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Impact of Social Media Marketing on Consumer Buying Behaviour in Jalgaon District

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Abstract

In the current digital era, social media marketing has become one of the most effective marketing techniques. The way businesses engage with customers and advertise their goods and services has changed dramatically as a result of the growing usage of social media sites like Facebook, Instagram, YouTube, Twitter, and WhatsApp. Online ads, influencer marketing, product reviews, digital campaigns, and interactive content are all constantly present to consumers and have a direct impact on their purchase decisions and habits. The current study intends to investigate how social media marketing affects consumer purchasing behaviour and pinpoint the key elements influencing consumers via social media platforms. Both primary and secondary data served as the study's foundation. While secondary data is gained from books, journals, research articles, websites, and published reports pertaining to consumer behaviour and digital marketing, primary data is obtained from social media users and online customers using a structured questionnaire. In order to examine how consumers perceive social media ads, influencer marketing, online reviews, promotional offers, and purchase intentions, the study uses a descriptive research approach. The study's conclusions show that social media marketing significantly affects consumers' purchasing decisions. Online reviews, recommendations from influencers, eye-catching ads, and special deals all have a significant impact on consumers' decisions to buy. Additionally, the survey shows that social media platforms assist companies in raising product visibility, consumer involvement, and brand awareness. However, depending on psychological and demographic aspects, consumers' reactions to social media marketing differ. According to the study's findings, social media marketing has emerged as a crucial instrument for influencing contemporary consumer behaviour, and companies should implement successful digital marketing techniques to draw in and keep customers in the cutthroat marketplace.

Keywords: Social Media Marketing, Consumer Buying Behaviour, Digital Marketing, Online Consumers, Purchase Decision, Influencer Marketing.

Introduction:

Social media has become an essential element of people's everyday lives in the current digital era and has drastically changed commerce, communication, and connection worldwide. Social media sites like Instagram, Facebook, YouTube, Twitter, and WhatsApp have grown in popularity due to the quick expansion of smartphone technology and internet usage. These platforms are becoming vital tools for marketing, advertising, and customer interaction in addition to being utilized for communication and enjoyment. Companies are depending more and more on social media marketing to advertise goods, increase brand recognition, communicate with clients, and sway consumer choices.

The term "social media marketing" describes the use of social media platforms to advertise goods and services through online communication, influencer partnerships, advertising campaigns, and consumer engagement initiatives (Stephen, A. T. (2016)). Social media marketing offers companies direct consumer connection and real-time communication, in contrast to traditional marketing strategies. Before making a purchase, customers may access product information, compare options, read reviews, and voice their thoughts. It also enables businesses to reach a big audience at a lesser cost.

The process through which people choose, buy, utilize, and assess goods and services to meet their needs and desires is referred to as consumer buying behaviour.

Numerous elements, including individual preferences, psychological state, social influence, cultural values, economic conditions, and marketing methods, have an impact on consumer behaviour. Social media marketing has become one of the most important elements influencing customer purchasing behaviour in recent years. Consumer attitudes, tastes, and purchase intents are greatly influenced by online marketing, influencer endorsements, customer reviews, promotional offers, and digital content. The conventional consumer decision-making process has been altered by social media's increasing influence. Before making a purchase, consumers actively search social media channels for information. Product reviews, ratings, influencer suggestions, celebrity endorsements, and customer feedback all have a significant impact on them. Personalized ads, interactive marketing efforts, and appealing visual material all motivate customers to interact with brands and make purchases. Because of this, companies are spending more money on social media marketing techniques in order to draw in new clients and keep a competitive edge.

The current study intends to investigate how social media marketing affects consumer purchasing behaviour and pinpoint the key social media elements influencing customers' choices. Additionally, the study aims to comprehend how customer preferences and purchase intents are shaped by online reviews, influencer marketing, ads, and promotional activities. The study's conclusions could aid companies and marketers in creating more successful digital marketing plans and enhancing consumer interaction in the fiercely competitive online industry.

Review of Literature

Numerous scholars have investigated consumer purchasing patterns and the increasing impact of social media and digital marketing on purchase choices. According to earlier research, consumers' opinions and purchase intentions in the online marketplace are greatly influenced by demographic characteristics, online ads, promotional activities, customer reviews, and digital interaction.

