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“Analysing the effect of Social Media Marketing on Consumer Engagement and Purchasing Plan”

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Abstract : In the modern era, social media marketing plays a crucial role and considered as the most effective method. The users of social media are spreading rapidly and along with social media important role in marketing is also on demand. In today's world consumers are influenced by social media networks like Instagram, YouTube, Twitter, Facebook and many others platform.

With the support of social media, companies now can easily grab their customers without investing much on advertising. The company can simply achieve its targeted customers via social media. Buyers are capable to discover more about a company and all those products it provides, and at the equal note the company also discovers the needs & requirements of the customers. In this paper, I have covered that how in today's world social media influence & convince the consumer to buy their product & services.

IndexTerms - Marketing, Social Media, Consumer Engagement, Purchasing Behaviour

I. INTRODUCTION

Nowadays social media marketing is responsible for the growth and development in the marketing channels. The major purpose behind this progress and development is the availability of offering customers goods and services at the lowest possible cost. This type of advertising makes it easy to draw in clients and influence their purchasing choices. (Johnson R., 2022)

Anyone with internet access may now quickly access social media networks. Businesses with improved communication can build brand awareness and frequently provide better customer service. Furthermore, social media offers companies a budget-friendly platform on which to launch marketing initiatives.

People can communicate with one other and develop relationships on social media networks by using social networking websites. Social media marketing makes use of social media platforms to build an online visibility and to showcase goods and services. Social networking websites are useful for exchanging ideas and knowledge as well as for building social and business networks and gives businesses a channel to communicate with their clientele. Additionally, it helps to strengthen the company's brand, which will win over customers' trust and encourage them to participate in the product's purchase plan. (Bansal, 2014).

Social networking platforms have become deeply ingrained in our lives. Most people engage in habitual browsing, like, and commenting on a daily basis. However, social media's influence goes beyond connections; it also affects how we shop. According to studies, over 90% of consumers use social media for guidance prior to buying something. This demonstrates the enormous impact platforms have on marketing-related consumer behaviour. (M, 2025)

Online user-generated material, reviews, ratings, and suggestions have a momentous impact on consumers' purchasing decisions. More customers are searching for social proof to discover more about other people's experiences and support them make choices about what to buy because there is so much information available online.

Social media marketing uses a variety of tactics that appeal to fundamental human desires in such a way to encourage consumer choices. Influencer marketing in Toronto gives customers social approval, and ad targeting that is accurate turns impressions into sales. The fear of losing out is exploited by trends and virality. These strategies work together to provide strong social proof that influences consumer behaviour. (M, 2025)

When used effectively, social media's distinctive targeting, optimisation, and innovation capabilities make it a flexible and effective channel for influencing customer behaviour in marketing. Investing in comprehending fundamental customer insights and motivations is necessary to realise its full potential. (M, 2025)

Their capacity to impact purchasing through media impressions, connections, and data insights will increase as their viewership is expanded via social media platforms like YouTube, Facebook, and Instagram. Print and television have already been surpassed by social media in terms of influence and engagement. Brands must continuously improve their strategy to boost exposure and conversion on various digital platforms.

Benefits of Social Media Marketing

Compared to other forms of marketing, social media marketing is more affordable. It won't cost much to generate a profile on the social media networks with a huge audience. This will easily encourage the customer to buy the product or services. The following benefits & advantages of social media marketing are mentioned below: -

- a) Increase Brand Awareness
- b) Directly participate with the brand
- c) Get quick access of Feedback
- d) Helps to know the current trends
- e) 24/7 Access
- f) Easily know about the quality content
- g) Raising incoming traffic to the websites or applications of the brands (Jain, 2025)

Challenges of Social Media Marketing

Being active on social media fails to ensure that a business will receive a tone of positive feedback. A greater visibility is likely to attract some unfavorable remarks or assessments. It takes a lot of time and creativity to develop a successful social media marketing plan. The following are challenges in the area of social media marketing:

- a) Insufficient resources.
- b) Measuring Return on investment.
- c) Growing and managing social presence.
- d) Monitoring Social Media.
- e) Dynamic social trends
- f) Being unique among well-established social rivals (Barnhart, 2025)

Techniques to Influence Consumer Behaviour

More people are purchasing from social media networks now than in the past. Consumers are looking for recommendations and reviews. Therefore, it is essential to have a strong online presence on a variety of social media platforms. The emergence of social media is the latest development in marketing. Social media can have an impact on potential customers from the start to the point of sale and beyond.

