

## Research Article

# Influence of Social Media Marketing on Consumer Purchase Decisions in the Digital Age

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**Abstract:** The rapid growth of digital technologies and social networking platforms has transformed the way businesses communicate with consumers and influence their purchasing behavior. This study examines the influence of Social Media Marketing (SMM) on Consumer Buying Decision Making (CBDM) in the digital age. The primary objective of the study is to investigate the extent to which social media marketing activities affect consumer purchase decisions. The study adopts a quantitative research approach and utilizes primary data collected through a structured questionnaire distributed among social media users. A total of 220 valid responses were obtained using a convenience sampling technique. The collected data were analyzed using SPSS Version 29 with the application of descriptive statistics, reliability analysis, Pearson correlation, and other statistical tools. The findings reveal that Social Media Marketing has a high level of influence on consumers, with electronic word-of-mouth, social communities, and social media advertising significantly contributing to purchasing behavior. Among these dimensions, electronic word-of-mouth was found to be the most influential factor. The results also indicate that consumers primarily use social media for information search before making purchase decisions. Furthermore, the correlation analysis shows a significant positive relationship between Social Media Marketing and Consumer Buying Decision Making ( $r = 0.556$ ,  $p < 0.01$ ). The study confirms that social media marketing significantly impacts consumer purchase decisions and plays a crucial role throughout the buying decision-making process. The findings provide valuable insights for marketers and businesses seeking to enhance customer engagement and improve marketing effectiveness through social media platforms.

**Keywords:** Social Media Marketing, Consumer Buying Decision Making, Electronic Word-of-Mouth, Social Media Advertising, Social Communities, Consumer Behavior, Digital Marketing.

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## INTRODUCTION

The rapid advancement of digital technologies and internet connectivity has transformed the way businesses communicate with consumers. Among these technological developments, Social Media Marketing (SMM) has emerged as one of the most influential marketing innovations of the twenty-first century. Social media platforms such as Facebook, Instagram, X (formerly Twitter), YouTube, LinkedIn, Snapchat, Pinterest, and TikTok have revolutionized traditional marketing practices by enabling organizations to engage directly with consumers, build brand communities, and foster interactive relationships. Unlike conventional marketing channels, social media facilitates two-way communication, allowing consumers to actively participate in content creation, product discussions, reviews, and recommendations. The digital age has significantly altered consumer behavior and purchasing patterns. Modern consumers increasingly rely on social media platforms to gather information, compare products, seek peer recommendations, evaluate brand credibility, and make purchase decisions. According to recent global digital reports, more than 5 billion people worldwide actively use social media, representing over 60 percent of the world's population (DataReportal, 2025). The widespread adoption of smartphones and internet-enabled