In Kerala's Palakkad area, Kumar and Sobha (2016) examined the connection between customer attitudes on internet purchasing and demographic traits. According to the study, 61% of participants had a favorable opinion of internet shopping since it offered convenience, time savings, and comprehensive product information. However, the study also found no significant correlation between views about internet purchasing and factors including gender, age, income, educational attainment, and residential area.

Jadhav and Khanna (2017) carried out a study to empirically investigate the influence of college students' demographic traits on their opinions regarding online purchasing behaviour in Mumbai. The study used the independent sample t-test and one-way ANOVA for hypothesis testing after gathering data from 381 respondents from two colleges. The results showed that online shopping behaviour was significantly impacted by debit card possession. The study emphasized how crucial demographic factors are in shaping consumers decisions to make purchases online. In order to determine the difficulties and issues that customers have when purchasing online, Malhotra and Chauhan (2015) conducted study in Mumbai. The results showed that consumers frequently have issues with online payment methods, product quality, security, privacy, and trust. The survey also showed that consumers' purchasing decisions are greatly influenced by online shopping experiences, payment security, and customer service.

In a different study, Aruna et al. (2015) looked into how demographic characteristics affected Indian consumers' online purchasing habits. Data from 70 respondents were gathered using a random sample procedure, and ANOVA was used for analysis. According to the study's findings, demographic factors like age, gender, income, marital status, and family size have a substantial impact on online purchasing metrics like purchase intention, satisfaction level, frequency of buying, and spending habits. The researchers stressed that demographic analysis facilitates a better understanding of customer purchasing behaviour.

Anitha (2015) studied Chennai consumers' awareness of and preferences for internet shopping. According to the study, customers in the 25–35 age range were more likely than those in other age groups to actively buy online. Convenience, better pricing, product variety, website design, trust, and enjoyment were also found to be significant factors influencing online consumer preferences and purchasing behaviour.

Rajayogan and Muthumani (2015) investigated the connection between customer purchasing intention and demographic factors. The results demonstrated that purchase intention and gender did not significantly differ. However, customers' purchasing intentions were heavily influenced by variables including age, occupation, and income. Additionally, the study showed that consumers with jobs and those with higher incomes typically spend more money online.

Study Area

Online shoppers and social media users from the Jalgaon district in Maharashtra are participated in the current study. Due of consumers growing usage of social media and online

purchasing, the targeted area was chosen. In order to better understand how social media marketing affects customer purchasing behavior, the study recruited respondents from a variety of age groups, professions, and educational backgrounds.

Objectives of the study

- To study the impact of social media marketing on consumer buying behaviour.
- To identify the major social media factors influencing consumers' purchase decisions.
- To analyze the influence of online advertisements, reviews, and influencer marketing on consumer buying behaviour.

Research Methodology

The study has made use of both primary and secondary data sources. A systematic questionnaire was used to gather primary data from internet shoppers and social media users. Social media usage, online ads, influencer recommendations, online reviews, promotional offers, and consumer purchasing behavior were all covered in the questionnaire. Secondary data about consumer behavior, digital marketing, and social media marketing were gathered from books, journals, research articles, websites, and published reports. Convenience sampling was used in the study to choose participants. In order to gather replies, a sample of customers who use social media sites like Facebook, Instagram, YouTube, and other digital platforms was taken into consideration. Students, working professionals, independent

contractors, and other frequent users of social media were among the respondents.

Descriptive statistical techniques like percentage analysis, frequency distribution, mean scores, tables, and graphical representation were used to examine the gathered data. These resources aided in deciphering customer feedback and pinpointing the key social media elements affecting purchasing decisions. The study primarily looks at how customer purchasing decisions in the current digital economy relate to social media marketing initiatives.

Data Analysis and Interpretation

Demographic Profile

The demographic profile of those chosen for the study "Impact of Social Media Marketing on Consumer Buying Behavior in Jalgaon District" is shown in Table No. 1. The survey was completed by 55 people in total. Demographic factors including gender, age group, level of education, occupation, monthly income, and most popular social media platform are included in the table. According to the gender-wise analysis, 56.36% of respondents are men and 43.64% are women, indicating that male respondents participated in the survey at a considerably greater rate. According to the age distribution, the bulk of respondents (43.64%) are in the 20–30 age range, suggesting that younger consumers utilize social media and online platforms more frequently. The majority of respondents (45.45%) are graduates, followed by postgraduates (29.09%), indicating that customers with higher levels of education are more involved in social media marketing.