1. Builds product awareness

Customers are greatly influenced by social media when trying to spread the word about a specific product. People begin looking for a remedy when they encounter an issue. The majority of the time, however, customers are unsure about which good or service will be the best address their issues and the shared social media content will help your customers learn more about your brand.

Every company wants to influence and comprehend the behavior and attitude of its customers. Gaining insight into your customers' demands with the help of social media chats is possible by visualizing the use of customer experience analytics. If your brand is not engaged on social media, you are missing out on a big opportunity to influence your customers' decisions to buy.

2. Social proof as a more powerful factor in purchasing decisions

In light of social media, social proof has grown in importance when making decisions about what to buy. Social evidence is the result of people's tendency to imitate the behavior of those in their immediate vicinity or those who have power over them. Satisfied consumers usually leave reviews, comments, likes, and shares on social media to express how much they appreciate the merchandise. By sharing the reviews, comments, likes, tweets, and pins of their happy customers, marketers are increasing the visibility of their business on social media and increasing conversion rates.

The beauty and cosmetics industry are one of the top companies that effectively leverages this customer presence on social media. Sharing case studies, client endorsements, photos, remarks, and videos will enhance your homepage, consulting page, and sign-up page while also boosting trust. The significance of testimonials cannot be overstated, as social media has emerged as a vital element for both buyers and sellers. Social marketers should incorporate case studies, images, videos, influencers, podcast interviews, and other trustworthy social proof into their selling strategy. All of these will cause the conversion rate to progressively increase.

3. Social media sales, discounts, and promotions

Many people who use social media have joined forums and groups that interest them. Customers' purchasing decisions are influenced when they come across sales, discounts, and promotions on social media. Sixty-four percent of internet shoppers wait to purchase items until they go on sale. Social media provides marketers with immediate access to billions of active people at a low cost. On the way to affect customer behavior, brands need to be sure that their target audience sees, likes, and shares their items on social media.

4. Social Media Influencers

When they receive recommendations from someone they trust, customers are now more persuaded to make a purchase. Popular personalities and celebrities motivate their followers and affect their purchasing decisions. Indeed, 49% of buyers consult social media influencers for advice prior to buy any products.

For example, a well-known player might promote gaming products and technology. These influencers are looked forward to by social media users who want advice and product recommendations. A positive influence will convince the buyer to acquire the product. By drawing in new clients, influencer marketing may do wonders for your company. Influencers on Instagram, YouTube, and Snapchat are increasingly being used by marketers in place of celebrities. Customers adore the unvarnished product reviews provided by internet celebrities. (Clootrack, 2025)

II. LITERATURE REVIEW

Social media platforms create an essential component of media for marketing personnel in businesses, since they allow them to assess the interests and preferences of their target market. As a result, businesses may provide their target audience advertising that speaks to their needs and desires. Producers may easily communicate with prospective clients and grasp their audience which is targeted through social media platforms by using effective advertising. These advertisements' main goals are to inform, attract, and strengthen consumer interest in the brand and also increase purchasing intention. (Salhab, Al-Amarneh, Aljabaly, Zoubi, & Othman, 2023)

Yet, there is never a static relationship between social media marketing and consumer behaviour. In reaction to changes in consumer technology and taste, social media strategies in the fashion industry are always evolving. Reassessing the impact of emerging platforms and shifting consumer trends on behaviour is an ongoing requirement. We still don't fully understand how new innovations like shoppable posts, VR/AR experiences, and ephemeral content are influencing customer decisions, despite the wealth of published works. (Xue, Li, & Zeng, 2023)

Several study works have examined the increasing significance of influencer marketing in influencing the thoughts and actions of consumers. The extent to which products differ from one another product and the size of their fan base determines how much of impact an influencer has on consumers' opinions of a brand. (Abraham, Floreto, Pagkalinawan, & JR, 2022)

The credibility and worth of the note that influencers convey to consumers affects their perception of the brand and their level of trust in it. These studies validate the noteworthy role influencers play in the fashion industry's retail sector, especially when it comes to influencing consumers' decisions and tastes. (Alotaibi, Abdulrahman, & Saad, 2019)

Social media marketing factors that Influence Consumer Engagement and Purchasing Plan

