

# Impact of Social Media Marketing on Consumer Buying Behaviour Towards Gurugram District

Parveen Dhiman\*, Sweety\*\*

## ABSTRACT

Through the power of social media marketing, consumers are reestablishing their position at the heart of the business landscape. This evolution offers marketers innovative means to engage with clients and imaginatively weave them into their organisations. Therefore, it's crucial for marketers to grasp how social media influences consumers' buying choices. Social media marketing, as opposed to traditional media, is the modern form of marketing as it focuses on giving marketers new opportunities to market a good or service. The behaviour and contentment of customers have grown in importance in recent years, helping businesses gain market share and boost profitability. Organisations use social media techniques to achieve this goal. Research clearly indicates that organisations are leveraging social media marketing to connect with the clientele they serve. Social media marketing has provided businesses with an innovative avenue to engage and sway online consumers. Individuals leverage social platforms to disseminate reviews, insights, recommendations, warnings, guidance, and various other forms of content they think their friends or 'connections' would find intriguing. To endorse their products, marketers harness social media. Based on a sample of 93 responders, conclusions were drawn from a statistical standpoint. Utilising the sophisticated statistical analysis provided by the web platform's capabilities and analysis, the host of the structured questionnaire. According to research, nowadays the element of social media promotion significantly influence spontaneous buying decision the utilisation of social media for advertising has surged in unexpected acquisition.

**Keywords:** Social Media, Social Media Marketing, Consumer Buying Behaviour

## INTRODUCTION

Businesses are increasingly recognising that they can strategically leverage social media to surpass competitors. By employing data analysis and examining existing literature on social media usage and customer perception, firms can uncover the most effective methods to boost customer engagement on these platforms and understand how social media influences consumer purchasing behaviour. Social media not only enables companies to gain insights into customer opinions, but it also enhances customer relationships and fosters trust, both of which affect customers' buying decisions. Additionally, "social media has the potential to take advantage of image transferability and networking capabilities to unite individuals, allowing marketers to expand the brands' reach to larger audiences than ever before."

Ecommerce activities must leverage the platform as social media encourages online sales. Its capability to connect individuals and facilitate discussions regarding products and services has led to the surge of social media, making it an essential tool for businesses. Companies risk significant losses if they overlook their customers' sentiments and fail to capitalise on the advantages provided by social media. Social networks are not merely basic search engines or gateways; they hold increasing relevance for both individuals and organisations alike. While marketers routinely monitor customer engagement on these platforms, the impact of such interactions on consumer purchasing choices remains largely unclear. Numerous research efforts examine consumer behaviour during online shopping, yet they often overlook the impact of the Internet on consumers at various stages of their decision-making journey.

\* School of Commerce and Management, Starex University, Gurugram, Haryana, India. Email: [parveen18011984@gmail.com](mailto:parveen18011984@gmail.com)

\*\* Research Scholar, Starex University, Gurugram, Haryana, India. Email: [sweetyrathi86@gmail.com](mailto:sweetyrathi86@gmail.com)

It enhances communication between businesses and customers by enabling organisations to speak directly with users. It can influence prospective buyers both before and after they make a purchase phase. It greatly aids in increasing consumer awareness of brands and products. These days, it's common to see influencers and content producers supporting particular firms to draw attention from customers and persuade their followers to purchase the same goods. This is now one of the main methods used by businesses to promote on social media. Therefore, to maximise sales and consumer pleasure, firms must develop effective and efficient strategies for social media marketing. This ongoing research examines the impact of the expansion of novel information channels on consumers' choices during intricate buying decisions. A quantitative survey was employed to investigate certain features of the decision-making process in retrospect. A total of 93 respondents finished the survey, and the results were analysed to determine how they made decisions about their complicated purchasing cases.

## RESEARCH METHODOLOGY

A research methodology details the methods and tactics employed to locate and evaluate data pertinent to a specific study subject. Researchers use this approach to structure their investigations, enabling them to utilise the chosen tools to fulfill their goals. In essence, the research method encapsulates the "how" of conducting a study. In other terms, it represents the organised strategy a researcher adopts to guarantee dependable and precise outcomes that meet the study's aims, objectives, and questions.