Table No. 1: Demographic Profile of Respondents in Jalgaon District.

Sr. No.	Demographic Variable	Category	Frequency	Percentage (%)
1	Gender	Male	31	56.36
		Female	24	43.64
2	Age Group	Below 20 Years	6	10.91
		20–30 Years	24	43.64
		31–40 Years	15	27.27
		Above 40 Years	10	18.18
3	Educational Qualification	Undergraduate	9	16.36
		Graduate	25	45.45
		Postgraduate	16	29.09
		Other	5	9.10
4	Occupation	Student	14	25.45
		Employed	22	40.00
		Self-Employed	11	20.00
		Other	8	14.55
5	Monthly Income	Below ₹20,000	18	32.73
		₹20,000–₹40,000	20	36.36
		₹40,000–₹60,000	10	18.18
		Above ₹60,000	7	12.73
6	Most Used Social Media Platform	Instagram	23	41.82
		Facebook	12	21.82
		YouTube	14	25.45
		Others	6	10.91

Source: Field Survey Conducted by Researcher.

According to the occupational study, 25.45% of respondents are students and 40% of respondents are employed, suggesting that young people and working professionals make up a significant portion of Jalgaon District's digital consumer base. According to the income study, most respondents fall within the ₹20,000–₹40,000 monthly income range. Additionally, the chart reveals that Instagram is the social media network that respondents utilize the most, followed by Facebook and YouTube. This suggests that social media platforms that are interactive and visual have a significant impact on how consumers make purchases in online marketplaces.

Social Media Usage Profile

According to the analysis, social media now plays a significant role in consumers' everyday lives and online activities. The results show that most respondents regularly use social media sites on a daily basis, increasing their exposure to online ads, influencer promotions, product reviews, and marketing initiatives.

According to the data, the largest percentage of respondents 43.64% spend one to three hours a day on social media (Fig. No. 1). This suggests that many customers use social networking apps and digital information on a daily basis. Through targeted promotional activities and digital adverts, businesses and marketers can influence consumers' views, preferences, and purchasing decisions through this ongoing social media involvement.

Table No. 2: Social Media Usage Profile of Respondents in Jalgaon District.

Sr. No.	Variables	Category	Frequency	Percentage (%)
1	Daily Time Spent on Social Media	Less than 1 Hour	7	12.73
		1–3 Hours	24	43.64
		3–5 Hours	16	29.09
		More than 5 Hours	8	14.54
2	Frequency of Online Shopping through Social Media Influence	Rarely	9	16.36
		Sometimes	22	40.00
		Often	15	27.27
		Very Often	9	16.36
3	Most Influencing Social Media Platform for Purchase Decision	Instagram	25	45.45
		Facebook	10	18.18
		YouTube	14	25.45
		Others	6	10.92
4	Main Reason for Following Brands on Social Media	Product Information	13	23.64
		Discounts & Offers	18	32.73
		Influencer Recommendations	14	25.45
		Entertainment Content	10	18.18
5	Preferred Device for Social Media Usage	Smartphone	41	74.55
		Laptop	7	12.73
		Tablet	3	5.45
		Desktop Computer	4	7.27

Source: Primary Data Compiled by the Researcher.

The chart also shows that 14.54% of respondents spend more than five hours a day on social media, compared to 29.09% who spend three to five hours a day. This suggests that a sizable portion of consumers use social media extensively and are constantly exposed to content linked to marketing. Before making a purchase, customers

can research items, follow influencers, compare brands, and read online reviews by using social media sites like Facebook, YouTube, and Instagram. Therefore, customer purchasing behaviour and online purchase intents may be positively impacted by increased digital involvement.