1. Consumers Act More Proactively When They Use Social Media Marketing.

Platforms for social media provide consumers with more options for what they can purchase. The way that consumers consume is more active than it was throughout traditional marketing periods. Large-scale social media marketing ingenuities have raised consumer demand and boosted the count of consumers buying. Additionally, consumers are more incline to purchase products that fulfil their wants the more they interact on different social media. (Hutter, Hautz, Dennhardt, & Füller, 2013)

2. Consumer Purchase Plans and Frequency are Influenced by Social Media Marketing

Customers may access the benefits and needs that social media marketing offers, and it also has an impact on their consistency, decisions, and intention to buy. Online word-of-mouth and interaction have a favorable impact on the customer participation aspects. Customers' buying intentions may increase because of increased social media engagement. (Social media marketing impact on consumers' online purchase intention, 2022)

3. It helps to Influence Consumers' Loyalty on Brand

One of the crucial aspects of social media marketing is interaction, which contributes to its high communication efficiency. This feature allows customers to interact and provide instant feedback on product information as soon as businesses disclose it. Consumer and enterprise loyalty is strengthened through interaction. More significantly, it can support businesses in developing loyal customers. (PUSPANINGRUM, 2020)

How Consumer Behaviour Is Affected by Influencer Marketing

Influencer marketing has become a powerful factor influencing people's purchasing decisions as a result of Canada's massive expansion of social media marketing platforms. Through sponsored agreements with corporations, relatable influencers who have amassed devoted fan bases on platforms like Facebook, YouTube, and Instagram have emerged as reliable sources that have the power to influence consumer decisions.

a) Influencers Provide Social Approval

About 40% of respondents to a Twitter study stated that they were motivated to create a purchase by recommendations from influencers. Influencer marketing appeals to fundamental human desires like belonging to a society and obtaining acceptance. Influencers have a noteworthy impact on their engaged following, who view them as aspirational, when they flaunt how much they love a product and matches their lifestyle.

b) Genuine Relationships Increase ROI

Influencer marketing outperforms traditional digital advertisements, yielding a return on investment (ROI) for every \$1 invested is of \$5 to \$20. In order to increase exposure and revenue, campaigns such as the hashtag of Nike's branded #justdoit with athlete's views on Instagram combined inspiration and visual storytelling. Influencers and followers have genuine relationships that enable marketers to convert impressions into sales at a remarkable rate.

c)Appealing to Young Populations

Young people who grew up with digital media, such as Gen Z and Millennials, view influencers as friends they can confide in for guidance. Gen Zers are quite active on social media; 98% of them have accounts and spend an average of more than two hours a day on them. 72% of respondents claimed to have purchased fashion, cosmetics, or style items on the advice of influencers.

Brands may leverage the potent social media behaviors that affect consumer purchasing decisions by collaborating artistically with the worthwhile influencers who resonate with their target market. Influencer marketing provides a humanized approach for firms to increase sales and visibility, from branded hashtags to unboxing videos and user-generated content initiatives. (M, 2025)

III. STATEMENT OF THE PROBLEM

In the modern era the technology is rapidly growing Every day and with that the social media marketing stunts are also growing. The maximum customers nowadays get pulled in by social media, and through these platforms, they also learn about the trends that affect their purchasing plan. Day by day the taste as well as the preferences of customers are change very rapidly. The research attempts to discover out how the customer are engaging with the social media platform and daily influence to buy with the help of social media marketing.

IV. OBJECTIVES OF THE STUDY:

- To find out how social media marketing strategies influence consumer engagement with social media platforms.
- To understand whether the consumer can go with their purchase through social media marketing.
- To research the ways in which consumers get interested in and buy products using social media marketing.
- To understand the role, play by social media marketing tools (content, paid ads, influencer marketing) in influencing these behaviors.

V. RESEARCH METHODOLOGY

The study was conducted in different regions of India. The interview schedule was used for the primary data collection to get the exact result. Secondary data was collected from published books, reports and magazines. The study is conducted based on convenient sampling, with a sample size of 85. The collected data is analyzed using tabular and percentage methods.

VI. DATA COLLECTION AND ANALYSIS

Gender

85 responses

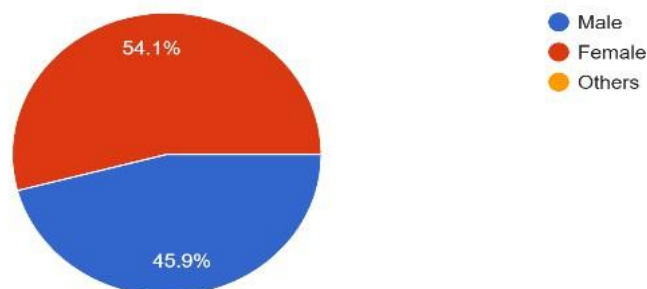


Table:1

There are both male and female responders. More women than men responded, particularly in the 18–21 and 22–30 age groups.

