



Impact of Social Media Marketing on Consumer Buying Behaviour: A Study of Handicraft Products in Udaipur City

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Abstract

Social media has emerged as an important medium of product promotion, consumer communication and market access. Its growing use has created new opportunities for traditional handicraft businesses to communicate with consumers beyond conventional marketplaces. In a culturally significant city such as Udaipur, handicraft products represent both traditional craftsmanship and economic activity. However, the extent to which social media marketing influences consumers' awareness, trust and buying behaviour in the local handicraft market requires further investigation.

The present study proposes to examine the relationship between social media marketing and consumer buying behaviour towards handicraft products in Udaipur City. It focuses on selected dimensions of social media marketing, including product information, visual content, customer reviews, perceived authenticity and consumer trust. The study adopts a proposed descriptive and analytical research design based on primary data collected from consumers through a structured questionnaire. Descriptive statistics and appropriate association tests may be used to examine the relationship between social media exposure and consumer purchase behaviour.

The study is intended to contribute to the understanding of digital consumer behaviour in a local handicraft market and may offer practical insights for handicraft sellers, small enterprises and policymakers seeking to strengthen digital market participation.

Keywords: Social Media Marketing, Consumer Buying Behaviour, Handicrafts, Digital Marketing, Consumer Trust, Udaipur City.

Research status: This is a proposed empirical article draft. Primary data have not yet been collected; therefore, the abstract describes the intended research rather than completed findings.

1. Introduction

The development of digital technologies has brought significant changes in the ways businesses communicate with consumers and promote their products. Social media platforms such as Instagram, Facebook and YouTube have become important channels for sharing product information, displaying product features and facilitating consumer interaction. Unlike traditional marketing methods, social media enables businesses to communicate directly with potential buyers and receive immediate feedback.

The relevance of social media marketing is particularly noteworthy in the handicraft sector. Handicraft products are often associated with traditional skills, cultural identity, artistic value and individual craftsmanship. Their purchase decisions may

therefore depend not only on price and utility but also on product appearance, perceived authenticity, uniqueness and consumer confidence.

In India, the handicraft sector provides economic opportunities to artisans, traders and small enterprises. However, handicraft businesses may face challenges in reaching wider markets, maintaining visibility and competing with mass-produced alternatives. Digital marketing offers a potential means of reducing some of these market-access barriers by enabling sellers to showcase their products to consumers beyond their immediate geographical surroundings.

Udaipur City, known for its cultural heritage and tourism-related commercial activities, provides a relevant setting for examining the relationship between social media marketing and handicraft purchasing decisions. Consumers may encounter handicraft products through social media advertisements, influencer content, seller pages, online reviews and recommendations shared by other users.

Nevertheless, exposure to social media content does not necessarily result in an actual purchase. Consumers may be influenced by several factors, including price, quality, trust in the seller, perceived product authenticity and the availability of reliable product information. Understanding these factors is important for assessing the role of social media in consumer decision-making.

The present study therefore proposes to investigate the relationship between social media marketing and consumer buying behaviour towards handicraft products in Udaipur City. It seeks to understand whether social media exposure, consumer trust and perceived product authenticity are associated with consumers' purchase intentions and reported buying behaviour.

2. Review of Literature

Social media marketing and consumer buying behaviour have received considerable attention in contemporary marketing research. Existing studies provide a foundation for understanding how digital communication, brand perception and consumer engagement may influence purchasing decisions.

Guha, Mandal and Kujur (2021) examined social media marketing strategies for handicraft products in Eastern India. Their empirical study used questionnaire data from 609 respondents and structural equation modelling. The authors reported relationships between social media marketing activities, brand awareness, brand image, brand equity and consumers' purchase intentions. Their findings establish a relevant foundation for investigating digital marketing in the handicraft sector.

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Choudhary and Mishra (2022) investigated impulsive consumer behaviour towards handicrafts in India. Their study focused on the relevance of impulse-buying tendencies in handicraft purchases, highlighting the importance of understanding consumer behaviour beyond conventional planned purchasing. This provides a related perspective for examining how consumers respond to product presentation and marketing stimuli.

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Akanksha Choudhary, Poonam Mishra, 2022

Mathur and Ranawat (2024) explored the use of e-commerce and social media as marketing tools in Jaipur's handicraft industry. Their research considered the experiences of customers, retailers and craftsmen, providing a Rajasthan-specific context for understanding the adoption of digital marketing in traditional handicraft businesses.



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Kishor and Sharma (2025) examined social media marketing for handicrafts, focusing on product recognition, perception and perceived product value. Their empirical research used 386 respondents and structural equation modelling. The study reported that social media marketing was associated with product recognition, product perception and product value, while product value was positively related to purchase intention.



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2.1 Research Gap

The reviewed studies establish that social media marketing and consumer purchase intentions have been examined in different handicraft markets. However, the geographical context, research variables and consumer characteristics differ across studies.

The present study proposes a geographically focused investigation of handicraft consumers in Udaipur City. Rather than assuming that findings from other regions apply directly to Udaipur, it will examine the local relationship between social media exposure, perceived authenticity, consumer trust and reported purchasing behaviour.

