



**Original Article**

**A STUDY OF THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR IN SMALL ENTERPRISES' IN SANGOLA TASHIL**

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**Introduction:**

In the modern digital era, social media has emerged as a powerful marketing tool that significantly influences consumer behaviour. Platforms such as Facebook, Instagram, WhatsApp, and YouTube have changed the way businesses promote their products and services, communicate with customers, and build brand relationships. Social media marketing allows businesses to reach a wide audience at a relatively low cost, making it especially beneficial for small enterprises with limited financial and promotional resources.

Small enterprises play a vital role in the economic development of India by generating employment opportunities, encouraging entrepreneurship, and contributing to local and regional growth. In semi-urban and rural areas like Sangola, small enterprises are increasingly adopting social media marketing to expand their market reach and compete with larger businesses. The growing use of smartphones and affordable internet services has further accelerated the adoption of social media among consumers in Sangola.

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**Objectives of the Study:**

1. To study the use of social media marketing by small enterprises in Sangola.
2. To analyze the impact of social media marketing on consumer behaviour.

3. To examine the influence of social media on consumers' purchasing decisions.

**Scope of the Study:**

1. The study is limited to small enterprises in Sangola.



2. It studies how social media marketing affects consumer behaviour.
3. Only small businesses using social media platforms are included.
4. The study focuses on consumers living in Sangola.
5. It examines how social media creates awareness and influences buying decisions.
6. The research considers platforms like Facebook, Instagram, and WhatsApp.

**Limitations of the Study:**

1. The study is only about small businesses and consumers in Sangola, so results may not apply to other places.
2. The number of people surveyed is limited, which may affect the accuracy of the results. Responses from participants may be biased or not fully accurate.
3. Only some social media platforms are studied, not all digital marketing tools. *Social media trends and consumer* habits change quickly, so results may not stay the same over time.

**Research Methodology:**

1. Nature of the Study

The nature of the present study is descriptive. This study examines the impact of social media marketing on consumer behaviour in small enterprises located in Sangola.

2. Sources of Data

(a) Primary Data

Primary data were collected through a structured questionnaire. The questionnaire included questions related to the use of social media, the influence of advertisements, purchase decisions, and customer engagement.

(b) Secondary Data

Secondary data were collected from the following sources: Research journals, Books, Websites, Newspapers, Previous research reports

3. Period of the Study

The period of the study was 2-3 years

4. Sampling Design

Sampling Unit: Consumers of small enterprises in Sangola

Sampling Method: Convenience sampling method

Sample Size: The 50 respondents of the study.

5. Tools and Techniques of Analysis

The collected data were analysed using the following tools and techniques:

Percentage analysis, Tables, Bar graphs and pie charts

**Data analysis and interpretation:**

Table 1: Factors Influencing Consumer Buying Decisions via Social Media

Sr.no	Factory	No. Of Respondents	Percentage (%)
1.	Brand Awareness	15	30
2.	Customer reviews	18	36
3.	Promotional offers	10	20
4.	Direct interaction with seller	7	14
	Total	50	100



**Interpretation**

**Trust through Social Proof:** The largest group of respondents (36%) is influenced by Customer Reviews and Feedback. In a close-knit community like Sangola, digital word-of-mouth acts as a

powerful validator for small enterprises. **Visibility Drives Action:** 30% of consumers stated that simply seeing the brand/product on their feed (Brand Awareness) led to a change in their behavior.

**Table 2: Primary Social Media Platform Influencing Consumer Choices**

Sr.no	Social media platform	No.of respondents	Percentage
1.	Facebook	12	24
2.	WhatsApp	18	36
3.	Instagram	15	30
4.	Others (YouTube, etc.)	5	10
	Total	50	100

**Interpretation**

**The WhatsApp Edge:** In Sangola, 36% of consumers are most influenced by WhatsApp. This is because small enterprises in rural or semi-urban tehsils often use WhatsApp status and direct messaging to provide a personalized shopping

experience, which builds high trust. **The Visual Shift:** Instagram follows closely at 30%, indicating that younger consumers in Sangola are increasingly attracted to visual content, Reels, and high-quality product photography.

**Table 3: Consumer Behavioral Change After Social Media Exposure**

Sr.no	Behaviour change	No.Of Respondents	Percentage %
1.	Increased brand awareness	22	44
2.	Higher trust in local businesses	14	28
3.	Frequency messaging	10	20
4.	Direct online purchase	4	8

**Interpretation**

**Top-of-Mind Awareness:** The most significant impact (44%) is on Brand Awareness. Even if a consumer doesn't buy immediately, they now "know" the small enterprises in Sangola through

their social feeds. **Trust Factor:** 28% of respondents feel more confident buying from a local shop if it has an active social media presence, as it provides "social proof" through comments and likes.

**Table 4: Frequency of Social Media Usage for Product Discovery**

Sr.no	Usage frequency	No. Of Respondents	Percentage
1.	Daily	22	44
2.	Weekly	18	36
3.	Monthly	7	14
4.	Never	3	6
	Total	50	100

**Interpretation:**

The data reveals that a vast majority (80%) of consumers in Sangola discover products from local

small enterprises at least once a week. This indicates that social media has become the "digital marketplace" for the Tehsil, replacing traditional



physical browsing for a significant portion of the population.