Daily Time Spent on Social Media by Respondents

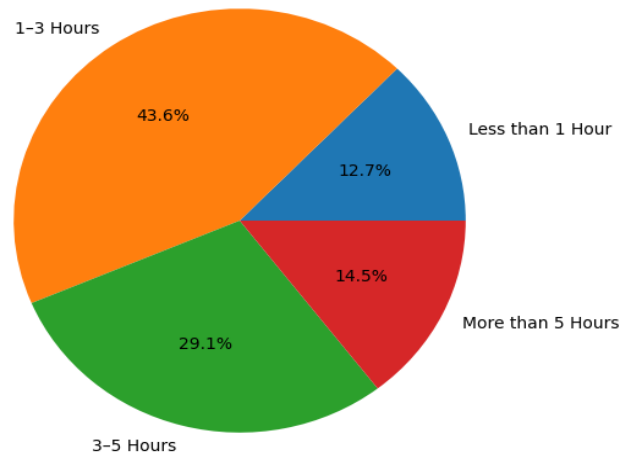


Fig. No. 1

However, just 12.73% of respondents said they use social media sites for less than an hour every day. This somewhat lower percentage suggests that Jalgaon District customers now use social media extensively. All things considered, the results unequivocally indicate that social media platforms have a big impact on contemporary consumer behaviour. Consumers that use social media more frequently engage with digital marketing initiatives, which eventually influences their brand awareness, purchasing decisions, and preferences.

Impact of Social Media Marketing on Consumer Buying Behaviour

Consumer responses about how social media marketing has affected Jalgaon District consumers' purchasing decisions are shown in Table No. 3. Consumer perceptions of social media ads, influencer recommendations, online reviews,

appealing digital content, and promotional offers are highlighted in the table. The results show that, in today's digital world, social media marketing has a big impact on customers' purchasing choices and preferences.

According to the first statement, "Social media advertisements influence my buying decisions," 40.00% of respondents agreed and 36.36% strongly agreed. This suggests that marketing on social media platforms have an impact on most consumers. Consumers are encouraged to investigate and buy things by social media marketing that include product information, graphic displays, promotional films, and brand recognition. According to the results, internet ads are becoming a crucial marketing tool for influencing consumer attitudes and buy intentions.

Table No. 3: Impact of Social Media Marketing on Consumer Buying Behaviour in Jalgaon District.

Sr. No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Social media advertisements influence my buying decisions.	20 (36.36%)	22 (40.00%)	7 (12.73%)	4 (7.27%)	2 (3.64%)
2	Influencer recommendations affect my purchase intention.	18 (32.73%)	21 (38.18%)	8 (14.55%)	5 (9.09%)	3 (5.45%)
3	Online reviews increase my trust toward products.	24 (43.64%)	18 (32.73%)	6 (10.91%)	5 (9.09%)	2 (3.63%)
4	Attractive social media content encourages me to purchase products.	19 (34.55%)	23 (41.82%)	6 (10.91%)	5 (9.09%)	2 (3.63%)
5	Discounts and promotional offers on social media influence my buying behaviour.	22 (40.00%)	20 (36.36%)	5 (9.09%)	6 (10.91%)	2 (3.64)

Source: Primary Data Compiled by the Researcher.

According to the second statement, "Influencer recommendations affect my purchase intention,"

38.18% of respondents agreed and 32.73% strongly agreed. This suggests that influencer marketing has

become a successful tactic for influencing consumer preferences and purchasing decisions. Because influencers use social media channels to share personal experiences, product reviews, and product demos, consumers frequently trust them. Particularly among younger consumers who actively follow digital artists and online personalities, influencers foster emotional connections and boost consumer confidence in companies and products.

According to the analysis, 32.73% of respondents agreed and 43.64% strongly agreed with the statement, "Online reviews increase my trust toward products." This is among the study's strongest affirmative reactions. The results unequivocally demonstrate that consumer trust and buying decisions are greatly influenced by internet reviews and customer feedback. Customers regularly check social media and internet platforms for reviews, ratings, and customer experiences before making a purchase. While unfavourable reviews may deter customers from making purchases, positive ratings boost confidence and lessen uncertainty.

According to the fourth statement, "Attractive social media content encourages me to purchase products," 41.82% of respondents agreed and 34.55% strongly agreed. This suggests that visually engaging material, innovative ads, movies, reels, and promotional posts have a significant impact on consumer interest and purchasing decisions. Social media platforms give companies the chance to showcase their products in eye-catching and engaging ways that draw customers in and boost brand engagement. The results imply that innovative digital marketing techniques and visual presentation are crucial in influencing consumer purchasing decisions.