### Population and Sample

A systematic survey was employed to gather information from 120 participants to evaluate the influence of social media advertising on consumer buying habits. Focusing on individuals who frequently engage with social media, a descriptive research framework was adopted, and a straightforward sampling method was implemented to select the respondents.

### Research Design

The overarching plan, framework, or approach that directs a research initiative from the commencement of data

gathering to the conclusion of data evaluation is referred to as research design. The investigation will utilise a descriptive research framework, and data will be acquired through convenience sampling methods. This study utilizes a quantitative research approach as it provides us with quantifiable data that can be analysed to reach accurate conclusions. The aforementioned goals were achieved through the implementation of a questionnaire specifically crafted for primary data collection.

### Statistical Tool

Regression has been used to satisfy the objective.

### The Study's Objective

To study the impact of social media marketing on consumer buying behaviour.

## LITERATURE REVIEW

Varghese and Agrawal (2021) described how consumers engage in detailed purchasing behaviour, highlighting the role of social media in shaping this journey. The term "elaborate buying behaviour" refers to the occasional yet deeply involved purchases carried out by customers that significantly affect brand differentiation. Social media has become a burgeoning phenomenon. In summary, the expansion of the global user-generated content community is largely attributed to social media and related technologies. The advancement of social media has created fresh avenues for information regarding products and services. The research also explores how the increase in user-generated information and content might transform the purchasing habits of consumers.

Sidhqui and Mehrotra (2021) delineated the method by which social platforms impact consumers purchasing behaviour which can appear as habitual purchasing, complex purchasing exploration for variety, or reducing dissonance. Business owners must understand the thoughts, emotions, and decision-making processes of their current and potential customers.

Palalic et al. (2020) describe how buyer engage in online purchases, permitting business to enhance interest in their offering through this medium. Shoppers turn to special platform for e-commerce employment hunting,

communication, fostering new connection, and interacting with others on digital networks. At the same time, online retail companies capitalise on the benefits of social media by showcasing their products across various social platforms, interacting directly with customers on these channels and generating interest in their offering with a buy now option. Social media usage raises a variety of factors that impact customers when they make direct purchase on the platform.

Svatosova (2020) explained how Social media's effects customers' decisions about purchases. The descriptive research approach has been used by the investigator. 100 samples were gathered using an easy sampling technique. Factors such as age, gender, job status, level of education and relationship status are types of independent variables. The occurrences of advertisement on social media, the rate of transaction counted via these platforms behind buying transactions conducted via these platforms, and the motivations behind buying products serve as the dependent variables. The analysis found that a majority of participants, particularly women aged 18–40 years, favour shopping through social media channels over traditional retail outlets. Additionally, it was suggested that this is because they think it's a more reliable source and enables them to stay current with trends. Therefore, to maximise sales and customer happiness, businesses of all sizes need to implement efficient social media marketing strategies.

Ziyadin et al. (2019) explained the five major themes: the electronic culture of buyers, response to online platforms, and the psychological impact of social platforms, mobile environment, and digital word-of-mouth (WOM). It investigates how users interact with and traverse digital places in their daily lives, as well as how those interactions influence them. To gain a deeper insight into how consumers engage with online content, scholars are encouraged to expand their research beyond traditional word-of-mouth (WOM) communication. The conclusion emphasises the necessity for future studies to examine a wider array of aspects in digital consumer behaviour.

Rungsisawat et al. (2019) explained how Digital marketing has significantly expanded its reach in the highly competitive market by leveraging digital technologies that help reduce costs and facilitate global business expansion. As businesses increasingly adopt online strategies, the potential for growth in digital marketing becomes even greater. This is particularly

true as consumers are finding online shopping to be more convenient and safer compared to traditional methods. The ability to meet customer needs through personalised experiences, seamless transactions, and greater accessibility further enhances the appeal of digital marketing. As consumers increasingly prefer online platforms for their shopping needs due to convenience, personalisation, and accessibility, traditional marketing is becoming less effective. The findings suggest that businesses should gradually shift from traditional marketing strategies to digital marketing to stay relevant and meet evolving consumer preferences. Embracing digital marketing can lead to better engagement, increased sales, and long-term success in a digital-first market environment.