devices has further accelerated consumers' access to social media content, making these platforms integral to the consumer decision-making process. Social Media Marketing refers to the utilization of social networking platforms to promote products, services, and brands through content sharing, advertising, influencer collaborations, customer engagement, and online community building. The effectiveness of SMM lies in its ability to reach highly targeted audiences while providing personalized and interactive experiences. Through features such as live streaming, user-generated content, influencer endorsements, short-form videos, and social commerce, businesses can influence consumer perceptions and purchasing intentions more effectively than ever before. Consumer Purchase Decision Making (CPDM) is a complex process involving several stages, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Social media has become increasingly influential across each stage of this process. During the information search stage, consumers often consult online reviews, social media posts, influencer recommendations, and brand-generated content before making purchasing decisions. During the evaluation stage, consumers compare alternatives based on feedback from online communities and social networks. Post-purchase experiences are also widely shared through social media, influencing the purchasing decisions of other potential consumers. The emergence of influencer marketing has further strengthened the impact of social media on consumer behavior. Social media influencers have established credibility and trust among followers, making their recommendations highly persuasive. Studies indicate that consumers are more likely to trust recommendations from influencers and peer networks than traditional advertising messages (Lou & Yuan, 2019). Similarly, electronic word-of-mouth (eWOM) has become a critical determinant of purchase decisions, as consumers actively seek reviews and testimonials before making purchases. Furthermore, recent technological developments such as Artificial Intelligence (AI), machine learning, predictive analytics, and personalized advertising have enhanced the effectiveness of social media marketing strategies. AI-powered recommendation systems enable marketers to deliver highly relevant content and advertisements based on users' preferences, browsing behavior, and purchase history. These personalized marketing efforts significantly increase consumer engagement and purchase intentions (Dwivedi et al., 2023). The growing popularity of social commerce has further blurred the distinction between social networking and online shopping. Features such as Instagram Shopping, Facebook Marketplace, TikTok Shop, and Pinterest Buyable Pins allow consumers to discover, evaluate, and purchase products directly within social media platforms. This seamless integration of social interaction and e-commerce has created new opportunities for businesses to influence consumer purchase decisions in real time. In the Indian context, social media usage has experienced remarkable growth due to increasing internet penetration, affordable smartphones, and government-led digital initiatives. India has become one of the world's largest social media markets, with millions of users actively engaging with brands and businesses through digital platforms. Consumers increasingly depend on social media for product information, reviews, recommendations, and purchase decisions. Consequently, organizations across various industries are allocating substantial portions of their marketing budgets toward social media campaigns to enhance customer engagement and drive sales. Despite the growing significance of social media marketing, there remains a need for empirical research examining its influence on consumer purchase decisions, particularly within emerging economies such as India. Existing studies have primarily focused on developed markets, while limited research has explored how social media marketing dimensions such as entertainment, interaction, customization, trendiness, informativeness, influencer marketing, and electronic word-of-mouth affect consumer purchase decisions among Indian social media users. Therefore, this study aims to examine the influence of Social Media Marketing on Consumer Purchase Decisions in the Digital Age. Specifically, the study seeks to understand how various social media marketing activities affect consumers' purchasing behavior and decision-making processes. The findings of this research will provide valuable insights for marketers, businesses, policymakers, and researchers in developing effective digital marketing strategies that align with evolving consumer preferences and behaviors.

## LITERATURE REVIEW

Social Media Marketing (SMM) has emerged as a critical component of contemporary marketing strategies, significantly influencing consumer behavior and purchase decisions. The rapid growth of digital platforms has transformed the traditional communication process between businesses and consumers, creating opportunities for interactive engagement, personalized marketing, and consumer-driven content creation. Researchers have increasingly focused on understanding how social media activities influence consumer purchase decisions in the digital age.

According to Rockendorf (2011), social media serves as a valuable source of market intelligence that enables organizations to understand consumer preferences, attitudes, and purchasing behavior. Through continuous interactions, comments, reviews, and online discussions, marketers can gather insights into consumer needs and expectations. Social media platforms facilitate customer engagement, allowing businesses to strengthen brand loyalty and enhance purchase intentions through targeted communication strategies.

Forbes and Vespoli (2013) investigated the influence of social media recommendations on consumer buying behavior using a sample of 249 consumers. Their findings revealed that consumers frequently rely on recommendations from friends, family members, and social media contacts when making purchase decisions. The study demonstrated that both low-cost and high-cost purchases can be significantly influenced by social media interactions, highlighting the importance of peer recommendations in shaping consumer behavior.

Taining (2012) examined the relationship between social media and consumer decision-making and found that social media significantly affects advertising attitudes, brand attitudes, and purchase intentions. Although social media may not directly determine purchasing decisions, it acts as a mediating factor that influences consumers' perceptions of brands and products. Positive brand perceptions developed through social media interactions often lead to favorable purchasing intentions and increased consumer engagement.

Similarly, Yang (2012) emphasized that advertising content on social media platforms influences both brand attitudes and purchase intentions. Social media advertisements provide consumers with product information, promotional offers, and user-generated reviews that contribute to the evaluation process. The study concluded that marketers can utilize social media advertising as a cost-effective strategy to increase brand awareness and stimulate consumer purchases.

Vinerean, Cetina, Dumitrescu, and Tichindelean (2013) highlighted the role of social media in facilitating direct communication between organizations and consumers. The researchers argued that social media platforms enable companies to address customer concerns, respond to feedback, and build long-term relationships. Effective customer engagement through social media enhances brand trust and customer satisfaction, which subsequently influence purchase decisions. The study also noted that social media supports global market segmentation and allows businesses to reach diverse consumer groups across geographical boundaries.

