely on the opinion of the retailers shop owners and specialists for purchase of new product, but today consumers rely on the opinion and advice of the people in social media. Companies are reducing their budget for paid advertisements and concentrating on social media advertisements. Ernst & Young surveyed forty-eight firms that have strong social presences and implied that Eighty three percent of the firms have presence in social media and out of these forty two percent of the firms using social media to post advertisement, conduct web contest about their product. They have also used social media tools to build their brand. Buying decision can be defined as the method by which customers pass through various stages of buying decision process.

Stages in Consumer Buying - Decision Process

The various stages involved in consumer buying decision process are

- The problem recognition stage: the identification of product a client desires.
- The search for info: which suggests

- search for data bases or external data sources for information on the merchandise.
- The possibility of different options: which means whether or not there's higher or cheaper product offered.
- The choice to purchase the merchandise and
- The actual purchase of the product.
- The below given is the diagram which is showing the various stages.

Data Analysis and Interpretation

Chi square test result

Pearson Chi-Square Tests		
		Values
Education	Chi-square	138.320
	df	20
	P-value	.000*

This shows the result depending on the users of facebook on the basis of education, who is the using maximum times of facebook is divided on their education. Chi square value is 138.320, the value of df is 20 and p-value is .000

Interpretation:

p-value less than that of 0.05 indicates significant association between the education and use of Facebook. Respondents belonging to the plain graduate group and higher education seems to be very frequent user of the Facebook.

Different sites used and Involvement in the Decision

		Involvement in decision making							
		Completely		To great extent		To moderate extent		Never	
		Count	%	Count	%	Count	%	Count	%
Facebook	Very Rarely	3	1.5%	4	1.5%	7	6.9%	1	3.1%
	Rarely	21	10.7%	14	5.3%	5	5.0%	1	3.1%
	Average use	20	10.2%	62	23.3%	29	28.7%	4	12.5%
	Frequently	69	35.0%	117	44.0%	42	41.6%	19	59.4%
	Very Frequently	84	42.6%	69	25.9%	18	17.8%	7	21.9%
Twitter	Very Rarely	8	5.0%	9	3.9%	9	10.3%	1	3.4%
	Rarely	25	15.5%	37	15.9%	9	10.3%	5	17.2%
	Average use	15	9.3%	60	25.8%	24	27.6%	8	27.6%
	Frequently	38	23.6%	72	30.9%	34	39.1%	9	31.0%
	Very Frequently	75	46.6%	55	23.6%	11	12.6%	6	20.7%
LinkedIn	Very Rarely	8	6.0%	14	7.9%	11	15.1%	1	4.0%
	Rarely	23	17.2%	44	24.9%	11	15.1%	6	24.0%
	Average use	34	25.4%	61	34.5%	28	38.4%	10	40.0%
	Frequently	39	29.1%	46	26.0%	16	21.9%	5	20.0%
	Very Frequently	30	22.4%	12	6.8%	7	9.6%	3	12.0%
Others	Very Rarely	1	1.4%	4	8.3%	2	7.7%	0	.0%
	Rarely	0	.0%	1	2.1%	1	3.8%	0	.0%
	Average use	18	24.7%	15	31.2%	1	3.8%	1	33.3%

Frequently	20	27.4%	9	18.8%	12	46.2%	0	.0%
Very Frequently	34	46.6%	19	39.6%	10	38.5%	2	66.7%

In this table, different sites also involved in decision making process are as follows:

Facebook very rarely three are completely involved, four are involved to great extent, seven to the moderate extent and one never involved. Twenty-one are completely involved, fourteen to the great extent, five to the moderate involved in rare case. Twenty complete involve, sixty-two to the great extent, twenty-nine moderate extents, four never in average use. Sixty-nine involve, one hundred and seventeen up to great extent, forty-two moderate extents, nineteen never in frequently basis. Eighty-four complete involve in very frequently, sixty-nine to great extent, eighteen moderate extents, seven never.

In case of twitter, very rare eight is completely, nine to the great extent, nine to the moderate extent, one never. Rarely twenty-five is completely, thirty-seven to the great extent, nine to moderate extent, five never. Average use is fifteen complete, sixty to great extent, twenty-four moderate extents, eight never. Frequently thirty-eight completely, seventy-two great extents, thirty-four moderate extents, nine never. Very frequently seventy-five complete fifty-five great extent, eleven moderate extent, six never.

LinkedIn very rarely eight completely involved, fourteen great extent, eleven moderate extent, one never. Rarely twenty-three complete, fourty four great extent, eleven moderately, six is never. Average use thirty-four complete, sixty-one great extents, twenty-eight moderate extent and ten never. Frequently thirty-nine complete involved in decision making, forty-six great extent, sixteen moderate extent, five never. Very frequently thirty complete, twelve great extent, seven moderate extent, three never involved.

In others very rarely one is completely involved, four great extent, two moderate extent, zero never. Rarely zero completely, one great extent, one moderate extent, zero never. Average use is eighteen completely, fifteen great extent, one moderate extent, one never. Frequently twenty completely, nine great extent, twelve moderate extent, zero never. Very frequently thirty-four complete, nineteen great extent, ten moderate extent, and two never involves.

Findings

1. The total number of respondents was divided in between 25 years, 25 – 35 years and above than 35 years which shows that 45.1% of the respondent who

are involved in age group of 18- 25 years, 25 -35 are 37.5% whereas more than 35 Years of age are 17.4 %

2. The gender is one of the important parameters for the present study. Both Male and Females are observed 50 %.
3. Comparison made between area wise distribution result shows that Facebook users are 38% are strongly agree to see Facebook whereas 3.5% are strongly disagree, 7.5%in Wada and 2.5% respectively whereas in case of Ulhasnagar it is 30% and 2% respectively.
4. In case of Twitter 31.5% are agrees in Thane whereas 0.5% are disagree with using of twitter.
5. In case of LinkedIn it strongly disagrees means not using by 6% in Thane whereas maximum respondents are using.
6. Others like YouTube, Google etc. the number of very rarely users 8.3%and in the case of very frequently the number is 14.7% and average number of users are 8.8%.

Recommendations

1. There are various variables like education, occupation, income, gender, age and many more which affecting consumer behaviour and social media too.
2. There are different types social networking sites are there like twitter, WhatsApp. You tube, skype, and many more which affecting consumer behaviour.
3. There many social media marketing and social networking sites where as some of them are very much significant while some are not significant.
4. There are many uses of social media networking like sending messages, downloading, uploading, important messages transmission and many more.
5. The more use of social networking sites increases the persons involvement in decision making and which is very important.

Conclusion

Even though there are many research did in the same area, but still there is a scope of the further research in the same area. There are millions of Social Websites which is doing the job of

Marketing. The researcher can do ahead research in many areas. Many Networking sites are there and major impact on Consumer behaviour and many more.

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