



Impact of Social Media Marketing on Consumer Purchase Decisions: A Study in Hyderabad

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Abstract:

Social media marketing has emerged as one of the most influential marketing tools in the digital era. Businesses use social media platforms such as Facebook, Instagram, YouTube, and X (Twitter) to engage customers, promote products, and build brand awareness. This study examines the impact of social media marketing on consumer purchase decisions in Hyderabad. The research focuses on the influence of advertisements, influencer marketing, online reviews, promotional content, and customer engagement on purchasing behavior. The findings reveal that social media significantly affects consumer awareness, product evaluation, and purchase decisions.

Keywords: Social Media Marketing, Consumer Purchase Decisions, Digital Marketing, Online Advertising, Consumer Behaviour, Hyderabad.

Introduction:

The growth of internet technology and smartphone usage has transformed the way businesses communicate with consumers. Social media platforms have become powerful marketing channels that allow organizations to reach target audiences effectively and economically.

Consumers increasingly rely on social media for product information, reviews, recommendations, and promotional offers before making purchase decisions. Social media marketing helps businesses build relationships with customers and influence their buying behaviour.

This study aims to analyze how social media marketing affects consumer purchase decisions in Hyderabad and identify the factors

that influence purchasing behaviour through social media platforms.

Literature Review:

Sharma and Gupta (2021) The study found that social media advertisements significantly influence consumer awareness and purchase intentions.

Kumar (2022) The researcher observed that influencer marketing plays an important role in shaping consumer preferences.

Singh and Verma (2023) The study highlighted that online reviews and customer ratings affect consumer trust and purchase decisions.

Mehta and Rao (2024) The researchers concluded that interactive social media content enhances customer engagement and brand loyalty.

Digital Marketing Report (2024) The report indicated that social media has become a major

source of information for consumers before purchasing products and services.

The literature suggests that social media marketing has a significant impact on consumer behaviour through advertisements, reviews, influencer endorsements, and promotional campaigns.

Objectives of the Study:

1. To understand the concept of social media marketing.
2. To identify the most popular social media platforms used by consumers.
3. To analyze the impact of social media marketing on purchase decisions.
4. To evaluate the influence of online reviews and influencer marketing.
5. To suggest measures for improving social media marketing effectiveness.

Research Questions:

1. Which social media platforms are most frequently used by consumers?
2. How does social media marketing influence purchase decisions?
3. What role do online reviews and ratings play in consumer behaviour?
4. Does influencer marketing affect purchasing decisions?
5. What factors make social media marketing effective?

Research Methodology:**Research Design:**

Descriptive Research Design.

Sources of Data:**Primary Data:**

- Structured Questionnaire
- Personal Interaction with Consumers

Secondary Data:

- Research Journals
- Marketing Reports

- Company Publications
- Online Articles and Websites
- Books on Digital Marketing

Sampling Technique:

Convenience Sampling.

Sample Size:

100 Consumers in Hyderabad.

Data Collection Tools:

Questionnaire and Interview Schedule.

Statistical Tools:

- Percentage Analysis
- Tables and Charts
- Mean Analysis

Study Period:

January 2026 – April 2026.

Data Analysis:

Table 1: Most Preferred Social Media Platform

Platform	Respondents	Percentage
Instagram	40	40%
YouTube	25	25%
Facebook	20	20%
X (Twitter)	10	10%
Others	5	5%
Total	100	100%

Interpretation: Instagram is the most preferred social media platform among respondents.

Table 2: Influence of Social Media Advertisements

Response	Respondents	Percentage
Highly Influenced	35	35%
Influenced	40	40%
Neutral	15	15%
Not Influenced	10	10%
Total	100	100%

Interpretation: Most respondents are influenced by social media advertisements while making purchase decisions.

Table 3: Importance of Online Reviews

Opinion	Respondents	Percentage
Very Important	45	45%
Important	35	35%
Neutral	12	12%
Not Important	8	8%
Total	100	100%

Interpretation: Online reviews are considered important by most consumers before making purchases.

Findings:

1. Social media platforms significantly influence consumer buying decisions.
2. Instagram and YouTube are the most popular platforms among consumers.
3. Online reviews and ratings strongly affect purchase decisions.
4. Influencer marketing plays an important role in product promotion.
5. Promotional content and advertisements increase product awareness.
6. Consumers prefer brands that actively engage with customers on social media.
7. Social media marketing contributes to brand loyalty and customer retention.

Suggestions:

1. Develop engaging and customer-focused social media content.
2. Collaborate with trusted influencers to enhance brand credibility.
3. Encourage customer reviews and feedback.
4. Use targeted advertising to reach specific consumer groups.
5. Improve responsiveness to customer queries on social media.
6. Regularly monitor social media trends and consumer preferences.
7. Maintain transparency and authenticity in promotional campaigns.

Conclusion:

Social media marketing has become an essential component of modern marketing strategies. The study concludes that social media platforms significantly influence consumer purchase decisions through advertisements, influencer endorsements, online reviews, and customer engagement. Businesses can enhance customer acquisition and retention by implementing effective social media marketing strategies. Continuous innovation and customer-centric approaches will further strengthen the impact of social media marketing on consumer behaviour.

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