**Table 5: Impact of Online Reviews on Trust and Purchase Intent**

Sr.no	Influence level	No. Of Respondents	Percentage
1.	High influence	25	50%
2.	Moderate influence	15	30%
3.	Low influence	6	12%
4.	No influence	4	8%
	Total	50	100%

**Interpretation:** Exactly half of the respondents (50%) are highly influenced by online reviews. In a rural/semi-urban setting like Sangola, "Social Proof" (seeing others happy with a purchase) is the strongest driver of consumer behavior. For small enterprises, this means that managing their online reputation is just as important as the quality of the product itself.

**Table 6: Preferred Content Type for Engagement**

Sr.no	Contact Type	No. Of Respondents	Percentage
1.	Product photos/videos	20	40%
2.	Customer testimonials	12	24%
3.	Educational/Informative	10	20%
4.	Price List	8	16%
	Total	50	100%

**Interpretation:** Visual content is king. 40% of respondents prefer seeing actual photos or videos of products. This suggests that small enterprises in Sangola should focus on high-quality visual demonstrations of their goods (like pomegranate sorting or textile weaving) to capture consumer interest most effectively.

**Table 7: Reasons for Small Enterprises Choosing Social Media**

Sr.no	Reason for Preference	No. Of Respondents	Percentage
1.	Cost-Effective	21	42%
2.	Wider local reach	14	28%
3.	Direct interaction with customer	10	20%
4.	Ease of use	5	10%
	Total	50	100%

**Interpretation:** The majority of respondents (42%) identified Cost-effectiveness as the primary advantage. For small enterprises in Sangola, which often have limited budgets, social media provides a high-impact marketing tool without the high expenses associated with print or television ads.

**Table 8: Stage of Consumer Behavior Most Affected**

Sr.no	Behavioral stage	No. Of Respondents	Percentage %
1.	Need recognition	12	24
2.	Information search	23	46
3.	Purchase Decision	15	30
	Total	50	100

**Interpretation:** The data shows that 46% of consumers in Sangola use social media primarily for Information Search. This means that before visiting a shop in the Sangola main market, customers are checking the enterprise's social media page to look at product varieties, prices, and availability.



Table 9: Perceived Risks (limitations) of Social Media

Sr.no	Limitation	No. Of Respondents	Percentage %
1.	Risk of negative	18	36
2.	Privacy concern	15	30
3.	Misleading information	12	24
4.	Time consumption	5	10
	Total	50	100

**Interpretation:**

The biggest concern for consumers in Sangola is the Risk of Negative Reviews/Feedback (36%). This proves that while social media helps businesses, one

bad review can spread quickly in a small tehsil, significantly damaging a small enterprise's reputation.

Table 10 : Influence of Digital Word-of-Mouth on Consumer Trust

Sr. No	Source of trust	No. Of Respondents	Percentage %
1.	Recommendation from friends	22	44
2.	Positive comments from strangers	14	28
3.	Official brand advertisements	10	20
4.	Celebrity/Influencer post	4	8
		50	100

**Interpretation:**

In Sangola, 44% of consumers trust digital recommendations from friends and family above all else. This confirms that "Digital Word-of-Mouth" is the most powerful tool for small enterprises; a single positive share in a local WhatsApp group is more effective than a paid advertisement.

5. Young consumers were more influenced by social media marketing compared to older age groups.
6. 6.Visual content like product images and videos generated higher consumer engagement.
7. 7.Many small enterprises relied on social media for low-cost promotion. Customer feedback and reviews shared online affected buying behaviour.
8. 8.Some enterprises faced difficulties due to lack of digital knowledge.
9. 9.Overall, social media marketing had a positive impact on consumer behaviour in Sangola Tahsil.

**Findings:**

1. The study found that social media marketing significantly increases brand awareness among consumers in small enterprises in Sangola Tahsil.
2. Platforms such as WhatsApp, Facebook, and Instagram are the most commonly used by local businesses.
3. Consumers showed greater trust in enterprises that actively maintain their social media presence.
4. 4.Social media advertisements and posts influenced consumer purchase decisions positively.

**Suggestions:**

1. Small enterprises should be provided with basic training in social media marketing.
2. Business owners should regularly update their social media pages.
3. Content should be created in local languages to better connect with consumers.



4. Enterprises should respond quickly to customer messages and comments.
5. Use of attractive images and short videos should be increased.
6. Small budgets can be used for paid local social media advertisements.
7. Customer reviews should be encouraged and shared online.
8. Businesses should study consumer responses to improve marketing strategies.

**Conclusion:**

The study concludes that social media marketing plays an important role in influencing consumer behaviour. It provides a cost-effective

marketing platform for small enterprises in Sangola Tahsil. Social media helps businesses build better relationships with consumers.

Consumers feel more confident purchasing from businesses active on social media. Young consumers are highly influenced by online marketing activities. Lack of technical skills remains a challenge for some enterprises. Despite challenges, social media marketing improves sales and customer loyalty.

Local and relevant content increases marketing effectiveness. With proper training, small enterprises can maximize the benefits of social media. Hence, social media marketing is essential for the growth of small enterprises in Sangola Tahsil.