Consumer motivations for using social media have also received considerable attention in the literature. Heinonen (2011) identified three primary motivations for social media usage: information seeking, entertainment, and social interaction. Consumers increasingly use social networking platforms to obtain product information, compare alternatives, and seek recommendations from other users. These motivations significantly contribute to consumer purchase decision-making processes.

Krishnamurthy and Dou (2008) categorized social media motivations into rational and emotional factors. Rational motivations include knowledge sharing, information acquisition, and product evaluation, while emotional motivations involve social connection, self-expression, and community participation. Both categories influence consumers' willingness to engage with brands and make purchasing decisions based on social media content.

Electronic Word-of-Mouth (eWOM) has emerged as one of the most influential aspects of social media marketing. According to Hennig-Thurau et al. (2004), eWOM refers to positive or negative statements made by consumers about products or services through online platforms. Research indicates that online reviews, ratings, and recommendations significantly influence consumer trust and purchase intentions. Consumers often perceive user-generated content as more credible than traditional advertising because it reflects actual customer experiences.

The growing importance of influencer marketing has further transformed consumer purchase behavior. Lou and Yuan (2019) found that influencer credibility, authenticity, and content quality significantly affect consumer trust and purchase intentions. Social media influencers often act as opinion leaders whose recommendations shape consumer perceptions and buying decisions. The study revealed that consumers are more likely to purchase products endorsed by influencers they perceive as trustworthy and knowledgeable.

The integration of Artificial Intelligence (AI) and big data analytics into social media marketing has enhanced the effectiveness of personalized advertising. Dwivedi et al. (2023) argued that AI-driven algorithms enable marketers to analyze consumer behavior patterns and deliver customized content that aligns with individual preferences. Personalized advertisements increase consumer engagement, improve customer experiences, and positively influence purchase decisions. Social commerce represents another emerging area of research. Hajli (2015) defined social commerce as the use of social media technologies to support online buying and selling activities. Features such as shoppable posts, in-app purchasing options, live-stream shopping, and social recommendations have simplified the purchasing process for consumers. Studies indicate that social commerce positively affects consumer trust, perceived value, and purchase intention by reducing information search costs and enhancing shopping convenience.

Research has also highlighted the role of online reviews and ratings in the consumer decision-making process. Chen and Xie (2008) found that consumer-generated reviews serve as an important source of information during product evaluation. Positive reviews increase consumer confidence and purchase likelihood, while negative reviews can discourage potential buyers. In the digital age, online reviews function as a powerful form of social proof that significantly impacts purchasing behavior.

The Theory of Social Influence proposed by Venkatesh, Morris, Davis, and Davis (2003) provides a theoretical explanation for the impact of social media on consumer behavior. According to this theory, individuals are influenced by the opinions, behaviors, and expectations of others within their social networks. Social media platforms facilitate continuous interactions among users, making social influence a significant factor in shaping purchase decisions. Consumers often seek validation

from their online communities before making purchasing choices.

Recent studies have further confirmed the importance of social media marketing in influencing consumer behavior. Appel et al. (2020) argued that social media has transformed consumer-brand relationships by creating interactive and personalized experiences. The researchers found that consumer engagement, content sharing, and community participation significantly contribute to purchase intentions and brand loyalty. Similarly, Li, Larimo, and Leonidou (2021) concluded that social media marketing activities such as entertainment, interaction, trendiness, customization, and informativeness positively influence consumer purchase intentions and customer loyalty.

Chen et al. (2024) examined the effectiveness of influencer marketing on consumer purchase intentions and found that influencer credibility, content quality, and perceived authenticity significantly enhance consumer trust and buying intentions. The study emphasized that consumers increasingly rely on influencers as trusted information sources when evaluating products and services, particularly among younger generations.

Garg and Bakshi (2024) investigated the impact of beauty vloggers and social media influencers on consumer purchase intention. Their findings revealed that influencer credibility, parasocial interaction, and trust positively affect consumers' willingness to purchase recommended products. The study concluded that trust serves as a critical mediator between influencer marketing and purchase intention.

Pan et al. (2024) conducted a meta-analysis on influencer marketing effectiveness and found consistent evidence that influencer endorsements positively influence consumer attitudes, brand perceptions, and purchase behavior. The study highlighted that engagement rates, authenticity, and influencer-brand fit are important determinants of marketing success.