Age
85 responses

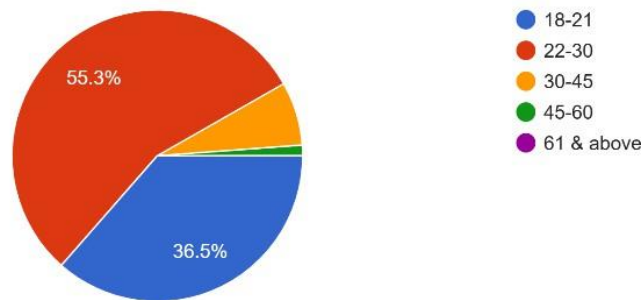


Table:2

The majority of participants are aged between 18-21 and 22-30, suggesting a youthful demographic. Participants who are younger (18–21) are more likely to use social media and be impacted by it.

Educational Qualification
85 responses

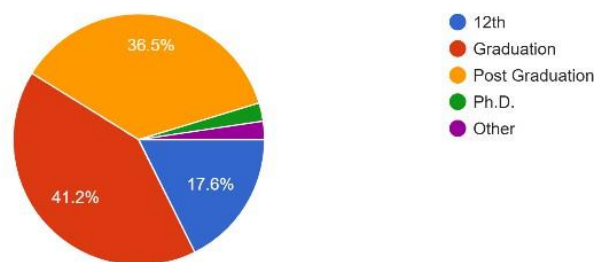


Table:3

Most contributors have a postgraduate or undergraduate qualification, with a few individuals holding a Ph.D. or completing high school.

Do you have Social Media Account?
85 responses

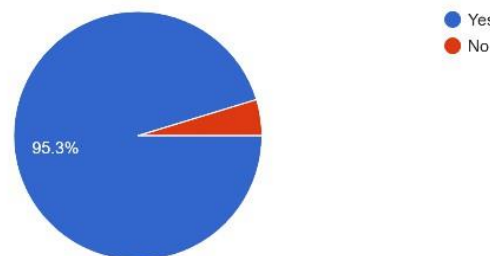


Table:4

95.3% of the 85 respondents have a social media account, compared to just 4.7% who don't have one. This suggests that most of the people who responded are active on social media.

Which social media account influences you the most to buy a product?
85 responses

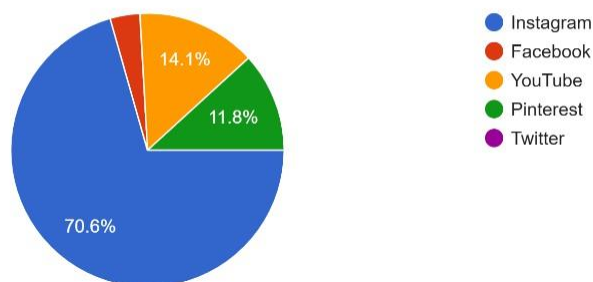


Table:5

As per survey conducted among 85 respondents, Instagram is the most powerful social media platform for Buying decisions, with 70.6% of respondents stating that it influences them the most to buy a product. This is followed by YouTube with 14.1%, Pinterest with 11.8%, and Facebook with 3.5%. No respondents reported Twitter as an influencing platform. This suggests that among the responders, Instagram has a significant impact on consumers' purchasing decisions.

- Instagram is the highly mentioned platform, followed by YouTube and Pinterest. Instagram stands out as the dominant influencer for most respondents when we talk about social media marketing and purchasing decisions.
- Platforms like Facebook and YouTube appear less frequently but still have noticeable influence, especially among those who favour video content.

Does utilizing social media for marketing actually save time compared to traditional methods?