Voramontri and Klieb (2019) aim to conduct an empirical investigation into the impact of social platforms on consumers' choices in intricate, expensive, and rare purchases that encompass numerous brand options, significant customer engagement, and potential risks. Quantitative survey investigates how experiences are influenced by social media usage. The results indicate that engaging with social media during the information gathering and option assessment stages of the consumer journey enhances their satisfaction levels, which rise as they reach the ultimate purchasing decision and post-purchase evaluation.

Wang (2017) examines how social identity affects how consumers utilise and make purchases on social media sites like Facebook and Twitter, where consumers are being engaged by marketers more and more. The study finds that social identity is a prevalent element influencing purchase and usage behaviour, which is important information for businesses looking to increase their marketing efficacy. There are three more aspects to social identity: cognitive, emotive, and evaluative. The results show that these dimensions have distinct effects on consumer behaviour: the evaluative and cognitive dimensions have a greater influence on purchase behaviour than the emotional dimension, while the affective dimension largely drives use behaviour. The study concludes that these dimensions are distinct and cannot be substituted by one another. These insights have practical implications for marketers seeking to tailor strategies based on different aspects of social identity to enhance consumer engagement and sales.

Schivinski and Dabrowski (2016) investigated the impact of social media interaction on brand perception, encompassing both user generated content and company created content was explored. The finding indicate that user generated material positively influenced both brand equity and brand attitude, while company generated social media content only impacted brand attitude. Furthermore, purchase intention was found to be significantly affected by both brand equity and brand attitude. Despite the consistency of the measurement model across industries, some structural differences were observed, indicating that the influence of social media communication may vary by industry. This suggests that user-generated content plays a crucial role in shaping brand perceptions and driving purchasing behaviour.

Kapoor et al. (2013) examine electronic word of mouth activity on social media and the role of trustworthiness in shaping consumer action According to research; eWOM may affect customer behaviour as well as brand equity, which is something that marketers regularly track with the use of technology. Conventional word-of-mouth (WOM) originates from reliable and well-known sources, while electronic word-of-mouth (eWOM) can originate from strangers, therefore the legitimacy of the source and the message are key factors in determining its impact. This study offers a conceptual model based on a thorough examination of pertinent literature to obtain a more profound insight into eWOM interactions and how it affects consumer behaviour. It also suggests testable hypotheses for further investigation into ewow dynamic.

## FINDING AND ANALYSIS

### Demographic Profile of Respondent

A demographic overview of participants is constructed from the traits that define a collective of individuals, encompassing age, sex, financial status, education level, ethnicity, marital condition, and occupation.

#### Gender

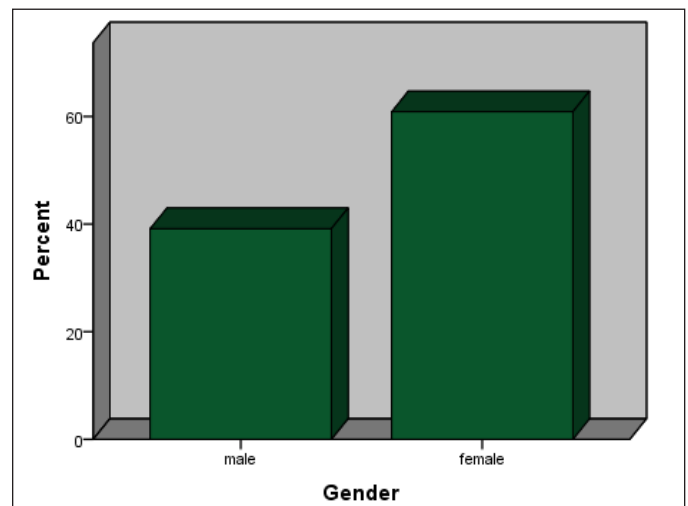
The data show in Table 1 show the data according to gender.

**Table 1: Gender Wise Classification**

		Frequency	Percent	Valid Percent
Gender	Male	37	39.1	39.1
	Female	56	60.9	60.9
	Total	93	100	100

Source: Primary data.

Based on the gender analysis, 93 customers participated in the poll. About 56 per cent of respondents are female and 36 per cent of respondents are male overall. Based on the distribution, a sizable segment of both genders uses social networking sites and shops online.



Source: Primary data.