Shamim and Azam (2024) explored the role of social media influencers in stimulating impulse buying behavior. Their research demonstrated that trust in influencer content significantly increases consumers' urge to make unplanned purchases. The findings suggest that social media platforms facilitate emotional engagement, which often leads to spontaneous buying decisions.

John et al. (2025) examined consumer-to-consumer interactions within social commerce environments and found that peer recommendations, community participation, and online social interactions significantly enhance purchase intentions. The study concluded that social commerce platforms create trust-based purchasing environments where consumers rely heavily on the experiences and opinions of fellow users.

Recent research in India by Joshi, Pokhariya, and Jindal (2025) investigated the impact of social media marketing on consumer purchase decisions in semi-urban markets. The study revealed that interactive content, influencer endorsements, online reviews, and social media engagement significantly influence consumer buying behavior. The researchers emphasized that social media has become an indispensable component of consumer decision-making in emerging digital markets.

Gui et al. (2025) conducted a systematic review of computational studies in influencer marketing and found that social media algorithms increasingly shape consumer purchase behavior through personalized recommendations, engagement optimization, and targeted content delivery. The study highlighted the growing role of AI and machine learning in enhancing the effectiveness of social media marketing strategies.

Recent industry reports in 2025 indicate that social commerce has become a major driver of online purchasing behavior. Consumers increasingly discover, evaluate, and purchase products directly through social media platforms, reducing the gap between product discovery and transaction completion. Features such as live shopping, integrated storefronts, and AI-powered recommendations have contributed significantly to purchase conversion rates.

Emerging evidence from 2026 suggests a shift in consumer trust patterns. While influencer marketing continues to affect purchase behavior, consumers—particularly Generation Z—place greater trust in authentic customer reviews and peer-generated content than in paid endorsements. This trend indicates that electronic word-of-mouth (eWOM) and online reviews have become increasingly important determinants of consumer purchase decisions.

## **METHODOLOGY**

### **3.1 Research Design**

This study adopts a quantitative research approach and follows a descriptive and explanatory research design to examine the influence of Social Media Marketing (SMM) on Consumer Purchase Decisions (CPD) in the digital age. The study is deductive in nature, as it develops hypotheses from existing theories and empirical literature and subsequently tests them using statistical techniques. The quantitative approach is considered appropriate because it facilitates the measurement of

relationships between social media marketing activities and consumer purchase decisions through numerical data and statistical analysis.

### 3.2 Population and Study Area

The target population of the study comprises active social media users who regularly access social networking platforms such as Facebook, Instagram, YouTube, X (Twitter), LinkedIn, Snapchat, and TikTok. These individuals represent consumers who are exposed to social media marketing activities and may be influenced during their purchase decision-making process. The study focuses on consumers who use social media for product information search, brand interaction, online reviews, recommendations, and online shopping activities.

### 3.3 Data Collection Method

The study primarily relies on primary data, which were collected through an online survey. A structured questionnaire was developed using Google Forms, allowing respondents to access and complete the survey through a web-based link. The online questionnaire was distributed through various social media platforms including Facebook, Instagram, WhatsApp, LinkedIn, and Telegram to maximize respondent participation. The online survey method was selected because it provides cost-effective, rapid, and geographically unrestricted access to respondents while ensuring convenience and anonymity.

### 3.4 Sampling Technique

The study employs a Convenience Sampling Technique, a non-probability sampling method commonly used in social media and digital marketing research. Respondents were selected based on their accessibility, willingness to participate, and active use of social media platforms. The survey link was circulated among social media users through personal and professional networks. Participation was entirely voluntary, and respondents were informed about the purpose of the research before completing the questionnaire.

### 3.5 Sample Size

A total of 500 social media users were approached through online platforms. Out of these, 220 valid responses were received and used for data analysis, resulting in a response rate of 44 percent. The sample size is considered adequate for conducting statistical analyses such as descriptive statistics, reliability testing, correlation analysis, and regression analysis.