85 responses

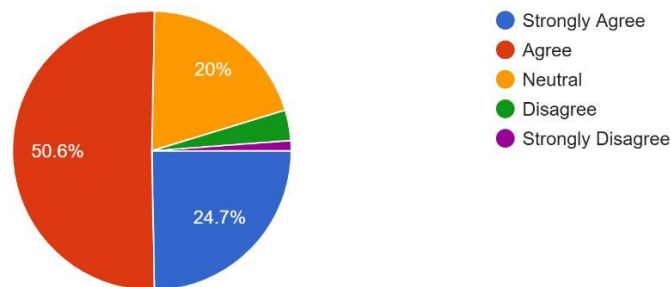


Table:6

50.6% of the 85 participants in the poll felt that using social media for marketing saves time when compared to traditional techniques. Furthermore, this remark was strongly agreed with by 24.7% of the respondents. Only 1.2% of individuals strongly disagreed, 3.5% disagreed, and 20% were neutral. According to this analysis, the majority of respondents think social media marketing saves more time than traditional marketing techniques.

- According to the results, most respondents appear to concur that using social media for marketing does save time when compared to more conventional approaches, with a sizable portion selecting "Strongly Agree" and "Agree."
- We found that, in comparison to more conventional marketing techniques like print, television, or in-person campaigns, social media is perceived by the majority of people in our sample as an effective tool that saves time. This may be because of its wider reach, automated features, and quick response capabilities.

"Do you believe that social media marketing is truly effective in advancing business objectives?"

85 responses

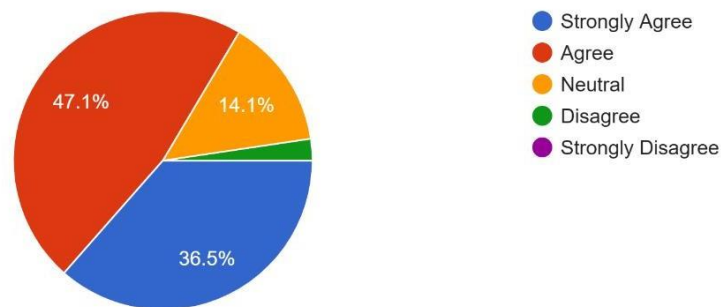


Table 7:

According to 85 participants' responses, 47.1% of them concurred that social media marketing is genuinely successful at achieving corporate goals.

Additionally, this remark was highly agreed with by 36.5% of the respondents. However, just 2.4% of people disagreed, and 14.1% of participants were neutral. Interestingly, not a single respondent expressed significant disagreement. This analysis unequivocally shows that a sizable majority of participants believe social media marketing is a useful tool for accomplishing corporate objectives.

It is clear that the majority of participants believe that social media marketing is effective in advancing business objectives. The responses show a strong preference for "Strongly Agree" and "Agree," indicating a high level of confidence in its impact.

"Social media marketing significantly influences my purchasing decisions."

85 responses

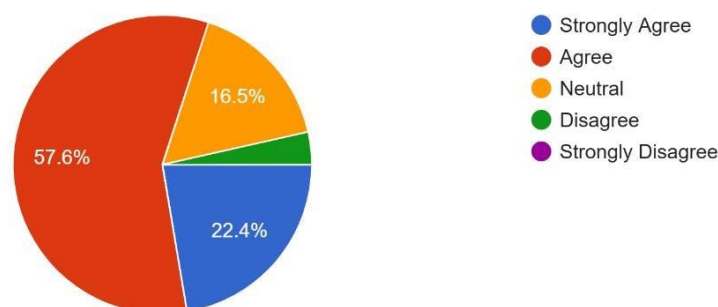


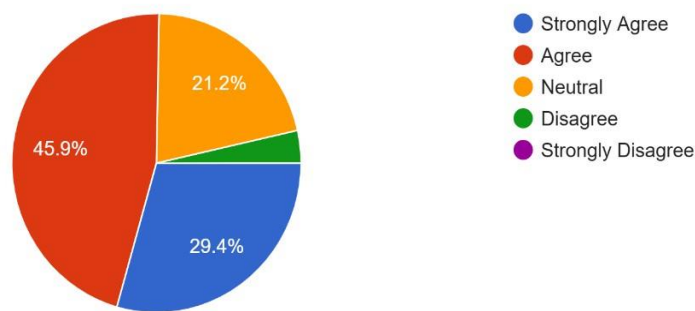
Table 8:

As per this survey, their shopping decisions are influenced by social media marketing. This demonstrates that social media marketing is thought to play a big role in customer purchasing decisions. The major part of participants do believe that social media marketing affects their purchases in some way.

