



SOCIAL MEDIA MARKETING AND CONSUMER PURCHASE BEHAVIOUR: A STUDY OF CONSUMER ENGAGEMENT, SHOPPING PREFERENCES AND TRUST IN TIRUPATTUR DISTRICT

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ABSTRACT

Social media has become an influential platform for product promotion, information sharing, and customer decision-making. This study examines the role of social media marketing in shaping consumer buying behaviour in Tirupattur District. This study covers consumers' demographic profiles, social media usage and engagement, preferences between social media and traditional shopping, and consumer trust and satisfaction. The study collected primary data from 120 respondents through a structured Google Form questionnaire using convenience sampling. The collected data were analysed using simple percentage analysis. The results indicate that Instagram is the leading platform, used by 66.66 percent of respondents, while 82.50 percent access social media daily. Smartphones are the primary access device for all respondents. Social media advertisements, influencer content, and product reviews contribute significantly to product awareness and evaluation. A majority (83.33 percent) of respondents believe social media offers better deals than traditional shopping. However, concerns about payment security, counterfeit products, and advertisement authenticity remain. Despite these issues, 88.33 percent are willing to continue purchasing products promoted through social media. The study recommends greater transparency, secure payment systems, authentic promotional content, and effective after-sales support to improve consumer confidence.

Keywords: Social Media Marketing, Buying Behaviour, Consumer Engagement, Social Media Shopping, Consumer Trust, and Customer Satisfaction.

Introduction

The rapid development of digital technology has significantly transformed how businesses communicate and build relationships with customers. Social media platforms such as Instagram, Facebook, and YouTube have created convenient channels for businesses to showcase products, communicate with customers, share product information, and respond to customers' needs in real time. At the same time, consumers have gained greater access to information, allowing them to explore products, compare prices, read customer reviews, and consider alternatives before making a purchase.

As a result, social media has become an integral part of contemporary marketing practices. Different forms of online content, including promotional advertisements, influencer endorsements, customer reviews, special offers and discounts, and interactive posts, may shape consumers' perceptions and influence their purchasing behaviour. However, consumers may respond differently to various forms of social media marketing, and the extent to which these online marketing activities influence customers' attitudes and purchase decisions requires further investigation. Therefore, this research study seeks to provide empirical evidence on how social media

marketing influences consumer attitudes and purchase decisions, thereby contributing to a clearer understanding of consumer responses in the digital marketplace. In this context, the present study examines how social media marketing influences consumer attitudes and purchase decisions.

Review of Literature

Yuvika Gupta, Sonal Agarwal, and Singh P B (2020), in their study titled "Celebrities on Consumer Buying Behaviour", found that Instagram supports product discovery, brand promotion, and interaction between vendors and purchasers. Celebrity and influencer content focused on providing product inspiration and influencing consumers during the purchase process. This study also examined how Instagram offers important opportunities for businesses to reach and engage potential customers.

Sony Varghese and Mansi Agrawal (2021), in their study titled "Impact of Social Media on Consumer Buying Behaviour", found that consumers carefully assess the information available on social media before deciding to purchase products. The relevance and quality of online content influence customer choices and attitudes. This study also highlighted that social media facilitates communication between brands and consumers through



opinions, feedback, and customer reviews. Therefore, businesses need to maintain credible content and actively manage consumer interactions.

Kumaran M P and Navin S (2022), in their study titled "Consumer Buying Behaviour towards Social Media Marketing", concluded that social media significantly influences consumer behavior. They identified promotional offers, comments, reviews, discounts, and influencer recommendations as major factors affecting purchase decisions. This study also found that social media offers advantages over traditional promotional methods and helps consumers obtain product information, compare alternatives, and make purchasing decisions.

Objectives of the Study

1. To examine the demographic details of respondents.
2. To analyze Social Media Usage and Consumer Engagement.
3. To compare social media shopping with traditional shopping methods.
4. To examine Consumer Trust and Satisfaction in Social Media Shopping.

Research Methodology

This research study uses both primary data and secondary data. Primary data was collected through a well-structured questionnaire using Google Forms. Secondary data was

collected from e-articles, research journals, and online sources. A sample of 120 respondents was chosen using the convenience sampling method. Simple Percentage Analysis was used to analyze and interpret the collected data. Because convenience sampling relies on the accessibility and availability of respondents, the selected sample may not adequately reflect the characteristics of the overall consumer population. Consequently, the findings should be interpreted within the scope of the selected respondents and may not be broadly applicable to all consumers.