**Table 1: Sampling Framework**

Particulars	Description
Study Setting	Social Media Users
Unit of Analysis	Individual Social Media Users
Population	Active Social Media Users
Sample Size	220 Respondents
Sampling Technique	Convenience Sampling
Data Collection Method	Online Survey (Google Forms)
Research Approach	Quantitative
Research Design	Descriptive and Explanatory

### 3.6 Research Instrument

The research instrument used in this study was a structured questionnaire designed to collect data related to the influence of Social Media Marketing (SMM) on Consumer Purchase Decisions (CPD). The questionnaire was divided into three sections. Section A focused on gathering demographic information about the respondents, including gender, age, educational qualification, occupation, monthly income, and social media usage patterns. This information helped in understanding the profile of the respondents and analyzing differences in purchasing behavior across demographic groups.

Section B measured respondents' perceptions of various dimensions of Social Media Marketing. These dimensions included entertainment, interaction, informativeness, customization, trendiness, influencer marketing, electronic word-of-mouth (eWOM), and social commerce features. The items in this section were designed to assess how different social media marketing activities influence consumers' attitudes, engagement levels, and perceptions toward brands and products. These dimensions have been widely recognized in previous studies as important determinants of consumer behavior in digital environments.

Section C assessed Consumer Purchase Decision variables by examining different stages of the consumer decision-making process. The questionnaire included items related to product awareness, information search, evaluation of alternatives, purchase intention, actual purchase behavior, and post-purchase evaluation. These variables were used to determine the

extent to which social media marketing influences consumers throughout their purchasing journey, from initial awareness to post-purchase experiences.

All measurement items included in the questionnaire were adapted from previously validated studies in the fields of social media marketing and consumer behavior to ensure reliability and validity. Responses were measured using a five-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. The Likert scale was selected because it provides a simple and effective method for measuring respondents' attitudes, perceptions, and opinions regarding social media marketing activities and their influence on purchase decisions. This approach facilitated the quantitative analysis of the collected data and enabled the testing of the proposed research hypotheses.

### 3.7 Reliability and Validity

To ensure the reliability of the research instrument, Cronbach's Alpha coefficient was employed. A Cronbach's Alpha value greater than 0.70 was considered acceptable for internal consistency. Content validity was established through extensive review of existing literature and consultation with academic experts in marketing and consumer behavior.

### 3.8 Data Analysis Techniques

The data collected through the questionnaire were coded and analyzed using SPSS Version 29. Both descriptive and inferential statistical tools were used for the analysis. Descriptive statistics such as frequency distribution, percentage, mean, and standard deviation were used to summarize and describe the respondents' demographic details and responses. To test the reliability of the questionnaire, Cronbach's Alpha was used. Pearson Correlation Analysis was applied to examine the relationship between Social Media Marketing and Consumer Purchase Decisions. Multiple Regression Analysis was used to determine the impact of Social Media Marketing on Consumer Purchase Decisions, while ANOVA was employed to identify any significant differences among respondent groups. These statistical techniques helped to analyze the data and test the research hypotheses.

### 3.9 Research Hypotheses

- The study tests the following hypotheses:
- Null Hypothesis (H<sub>0</sub>)
- Social Media Marketing does not significantly influence Consumer Purchase Decisions.
- Alternative Hypothesis (H<sub>i</sub>)
- Social Media Marketing significantly influences Consumer Purchase Decisions.

## RESULTS AND DISCUSSION

### Choice of Social Media Contents

**Table 1: Distribution of Social Media Contents**

Table 2 shows the distribution of respondents based on their preferred social media content platforms. Out of the total 220 respondents, 202 respondents (91.81%) reported that they primarily use Facebook, making it the most popular social media platform among the respondents. This indicates that Facebook is the dominant platform for accessing social media content and marketing communications. Twitter was preferred by only 8 respondents (3.63%), while YouTube was used by 10 respondents (4.54%). None of the respondents reported using Blogs/Forums or Reddit/Digg as their primary social media content source.

**Table 1: Distribution of Social Media Contents**

Choices of Social Media Contents	Facebook	Twitter	You Tube	Blogs/Forums	Reddit, Digg
Frequency	202	8	10	00	00
Percent (%)	91.81	3.63	4.54	00	00

## 4.2 Variables and Dimensions

### 4.2.1 Level of Independent Variable and Its Dimensions

Table 3 presents the overall measures of Social Media Marketing (SMM) as the independent variable in the study. The mean score of 3.45 indicates that respondents have a high level of agreement regarding the influence of Social Media Marketing on their purchase decisions. The standard deviation of 0.64 shows that the responses are relatively close to the mean, indicating a reasonable level of consistency among the respondents' opinions. Therefore, Social Media Marketing is perceived as an important factor influencing consumer purchase decisions.