According to the survey's findings, 92% of participants agreed or strongly agreed that social media marketing is very successful at influencing consumers' decisions to buy. The small group of neutral or disagreeing participants suggests that while social media marketing is powerful for the majority, additional research into this subcategory is needed to refine strategies and ensure no potential customers are left behind. Understanding the specific platforms, content types, and demographic groups that drive purchasing decisions will be vital for businesses aiming to maximize the efficiency of their social media marketing campaigns.

"Social media advertisements are effective at capturing my interest and motivating me to make a purchase."

85 responses

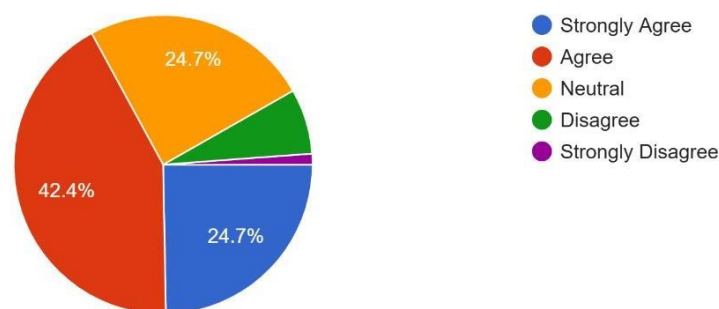
**Table 9:**

The reason behind this survey question was to assess whether social media advertisements are perceived as effective in capturing consumer interest and motivating purchases.

- The results show that a huge majority (82.5%) of respondents agree that social media advertisements are effective in grabbing their attention and prompting them to make a purchase. This highlights that businesses investing in targeted, well-crafted social media ads have a good chance of influencing consumer behaviour.
- According to the majority of poll respondents (82.5%), social media ads are successful in drawing in customers and encouraging them to buy. This implies that when using social media as a marketing strategy, companies may anticipate a high return on investment from their focused, captivating ads.
- However, the 14.3% neutral and 3.2% disagreeing responses highlight an opportunity to fine-tune ad strategies and ensure that ads resonate across different consumer segments. By personalizing content, addressing ad fatigue, and testing new ad formats, businesses can improve engagement and potentially convert the neutral group into active buyers.

"I frequently tell my personal network about fascinating or helpful brand posts on social media."

85 responses

**Table 10:**

The survey indicates that the content of social media has the potential to go viral if it resonates with the audience. Over 60% of participants either strongly agree or agree that they share brand posts with their personal network, which highlights the status of creating valuable and shareable content. However, businesses should also consider strategies to engage the 26.7% neutral group and understand the motivations behind the 13.1% who do not share brand content. By focusing on shareability, relevance, and targeting, brands can maximize their organic reach and increase consumer advocacy.

"I consider ratings and reviews from social media platforms to be very important when deciding which brand to buy from."

85 responses

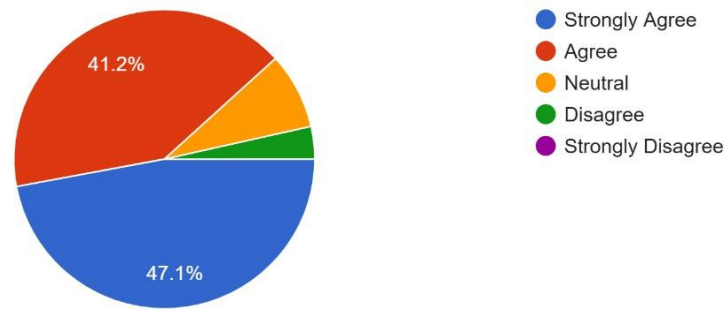


Table 11:

Ratings and reviews from social media platforms are considered highly important by most participants in their buying decision from a brand, with a small number of exclusions where individuals were neutral or disagreed. Majority Opinion: Most respondents (about 75-80%) strongly agree or agree that ratings and reviews from social media are important when deciding which brand to purchase from. The overall trend shows that social media ratings and reviews are highly influential for most individuals in their buying decisions.

"A brand that consistently posts new content to its social media sites has my best chance of winning me over as a customer."

