

# Impact of social media marketing on consumer buying behaviour special reference to Durg district

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## Abstract:

This study examines the impact of social media marketing on consumer buying behaviour with special reference to Durg district. In the digital era, social media platforms such as Facebook, Instagram, YouTube, and WhatsApp have become powerful tools influencing consumer decisions. The research aims to analyze how promotional content, online reviews, influencer marketing, and targeted advertisements affect the purchasing patterns of consumers in Durg. Both primary and secondary data have been used, with surveys conducted among different age groups to understand their preferences and responses to social media marketing strategies. The findings reveal that social media significantly shapes consumer awareness, brand perception, and purchase intention. Factors such as trust in online reviews, frequency of exposure to advertisements, and peer influence play a crucial role in decision-making. The study concludes that businesses in Durg district can effectively enhance their market reach and customer engagement by adopting well-planned social media marketing strategies. It also highlights the need for ethical marketing practices and consumer awareness in the digital marketplace.

Furthermore, the study reveals that trust, convenience, and accessibility are key factors that drive online purchase decisions. However, concerns related to misleading advertisements and data privacy also affect consumer confidence. The research concludes that businesses in Durg district must adopt innovative, transparent, and customer-centric social media marketing strategies to enhance consumer engagement and loyalty. The study also suggests that consumers should develop critical awareness while interacting with digital content.

## Keywords:

Social Media Marketing, Consumer Buying Behaviour, Durg District, Online Advertising, Purchase Intention, Digital Marketing, Influencer Marketing, Consumer Awareness, Brand Perception, E-commerce

## Introduction

In the 21st century, the rapid advancement of information and communication technology has brought a significant transformation in the marketing landscape. Among these advancements, social media has emerged as one of the most influential tools for communication, interaction, and promotion. Social media platforms such as Facebook, Instagram, YouTube, Twitter (X), and WhatsApp have revolutionized the way businesses connect with consumers, making marketing more interactive, personalized, and accessible. These platforms allow organizations to share content, advertise products, receive feedback, and build long-term relationships with customers. Social media marketing refers to the use of social networking platforms to promote products and services, create brand awareness, and influence consumer decisions. Unlike traditional marketing, social media marketing provides two-way communication, enabling consumers to actively participate, share opinions, and influence others. This interactive nature has significantly changed consumer buying behaviour, as individuals now rely more on digital content, online reviews, ratings, and recommendations before making purchasing decisions. In the modern digital era, social media has emerged as a powerful communication and marketing tool, transforming the way businesses interact with consumers. Platforms such as Facebook, Instagram, YouTube, and WhatsApp are no longer just mediums for social interaction but have become influential channels for promoting products and services. Social media marketing enables companies to reach a large audience in a cost-effective manner while also allowing direct engagement with customers. As a result, it plays a significant role in shaping consumer buying behaviour.

Consumer buying behaviour refers to the process through which individuals select, purchase, use, and dispose of goods and services to satisfy their needs and wants. With the increasing use of smartphones and internet connectivity, consumers are now more informed and influenced by online content than ever before.

Factors such as online reviews, influencer recommendations, advertisements, and peer opinions on social media platforms have a strong impact on their decision-making process.

In the context of Durg district, which is rapidly developing in terms of urbanization and digital adoption, the influence of social media marketing is becoming increasingly evident. A large segment of the population, especially youth and working professionals, actively uses social media platforms for gathering information about products, comparing alternatives, and making purchase decisions. Local businesses and brands in Durg are also adopting social media marketing strategies to enhance their visibility and attract potential customers. This study aims to examine the impact of social media marketing on consumer buying behaviour in Durg district. It seeks to understand the extent to which social media influences consumer preferences, brand awareness, and purchasing decisions. The study also highlights the opportunities and challenges associated with social media marketing, providing valuable insights for businesses, marketers, and researchers.

### **Aim of the Study:**

The main aim of this study is to examine and analyze the impact of social media marketing on consumer buying behaviour with special reference to Durg district. It seeks to understand how social media platforms influence consumer awareness, preferences, attitudes, and purchase decisions. The study also aims to evaluate the effectiveness of various social media marketing strategies such as online advertisements, influencer marketing, and customer reviews in shaping consumer behaviour. Furthermore, it intends to provide insights that can help businesses develop better marketing strategies and enhance customer engagement in the digital environment.