**Table 3 Overall Measures of Independent Variable**

Description	Social Media Marketing (X1)
Mean	3.454545

Standard Deviation (SD)	0.6382486
Decision Attribute	High Level

Table 4 presents the mean values of the three dimensions of Social Media Marketing. Among the dimensions, E-Word of Mouth (Mean = 3.66) recorded the highest mean score, indicating that online reviews, recommendations, and opinions shared by other users have the strongest influence on consumers. Social Community (Mean = 3.50) also showed a high level of influence, suggesting that interactions and participation in social media communities play an important role in shaping consumer decisions. Social Media Advertising (Mean = 3.21) recorded the lowest mean score among the three dimensions, although it still falls within the high-level category. This suggests that while advertisements on social media influence consumers, they are less influential compared to recommendations and interactions within social networks.

**Table 4 Measurements for dimensions of SMM**

Dimensions of SMM	X1
E- Word of mouth	3.66
Social community	3.50
social media advertising	3.205

**4.3 Level of Dependent Variable and Its Dimensions**

Table 5 presents the overall that the responses are relatively consistent and clustered around the mean value. Therefore, it can be concluded that social media plays an important role in influencing consumers throughout the buying decision-making process. The dimensions of Consumer Buying Decision Making are presented in Table 6. The results show that all dimensions have mean values above 3.00, indicating a high level of influence. Among the dimensions, Information Search (Mean = 4.01) recorded the highest mean score, suggesting that respondents extensively use social media platforms to gather information about products and services before making purchase decisions. Post-Purchase Behavior (Mean = 3.83) ranked second, indicating that consumers often share their experiences, reviews, and feedback through social media after purchasing products. Evaluation of Alternatives (Mean = 3.65) also showed a high level of influence, demonstrating that consumers compare different products and brands using information available on social media platforms. Purchase Decision (Mean = 3.50) recorded the lowest mean score among the dimensions, although it still falls within the high-level category.

**Table 5 Overall Measures of Dependent Variable**

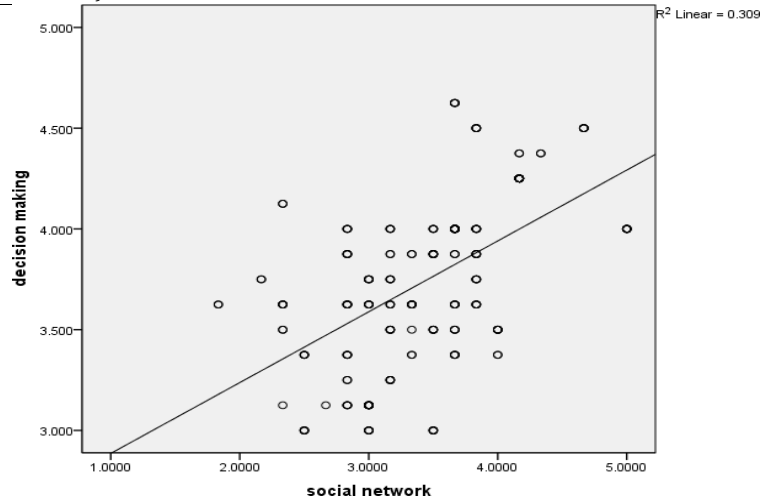
Description	Consumer Buying Decision Making (X2)
Mean	3.74886
Standard Deviation (SD)	0.403854
Decision Attribute	High Level

**Table 5 Measures For dimension of CBDM**

Description	Consumer Buying Decision Making (X2)
information search	4.01
evaluate alternatives	3.65
purchase decision	3.50
post purchase behavior	3.832

**4.4 Relationship Between Social Media Marketing (SMM) and Consumer Buying Decision Making (CBDM)**

To examine the relationship between Social Media Marketing (SMM) and Consumer Buying Decision Making (CBDM), a correlation analysis was conducted. The results revealed a positive and statistically significant relationship between the two variables, with a correlation coefficient of  $r = 0.309$  and a significance level of  $p < 0.01$ . This indicates that as Social Media Marketing activities increase, Consumer Buying Decision Making also tends to increase.