85 responses

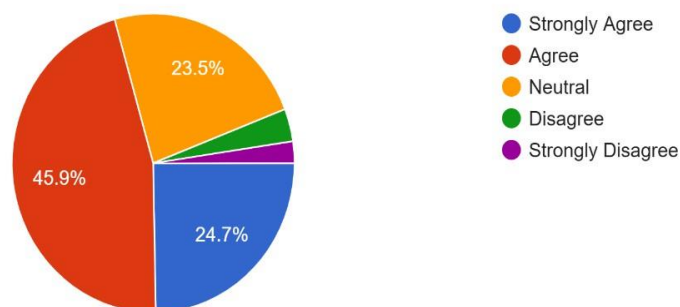


Table 12:

The majority among poll participants (82.5%) believe that social media advertisements are effective in attracting clients and persuading them to make a purchase. This suggests that businesses may expect a high return on investment from their targeted, compelling advertisements when utilizing social media as a marketing strategy. On the other hand, only 3.5% of respondents disagreed, 2.4% strongly disagreed, and 23.5% of respondents were neutral. This suggests that most respondents think a brand's consistent social media content posting has a big impact on their choice to buy from them. According to the data, a significant majority of consumers are more likely to buy from a brand that consistently shares fresh information on social media, even though some people are neutral or unconcerned about this aspect.

"When a brand collaborates with other respectable brands or influencers on social media, I am more inclined to trust them."

85 responses

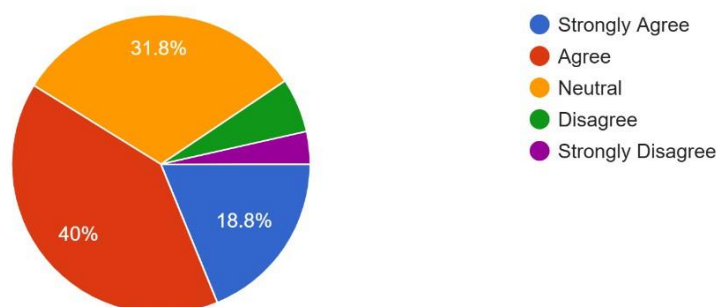


Table 13:

According to the responses of 85 participants, 40% agreed that they are more inclined to trust a brand that collaborates with other respectable brands or influencers on social media. In addition, this remark was strongly agreed with by 18.8% of the respondents. Meanwhile, 31.8% remained neutral, while only a small percentage of 5.9% disagreed and 3.5% strongly disagreed. This proposes that the majority of respondents believe that brand collaborations on social media positively influence their trust in a brand.

The data shows that the maximum number of respondents tend to trust brands more when they collaborate with respected brands or influencers on social media, although a fair portion remains neutral or indifferent to this factor.

"Brands have a greater chance of capturing my attention and influencing my purchases when they employ storytelling skillfully in their social media posts."

85 responses

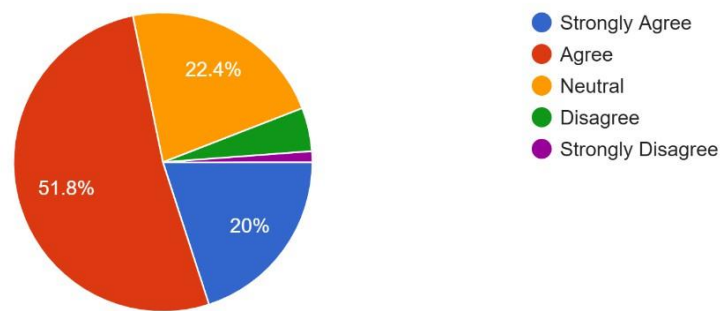


Table 14:

As per the responses from 85 participants, 51.8% agreed that brands have a greater chance of capturing their attention and influencing their purchases when storytelling is skillfully employed in social media posts. Additionally, 20% of those surveyed strongly agreed with this assertion. However, just 4.7% disagreed and 1.2% strongly disagreed, while 22.4% were neutral. This suggests that most respondents think that compelling narratives in social media posts have a favourable effect on their attention spans and buying decisions.

The majority's preference for storytelling indicates that emotional engagement and a compelling narrative can make a brand more relatable and memorable, which likely enhances trust and encourages purchasing behaviour.

VII. KEY OUTCOMES

- Social media marketing significantly enhances consumer engagement, with personalized and visually appealing content driving the highest interaction rates.
- Influencers and user-generated content play a critical role in building trust and authenticity, leading to higher engagement and purchasing intent.
- Consumer engagement metrics (likes, shares, comments) are positively correlated with purchasing intentions, particularly when influenced by trusted sources.
- Platform-specific strategies and demographic considerations are vital for enhancing social media campaigns.
- Long-term engagement fosters brand loyalty and repeat purchases, highlighting the importance of sustained and authentic social media presence.

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