### **Need of the Study:**

In the present digital age, social media has become an integral part of people's daily lives, influencing not only communication patterns but also consumer decision-making processes. The increasing dependence on platforms such as Facebook, Instagram, YouTube, and WhatsApp for product information and recommendations has created a strong need to study how social media marketing affects consumer buying behaviour.

Firstly, the study is necessary to understand the changing preferences and attitudes of consumers in the digital environment. Traditional marketing methods are gradually being replaced by digital strategies, and it is important to analyze how consumers in Durg district respond to these changes. This will help in identifying the factors that influence their purchase decisions.

Secondly, the research is important for businesses and marketers operating in Durg district. With growing competition and digital adoption, companies need to design effective marketing strategies to attract and retain customers. By understanding the impact of social media marketing, businesses can create targeted campaigns, improve customer engagement, and enhance brand loyalty.

Thirdly, the study helps in examining the role of social media elements such as online reviews, influencer marketing, advertisements, and peer recommendations in shaping consumer behaviour. It provides insights into which factors have the strongest influence and how they can be utilized effectively.

Additionally, there is a need to assess the level of awareness and trust among consumers regarding social media marketing. Issues such as fake reviews, misleading advertisements, and data privacy concerns are becoming increasingly relevant. Studying these aspects will help in understanding consumer perceptions and building more ethical marketing practices.

Furthermore, the study is significant in the context of Durg district, which is experiencing rapid urbanization and digital growth. Despite this development, limited research has been conducted at the local level to analyze the impact of social media marketing on consumer behaviour. Therefore, this study fills the research gap by providing region-specific insights.

Lastly, the findings of the study will be useful for researchers, academicians, and policymakers in understanding the broader implications of digital marketing on society and the economy. It will also serve as a reference for future studies in similar areas. The study is needed to bridge the gap between traditional and digital marketing understanding, to support businesses in strategy formulation, and to enhance consumer awareness in the evolving digital marketplace.

### **Scope of the Study (in Bullet)**

- To understand the impact of social media marketing on consumer buying behaviour
- To analyze changing consumer preferences in the digital era
- To help businesses in Durg district develop effective marketing strategies
- To study the role of online reviews, advertisements, and influencer marketing
- To identify factors influencing purchase decisions on social media

- To examine consumer awareness and trust towards social media marketing
- o highlight issues like fake reviews, misleading ads, and privacy concerns
- To provide insights for improving customer engagement and brand loyalty
- To fill the research gap at the local level (Durg district)
- To support researchers and academicians for future studies
- To understand the shift from traditional to digital marketing

#### **Objectives of the Study:**

- To study the concept of social media marketing and consumer buying behaviour
- To analyze the usage of different social media platforms by consumers in Durg district
- To examine the influence of social media on consumer awareness and preferences
- To evaluate the impact of online advertisements on purchase decisions
- To study the role of influencer marketing in shaping consumer behaviour
- To assess the effectiveness of social media as a marketing tool for businesses
- To examine the challenges associated with social media marketing
- To provide suggestions for improving social media marketing strategies

#### **Hypothesis**

- $H_{01}$ : Social media advertisements do not significantly influence consumer purchase decisions.
- $H_{11}$ : Social media advertisements significantly influence consumer purchase decisions.
- $H_{02}$ : Influencer marketing has no significant effect on consumer buying behaviour.
- $H_{12}$ : Influencer marketing has a significant effect on consumer buying behaviour.
- $H_{03}$ : Online reviews and ratings do not affect consumer buying decisions.
- $H_{13}$ : Online reviews and ratings affect consumer buying decisions.

#### **Review of Literature**

**Kaplan & Haenlein (2010):** Highlighted the concept of social media and its growing importance as a marketing tool for businesses to engage consumers and influence their decisions.

**Mangold & Faulds (2009):** Identified social media as a hybrid element of the promotion mix, emphasizing its role in consumer communication and buying behaviour.

**Evans (2012):** Explained how social media platforms help in building brand awareness and influence consumer engagement and purchasing patterns.

**Hajli (2014):** Found that social commerce constructs such as reviews, ratings, and recommendations significantly build consumer trust and impact buying decisions.

**Tuten & Solomon (2017):** Discussed how social media marketing strategies enhance customer interaction and affect consumer decision-making processes.