#### Gender

#### Age

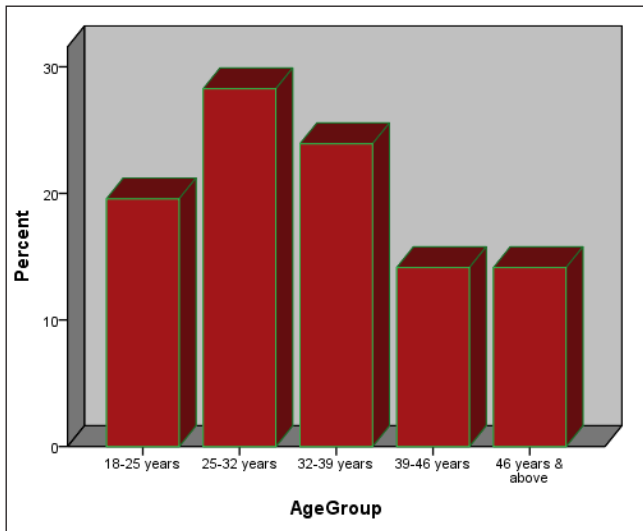
The sample, which is displayed as a Table 2, is composed of several age groups. The following table displays the age categorisation.

**Table 2: Age Based Classification**

Age	Frequency	Percent	Valid Percent
18-25 Years	18	19.6	19.6
25-32 Years	26	28.3	28.3
32-39 Years	23	23.9	23.9
39-46 years	13	14.1	14.1
46 years & above	13	14.1	14.1
Total	93	100	100

Source: Primary data.

As per the Table 3 the data about 19.6% of respondent are between the age of 18–25 years. About 28.3% of between the age of 25–32 years. 23.9% of respondent are between the age of 32–39 years. 14.1% of respondent are between the age of 39–46 years. 14.1% of respondent are above 46 years. The above data show that the respondent between 39–46 years and above 46 years is least user of SNS and online shopping.



Source: Primary data.

Age Group

### Occupation

The Table 3 show the data related to the occupation based classification of respondent.

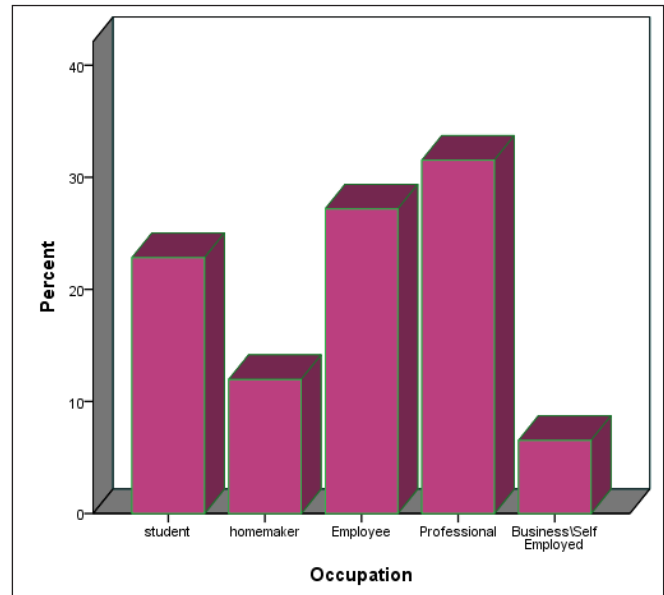
Table 3: Occupation Based Classification

Occupation	Frequency	Percent	Valid Percent
Student	21	22.8	22.8
Homemaker	11	12	12
Employee	25	27.2	27.2
Professional	29	31.5	31.5
Business/Self employed	8	6.5	6.5
Total	93	100	100

Source: Primary data.

According to the data show in the table business/self-employed only 6.5% are the least user of social networking sites. Professional are the most user about 31.5% of

social networking sites. About 22.8% of respondent are students, 27.2% of respondent are employee and 12% of respondent are homemaker.



Source: Primary data.