Results and Discussion

a) Demographic Details

Respondents were 65 percent female and 35 percent male. 71.67 percent of the respondents were in the age group between 21–40 years. Unmarried respondents accounted for 72.50 percent. 44.16 percent of the respondents' educational qualifications were postgraduate. The majority (40 percent) reported a monthly income of Rs.11,000–Rs.30,000. 55 percent of respondents reside in village areas, and 74.17 percent belong to nuclear families.

(b) Social Media Usage and Engagement

66.66 percent of respondents mostly quoted Instagram as the popular platform for social media activities, followed by YouTube at 31.67 percent.

82.50 percent of the respondents used social media daily, and 48.33 percent of the respondents spent 1-3 hours per day on these social media platforms. Most respondents used smartphones. The majority, 80.83 percent of respondents, accessed social media for entertainment purposes by searching for product-related activities.

Nearly 47.50 percent of the respondents always researched products after seeing them on social media, whereas 52.50 percent did so occasionally. 47.50 percent of the respondents chose that advertisements were the leading source of product discovery, followed by influencer content at 26.67 percent. Finally, 72.50 percent followed influencers for product recommendations.

(c) Social Media Shopping and Traditional Shopping Method

Most respondents showed a favourable attitude towards social media shopping. A majority, 83.33 percent, believed that social media offered better deals and information than traditional shopping methods. Around 62.50 percent of respondents strongly agreed that they preferred social media shopping to conventional e-commerce platforms.

Further, 70 percent of respondents strongly agreed that social media facilitated direct purchases of

products without any intermediaries. Similarly, 65 percent of the respondents showed a positive preference for purchasing products through social media platforms and advertisements rather than traditional advertising methods.

(d) Consumer Trust and Satisfaction

Trust is a significant factor in social media purchasing. Most respondents (58.33 percent) sometimes relied on social media ratings, feedback, and customer reviews, while 37.50 percent always relied on them. Approximately 43.33 percent of the respondents expressed trust in product recommendations and reviews. Consumer convenience with social media purchases was moderately positive, with 65.80 percent of respondents strongly agreeing that they were comfortable purchasing products through social media. 63.33 percent of the respondents were satisfied with product quality. Further, 45.83 percent of the respondents agreed that products purchased through social media advertisements met their expectations.

Nevertheless, concerns were identified. 43.33 percent were concerned about payment security, while 35.83 percent perceived a risk of counterfeit products. An equal 43.33 percent doubted the authenticity of social media advertisements. Despite these concerns,



88.33 percent intended to continue purchasing products promoted through social media.

Relationship Between Gender And Frequency of Usage of Social Media

To determine the relationship between gender and frequency of social

media usage, chi-square was applied, and the results are presented below.

Null hypothesis(H₀): There is no significant relationship between gender and frequency of usage of social media.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.478a	2	.478
Likelihood Ratio	1.408	2	.495
Linear-by-Linear Association	1.070	1	.301
N of Valid Cases	120		

Since the p-value for the Pearson Chi-Square test is greater than 0.05 ($p = 0.478$), there is no statistically significant association between gender and social media usage frequency. Hence, the null hypothesis is accepted.

Major Findings

- 65 percent of respondents were female.
- 71.67 percent belonged to the 21–40 age group.
- Instagram was the leading social media platform (66.66%).
- 82.50 percent used social media daily.
- 100 percent accessed social media through smartphones.
- 72.50 percent followed influencers for product recommendations.
- 83.33 percent considered social media deals better than traditional shopping offers.

- Consumers showed a positive preference for social media-based shopping and advertising.
- Payment security and counterfeit products were major concerns.
- 88.33 percent were willing to continue purchasing products promoted through social media.

Suggestions

- Businesses should strengthen their presence on Instagram and other highly used platforms.
- Short videos and visually engaging content should be emphasized in promotional campaigns.

- Product descriptions, prices, images, and claims should be accurate and transparent.
- Promotional offers should be genuine and clearly communicated.
- Provide safe and secure payment facilities.

Conclusion

This research study examined how social media marketing meaningfully influences consumer buying behaviour in Tirupattur District. It has developed beyond its traditional role as an easy communication and entertainment medium and now supports product discovery, evaluation, and purchasing behaviour of consumers. Instagram, influencer recommendations, advertisements, customer reviews, and promotional offers play a vital role in attracting most consumers to purchase products via social media platforms. Most respondents also view social media as a convenient shopping channel that offers competitive deals on their products. At the same time, concerns about misleading advertisements, counterfeit products, payment security, and product satisfaction indicate that consumer trust cannot be taken for granted. Therefore, businesses must combine effective promotion with high product quality, transparency, responsive customer service, and secure transactions.

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