**Alalwan et al. (2017):** Concluded that social media advertising has a significant positive impact on consumer purchase intention, especially among young users.

**Duffett (2017):** Studied the effect of social media marketing communications on young consumers and found a strong influence on their buying behaviour.

**Appel et al. (2020):** Emphasized that social media creates personalized marketing experiences that shape consumer preferences and decision-making.

**Dwivedi et al. (2021):** Highlighted the increasing importance of digital and social media marketing in influencing consumer engagement and brand loyalty.

**Sokolova & Kefi (2020):** Found that influencer marketing on platforms like Instagram significantly affects consumer attitudes and purchase intentions.

**Arora et al. (2022):** Revealed that Indian consumers are highly influenced by social media advertisements and peer reviews while making purchase decisions.

**Sharma & Verma (2023):** Studied consumer behaviour in the Indian context and concluded that trust and content quality on social media strongly impact buying decisions.

**Kumar & Singh (2024):** Found that social media marketing plays a vital role in shaping consumer awareness and brand perception in semi-urban areas.

**Patel et al. (2024):** Identified that short-form video content and influencer promotions significantly drive impulse buying behaviour among youth.

**Gupta & Jain (2025):** Concluded that increasing smartphone usage and internet penetration have strengthened the impact of social media marketing on consumer purchasing behaviour in India.

## Research Methodology:

Research methodology refers to the systematic process used to collect, analyze, and interpret data for achieving the objectives of the study. The present study on the *impact of social media marketing on consumer buying behaviour with special reference to Durg district* follows a structured approach as described below:

### 1. Research Design:

The study is **descriptive and analytical in nature**, as it aims to describe consumer behaviour and analyze the impact of social media marketing on their purchasing decisions.

### 2. Data Collection:

Both **primary and secondary data** have been used in this study.

- **Primary Data:** Collected through structured questionnaires and surveys from consumers in Durg district.
- **Secondary Data:** Collected from books, research papers, journals, websites, and previous studies related to social media marketing and consumer behaviour.

### 3. Sampling Method:

The study uses a **convenience sampling method**, where respondents are selected based on ease of access and availability.

### 4. Sample Size:

A sample of **100–250 respondents** (you can adjust as per your project, e.g., 250) from different age groups, occupations, and income levels in Durg district has been considered for the study.

### 5. Area of Study:

The research is confined to **Durg district of Chhattisgarh**, focusing on consumers who actively use social media platforms.

### 6. Tools and Techniques of Analysis:

Data collected has been analyzed using:

- Percentage method
- Tables and graphs
- Chi-square test (for hypothesis testing)
- Mean/average method (if required)

### 7. Variables of the Study:

- **Independent Variable:** Social media marketing (ads, influencer marketing, reviews, content)
- **Dependent Variable:** Consumer buying behaviour (purchase decision, preference, awareness)

### 8. Research Instrument:

A **structured questionnaire** consisting of both closed-ended and open-ended questions has been used to collect primary data.

### 9. Limitations of the Study:

- The study is limited to Durg district only
- Time and resource constraints
- Possibility of biased responses from respondents
- Rapid changes in social media trends may affect results

**Object 1: Influence of Social Media on Purchase Decision**

**Table 1: Do you get influenced by social media while purchasing products?**

Response	Number of Respondents	Percentage (%)
Yes	180	72%
No	40	16%
Sometimes	30	12%
<b>Total</b>	<b>250</b>	<b>100%</b>