Occupation

### Income

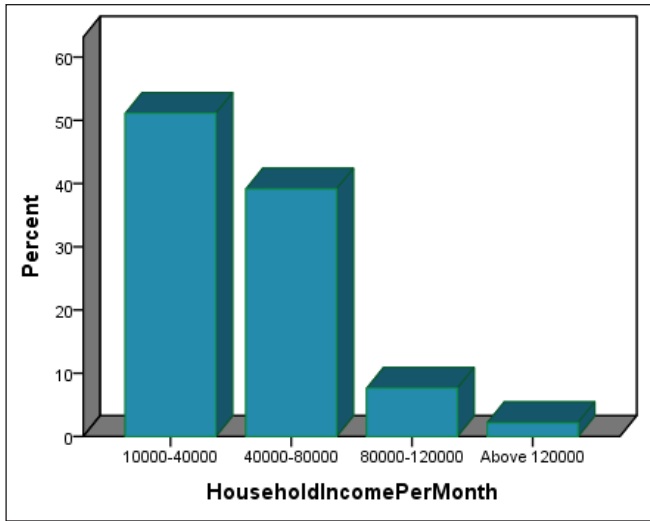
The Table 4 show the respondent classification according to income.

Table 4: Income Based Classification

Income	Frequency	Percent	Valid Percent
10000-40000	47	51.1	51.1
40000-80000	36	39.1	39.1
80000-120000	7	7.6	7.6
Above 120000	3	2.2	2.2
Total	93	100	100

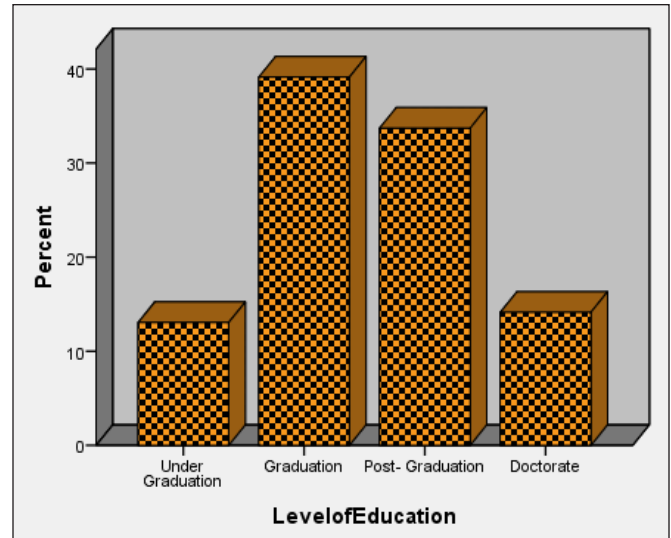
Source: Primary data.

The Table 4 shows that income level between 10000–40000 is most users about 51.1% of social networking sites. Income level above 120000 is least user about 2.2% of social networking sites. Income level between 40000–80000 uses 39.1% of SNS; income level between 80000–120000 uses only 7.6% of SNS.



Source: Primary data.

**Income**



Source: Primary data.

**Education Level**

**Education Level**

Table 5 represents the distribution of education levels among 92 individuals.

**Table 5: Level of Education**

	Frequency	Percent	Valid Percent
Under Graduation	12	13.0	13.0
Graduation	36	39.1	39.1
Post- Graduation	31	33.7	33.7
Doctorate	14	14.1	14.1
Total	93	100.0	100.0

Source: Primary data.

Table 5 shows the general level of education in the sample shows that about 39.1% have graduation. About 33.7% have post-graduation,

About 14.1% have doctorate and about 13.0% have under graduation.

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**Regression**

The Table 6 shows the result of regression.

**Table 6: Regression**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.438 <sup>a</sup>	.191	.182	2.717
a. Predictors: (Constant), SMM.				
b. Dependent Variable: CBB.				

Source: Primary data.

As indicated in Table 6 we can say given an R-squared value of .182, we can assert that our independent variable, i.e. social media marketing accounts for a 19.1% variation in dependent variable i.e. consumer buying behaviour.

**ANOVA**

The outcome is displayed in Table 7 of ANOVA.

**Table 7: ANOVA**

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	157.339	1	157.339	21.309	.000 <sup>b</sup>
	Residual	664.520	90	7.384		
	Total	821.859	91			

1. Dependent variable: CBB. 2. Predictors: (Constant), SMM. Source: Primary data.

In the Table 7, the ANOVA finding indicates a P-value of 0.000, which falls below the threshold of 0.05. Therefore, we can conclude that a significant correlation exists between our dependent variable, Consumer Purchasing

Behaviour, and our independent variable, social media marketing.