Thereby, accept the Hypothesis 1 H1 – i.e., SMM impacts on CBDM process.

**Table 6 Correlation between SMM and CBDM process**

Pearson Correlation: r	0.556**
Sig. (2-tailed)	0.000

**Correlation is significant at the 0.01 level (2-tailed).**

According to the table 6 we can emphasize that WE reject the H0: there is no correlation between SMM and CBDM, because according to the sig (2 tailed) 0.000 significance level. Based on the rejection rule it is below the 0.05 so we reject the H0 and accept the H1 which is denoted by there is correlation between SMM and CBDM. When look at the person correlation, it denotes that there is the positive and strong correlation between SMM and CBDM. So regarding this study we have the conclusion that SMM impacts on CBDM.

**Correlation Between SMM and CBDM Process**

Table 6 presents the results of the Pearson Correlation Analysis conducted to examine the relationship between Social Media Marketing (SMM) and Consumer Buying Decision Making (CBDM). The correlation coefficient ( $r = 0.556$ ) indicates a moderate to strong positive relationship between the two variables. This means that an increase in Social Media Marketing activities is associated with an increase in Consumer Buying Decision Making. The significance value ( $p = 0.000$ ) is less than the accepted significance level of 0.05, indicating that the relationship between SMM and CBDM is statistically significant. Therefore, the null hypothesis ( $H_0$ ), which states that there is no relationship between Social Media Marketing and Consumer Buying Decision Making, is rejected. Consequently, the alternative hypothesis ( $H_1$ ) is accepted, confirming that a significant relationship exists between the two variables.

**Table 6 Correlation between SMM and CBDM process**

Pearson Correlation: r	0.556**
Sig. (2-tailed)	0.000

Correlation is significant at the 0.01 level (2-tailed).

**MAJOR FINDINGS OF THE STUDY**

Facebook emerged as the most preferred social media platform, with 91.81% of respondents using it as their primary source of social media content, indicating its dominant role in influencing consumer purchase decisions.

Social Media Marketing (SMM) was found to have a high level of influence on consumers, with an overall mean score of 3.45, suggesting that respondents perceive social media marketing as an important factor in their buying decisions.

Among the dimensions of Social Media Marketing, Electronic Word-of-Mouth (eWOM) recorded the highest mean score (3.66), indicating that online reviews, recommendations, and user opinions are the most influential factors affecting consumer behavior.

Consumer Buying Decision Making (CBDM) exhibited a high overall level with a mean score of 3.75, demonstrating that social media significantly influences consumers throughout the decision-making process.

Among the dimensions of CBDM, Information Search obtained the highest mean score (4.01), revealing that consumers heavily rely on social media platforms to gather product and service information before making purchase decisions.

The correlation analysis revealed a significant positive relationship between Social Media Marketing and Consumer Buying Decision Making ( $r = 0.556$ ,  $p < 0.01$ ), indicating that increased social media marketing activities lead to stronger consumer purchase decisions.

The study confirmed that Social Media Marketing significantly impacts Consumer Buying Decision Making, leading to the acceptance of the alternative hypothesis ( $H_1$ ) and rejection of the null hypothesis ( $H_0$ ). This highlights the growing importance of social media as a powerful marketing tool in the digital age.

## CONCLUSION

The study examined the influence of Social Media Marketing (SMM) on Consumer Buying Decision Making (CBDM) in the digital age. The findings revealed that social media has become an important platform for consumers to search for information, evaluate alternatives, and make purchase decisions. Among the various social media platforms, Facebook was found to be the most widely used by respondents. The study also showed that all dimensions of Social Media Marketing, namely electronic word-of-mouth, social community, and social media advertising, positively influence consumer behavior. Electronic word-of-mouth emerged as the most influential factor affecting purchase decisions. Furthermore, consumers rely heavily on social media for information search before purchasing products and services. The correlation analysis confirmed a significant positive relationship between Social Media Marketing and Consumer Buying Decision Making. The results indicate that effective social media marketing strategies can enhance consumer engagement and influence purchasing behavior. Therefore, businesses should focus on strengthening their social media presence and encouraging customer interaction to improve marketing effectiveness. Overall, the study concludes that Social Media Marketing plays a significant role in shaping consumer purchase decisions and has become an essential tool for organizations operating in the digital marketplace.

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