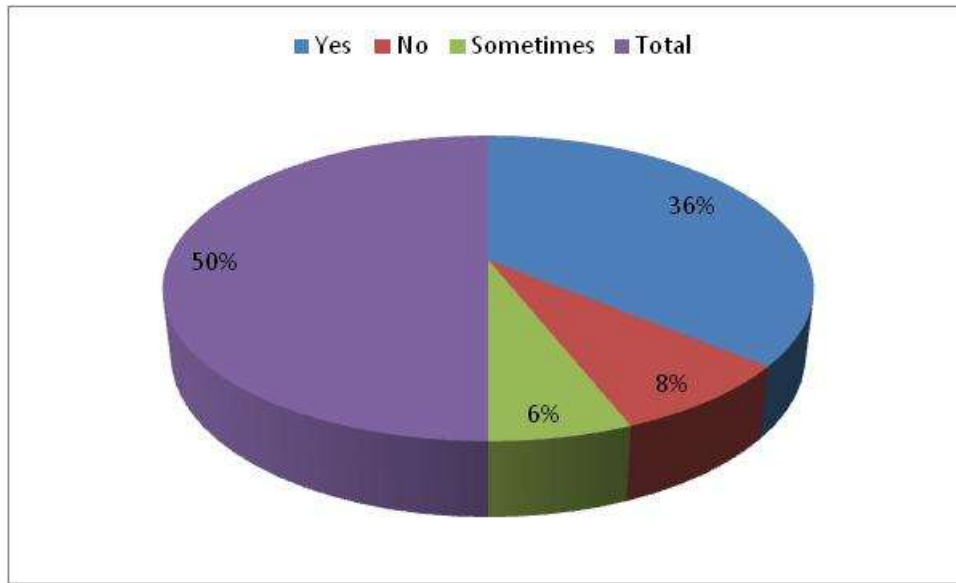


Figure 1: Influence of Social Media on Purchase Decision

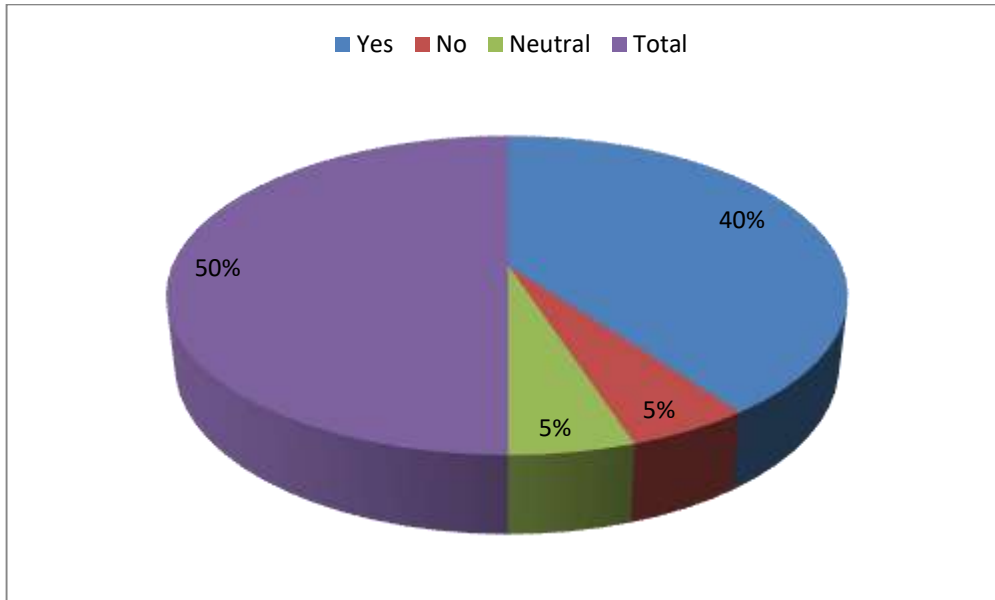
**Interpretation:**

The above table and figure indicate that a majority of respondents (72%) are influenced by social media while making purchase decisions. Only 16% stated that they are not influenced, while 12% are influenced occasionally. This clearly shows that social media plays a significant role in shaping consumer buying behaviour in Durg district.

**Object 2: Impact of Online Reviews**

**Table 2: Do online reviews affect your buying decision?**

Response	Respondents	Percentage (%)
Yes	200	80%
No	25	10%
Neutral	25	10%
<b>Total</b>	<b>250</b>	<b>100%</b>