In the last statement, "Discounts and promotional offers on social media influence my buying behaviour," 36.36% of respondents agreed and 40.00% strongly agreed. This suggests that limited-time sales, cashback programs, seasonal discounts, and promotional offers greatly influence consumers to make purchases. Products advertised on social media sites with discounts and special offers frequently draw in customers. These marketing techniques generate a sense of urgency and boost consumers' propensity to make online purchases.

Overall, the data unequivocally shows that social media marketing significantly influences Jalgaon District consumers' purchasing decisions. Consumer attitudes, preferences, trust, and purchasing decisions are greatly influenced by social media ads, influencer recommendations, online reviews, appealing content, and promotional offers. The results show that social media platforms have developed into effective marketing avenues for companies to interact with customers and

influence contemporary purchasing patterns in the online market.

Major Observations of the Study

According to the study, social media marketing significantly affects Jalgaon District consumers' purchasing decisions. Due to the high percentage of respondents who regularly use social media platforms for many hours every day, they are more likely to see online ads, marketing campaigns, influencer material, and product evaluations. The results show that while looking for product information and making judgments about purchases, customers are depending more and more on social media sites. As a result, social media has grown in importance as a tool for companies to connect with customers and shape their purchasing decisions.

The report also emphasizes how consumer purchase intentions are significantly influenced by online reviews, influencer recommendations, and appealing digital material. Positive customer evaluations and influencer advertising boost consumers' trust in items and motivate them to make purchases, according to the majority of respondents. It has been discovered that visual ads, reels, videos, and interactive promotional content found on websites like YouTube and Instagram are crucial in drawing in customers and influencing their perceptions of brands and goods.

The results also show that social media ads, discounts, and promotional offers greatly influence customers' online buying habits. Products that use social media channels to offer limited-time discounts, cashback perks, and special deals tend to draw in customers. The study comes to the overall conclusion that social media marketing has grown to be a significant influence on contemporary consumer behavior and digital marketplace buying decisions.

Recommendations and Practical Implications

According to the survey, companies and marketers should use social media platforms to improve customer engagement and impact consumer purchasing behavior. Businesses should produce engaging, educational, and interactive digital content to draw in customers and raise brand awareness. To draw customers and promote purchases, visual marketing techniques including brief films, reels, imaginative commercials, and captivating promotional posts should be often employed.

The report also suggests that businesses concentrate on developing consumer trust via honest product information, open communication, and constructive customer interaction. Online reviews have a big impact on customer confidence and purchase intents, thus businesses should promote user reviews and feedback. Additionally, businesses should work with reputable digital

artists and influencers that can successfully market goods and shape consumer preferences through sincere suggestions and product demos.

The study also highlights the significance of using social media channels to provide discounts, cashback options, marketing initiatives, and seasonal deals. These marketing techniques can boost online sales and have a beneficial impact on consumers' purchasing intentions. In order to create successful digital marketing strategies, businesses should also constantly assess shifting customer preferences and social media trends. In general, businesses should use customer-focused social media marketing strategies to boost brand loyalty, increase customer happiness, and preserve their competitive edge in the online market.

Conclusion

The current study, "Impact of Social Media Marketing on Consumer Buying Behavior in Jalgaon District," emphasizes the increasing significance of social media platforms in shaping consumers' preferences and purchase decisions in the digital age. According to the report, before making a purchase, customers actively utilize social media platforms to research products, read online reviews, take advantage of promotions, and interact with brands. By giving customers quick access to information, digital interaction, and customized promotional content, social media marketing has drastically changed the traditional purchasing process.

The study's conclusions show that consumer purchasing behavior is significantly influenced by social media ads, influencer recommendations, online customer evaluations, and appealing digital material. Visual ads, product demos, online reviews, and marketing activities on social media sites like Facebook, YouTube, and Instagram are all having an increasing impact on consumers. The study also discovered that social media sites' discounts and promotional offers motivate customers to make more frequent online purchases.

The survey goes on to say that social media marketing is now a crucial marketing tactic for companies competing in today's market. Good social media marketing strategies assist businesses in raising brand awareness, enhancing customer engagement, and influencing consumer perceptions of goods and services. However, while putting digital marketing tactics into practice, companies must guarantee openness, dependability, and client trust. The study's overall findings indicate that social media marketing has a major impact on customer purchasing behavior and will continue to do so in the upcoming digital economy.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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