**Coefficient**

The Table 8 shows the result of coefficient.

**Table 8: Coefficients**

	Model	Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.324	1.861		4.472	.000
	SMM	.590	.128	.438	4.616	.000

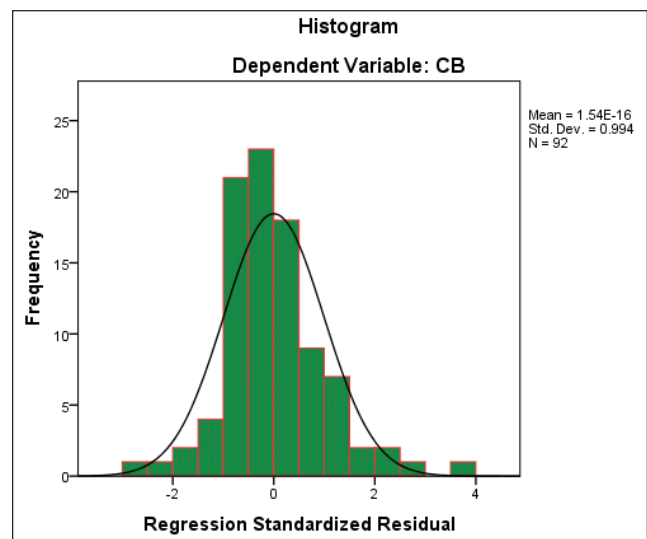
a. Dependent Variable: CBB.

Source: Primary data.

The coefficient results displayed in Table 8 reveal that the beta value stands at .438. This signifies that a one-unit adjustment in the independent variable—social media marketing—leads to a .438 unit alteration in the dependent variable, which is consumer purchasing behaviour. Furthermore, the positive beta value indicates a favourable correlation between social media marketing and consumer purchasing behaviour. In simpler terms, an increase of one unit in social media marketing will yield a .438-unit rise in consumer behaviour.

clustered around zero, which is a sign that the model fits the data reasonably well. Overall, the residuals’ distribution supports the assumption of normality, implying that the model is likely valid for predicting the dependent variable within the sample.

The histogram of the regression standardised residuals for the dependent variable CBB shows an approximately normal distribution, which is an important assumption in linear regression. The residuals are centred around a mean of nearly zero, which indicates that the model does not systematically over-predict or under-predict the values of the dependent variable. The standard deviation of the residuals is approximately 1, suggesting that the residuals are well-scaled. The bell-shaped curve, though slightly skewed to the right, shows that most residuals are



Source: Primary data.

## CONCLUSION

The primary aim of this research was to determine the influence of social media advertising on consumer buying choices. It was believed that social media inclinations and advertising had a substantial effect on customers' purchasing behaviour. Regression analysis was utilised to examine this theory. Findings indicated that social media marketing would direct impact on the current study looked at the connection between Gurugram consumers' buying behaviour and social media marketing. Empirical evidence backed up the study's conclusion that the two factors have a favourable association. This implies that when companies invest more in social media marketing, customer buying behaviour is positively impacted, resulting in higher levels of engagement and purchase activity. The results demonstrate how social networking can be a useful tool for Gurugram businesses looking to improve their market presence and influence customer decisions. The result of the research provides significant perspectives on how social media marketing shapes consumers' buying choices. The survey indicates that individuals in this area frequently use social media to investigate and form views on various subjects, including the items and services offered by companies and brands. This implies that social media serves as an extremely effective resource for businesses aiming to engage with the residents of Gurugram. It gives them a chance to talk to customers directly, change their minds, and influence what they buy. The study underscores the crucial role social networks play in shaping consumer buying behaviour, particularly in Gurugram. It highlights the need for marketers and businesses to harness the power of social media platforms not just to engage consumers but also to foster brand loyalty and influence purchasing decisions. By leveraging insights from this research, businesses can craft tailored marketing strategies that align with the dynamics of social media. Ultimately Consumer purchasing behaviour. The findings reinforce existing literature, providing a roadmap for businesses to enhance consumer engagement and boost sales through effective social media interactions.

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### Declaration

The paper is my original work and that paper has not submitted for publication anywhere else.