**Figure 2: Impact of Online Reviews**

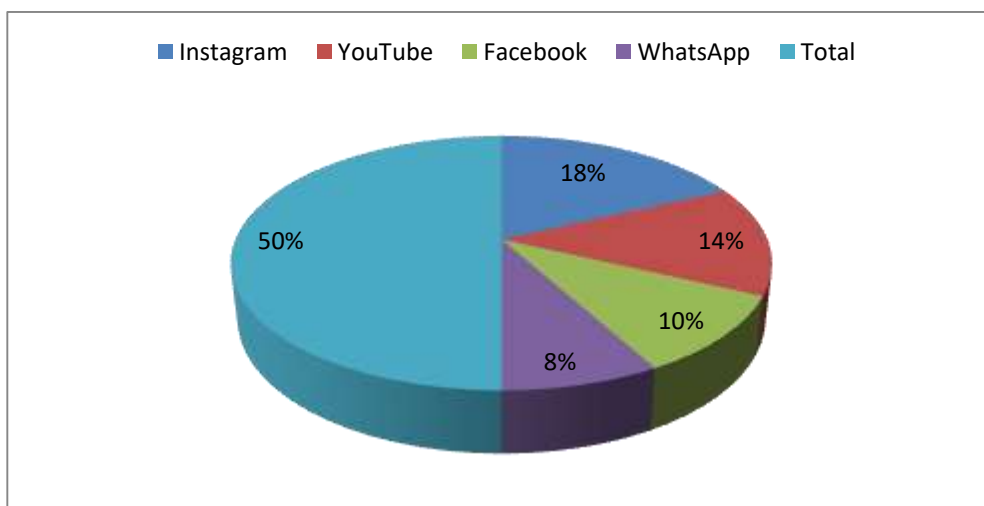
**Interpretation:**

The data reveals that 80% of respondents consider online reviews before making a purchase. This shows that customer feedback and ratings on social media platforms strongly influence buying decisions. Businesses must therefore maintain positive online reputations.

**Object 3: Preferred Social Media Platform**

**Table 3: Most used platform for product information**

Platform	Respondents	Percentage (%)
Instagram	90	36%
YouTube	70	28%
Facebook	50	20%
WhatsApp	40	16%
<b>Total</b>	<b>250</b>	<b>100%</b>



**Figure 3: Preferred Social Media Platform**

**Interpretation:**

Instagram is the most preferred platform (36%) for product-related information, followed by YouTube (28%). This indicates that visual and video content has a stronger impact on consumers. Businesses should focus more on these platforms for marketing.

**Overall Interpretation:**

The analysis clearly shows that social media marketing has a **strong and positive impact** on consumer buying behaviour in Durg district. Factors such as online reviews, platform preference, and advertisement exposure significantly influence purchase decisions. Consumers are more likely to trust digital content, making social media an effective marketing tool for businesses.

**Conclusion:**

The study on the *impact of social media marketing on consumer buying behaviour with special reference to Durg district* provides a clear understanding of how digital platforms are reshaping consumer decision-making processes. In today's technology-driven environment, social media has evolved from a simple communication tool into a dynamic marketing platform that significantly influences consumer attitudes, preferences, and purchasing patterns. The analysis of data collected from respondents indicates that social media marketing has a strong and positive impact on consumer buying behaviour. A large proportion of consumers rely on platforms such as Instagram, YouTube, Facebook, and WhatsApp for gathering product-related information, comparing alternatives, and making final purchase decisions. The availability of online reviews, ratings, influencer endorsements, and visually appealing content plays a crucial role in building consumer trust and influencing their choices.

The present study on the *impact of social media marketing on consumer buying behaviour with special reference to Durg district* clearly indicates that social media has become a powerful and influential tool in the modern marketing environment. With the increasing use of platforms such as Instagram, Facebook, YouTube, and WhatsApp, consumers are more connected, informed, and influenced than ever before.

The findings of the study reveal that a majority of consumers in Durg district are significantly influenced by social media while making purchase decisions. Factors such as online reviews, influencer recommendations, advertisements, and peer opinions play a crucial role in shaping their preferences and choices. Among these, online reviews and visual content platforms like Instagram and YouTube have a particularly strong impact on consumer behaviour.

The study also highlights that social media marketing not only increases brand awareness but also enhances customer engagement and trust. However, issues such as misleading advertisements, fake reviews, and data privacy concerns may affect consumer confidence to some extent. Therefore, businesses must adopt ethical and transparent marketing practices to maintain credibility and long-term relationships with customers.

In conclusion, social media marketing has a significant and positive impact on consumer buying behaviour in Durg district. It has transformed traditional purchasing patterns into more digital and informed decision-making processes. Businesses that effectively utilize social media strategies can gain a competitive advantage, while consumers must remain aware and cautious while interacting with online content.

The study emphasizes the growing importance of social media marketing in today's digital economy and its vital role in influencing consumer behaviour.

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