The study will also distinguish between purchase intention and reported purchase behaviour, as an intention to buy does not necessarily result in an actual transaction.

This proposed focus provides a basis for a local empirical investigation. Its originality will need to be established through a more exhaustive literature review before journal submission.

3. Objectives of the Study

The broad objective of the study is to examine the relationship between social media marketing and consumer buying behaviour towards handicraft products in Udaipur City.

The specific objectives are:

1. To examine the level of consumer exposure to social media marketing of handicraft products in Udaipur City.
2. To study the relationship between social media product information and consumer buying behaviour.
3. To examine the association between perceived product authenticity, consumer trust and purchase intention.
4. To analyse the relationship between social media engagement and consumers' reported handicraft purchases.
5. To suggest measures for improving digital marketing practices among handicraft sellers.

4. Research Hypotheses

The following null hypotheses are proposed for empirical testing:

- H_{01} : There is no statistically significant association between social media exposure and consumers' reported purchase of handicraft products.
- H_{02} : There is no statistically significant association between perceived product authenticity and consumers' purchase intention.
- H_{03} : There is no statistically significant association between consumer trust in social media-based handicraft sellers and purchase intention.
- H_{04} : There is no statistically significant association between consumer engagement with social media content and reported handicraft purchasing behaviour.

These hypotheses will be tested using the data collected from respondents. No hypothesis is treated as accepted or rejected at this stage.

5. Research Methodology

5.1 Research Design

The study will adopt a descriptive and analytical research design. The descriptive component will examine consumers' social media usage and handicraft purchasing patterns, while the analytical component will investigate associations between selected marketing variables and consumer behaviour.

5.2 Study Area

The proposed geographical area of the study is Udaipur City, Rajasthan, India. The study will focus on consumers who have purchased handicraft products or have considered purchasing them.

5.3 Sources of Data

The study will use both primary and secondary data.

- Primary data: To be collected through a structured questionnaire administered to consumers in Udaipur City.
- Secondary data: To be obtained from peer-reviewed research articles, books, relevant government publications and other credible sources relating to handicrafts, digital marketing and consumer behaviour.

5.4 Sampling Design

A proposed sample of 150 respondents may be considered, subject to feasibility and supervisor approval. A suitable sampling approach, such as purposive sampling, may be used to identify respondents who have relevant experience with handicraft products and social media.

The final sample size and sampling procedure should be determined before fieldwork. If non-probability sampling is used, the findings should not be presented as statistically representative of all consumers in Udaipur.

5.5 Tools for Data Collection

A structured questionnaire may include questions on:

- Respondents' demographic and socioeconomic characteristics.
- Frequency of social media use.

- Exposure to handicraft-related content.
- Perceived authenticity and reliability of product information.
- Trust in online handicraft sellers.
- Purchase intention and reported purchasing behaviour.

A five-point Likert scale may be used for suitable attitudinal questions, ranging from strongly disagree to strongly agree.

5.6 Tools for Data Analysis

The collected data may be analysed using:

- Frequency and percentage analysis.
- Mean scores for selected attitudinal variables.
- Cross-tabulation.
- Chi-square tests for suitable categorical variables.
- Correlation or regression analysis, where justified by the measurement scales and research design.

The choice of statistical techniques will depend on the final questionnaire, data quality and assumptions of the tests. Statistical significance alone will not be interpreted as proof of causation.

6. Results and Discussion

6.1 Status of Empirical Analysis

The empirical analysis will be completed after the collection of primary data from consumers in Udaipur City. Since no respondent-level dataset has been supplied or collected for this draft, numerical findings, percentages, statistical test results and hypothesis-testing outcomes cannot yet be reported.

The following analytical framework will guide the final results section.

Research dimension	Proposed analysis
Social media exposure	Frequency and percentage
Consumer trust	Mean score and association tests
Perceived authenticity	Mean score and association tests
Purchase intention	Descriptive and association analysis
Reported purchase behaviour	Cross-tabulation and suitable statistical tests

6.2 Proposed Discussion Framework

The final discussion will examine whether social media exposure is associated with reported handicraft purchases and whether perceived authenticity and consumer trust are related to purchase intention.

The findings will be compared with earlier handicraft marketing studies, particularly those conducted by Guha et al. (2021), Choudhary and Mishra (2022), and Kishor and Sharma (2025). Such comparisons will help identify similarities and differences between the proposed Udaipur study and previous research.

The discussion will distinguish between statistical associations, respondents' perceptions and possible practical implications. Conclusions will be drawn only from the collected data and the analyses actually performed.

7. Conclusion and Policy Implications

Social media marketing provides a relevant area of investigation for understanding consumer buying behaviour in traditional handicraft markets. By enabling product presentation, information sharing and consumer interaction, social media may influence the ways in which consumers discover and evaluate handicraft products.

The proposed study seeks to examine these relationships in Udaipur City, with particular attention to social media exposure, perceived product authenticity, consumer trust and reported purchasing behaviour. Its local focus may contribute to a better understanding of digital consumer behaviour within Rajasthan's handicraft market.

Subject to the empirical findings, the study may offer practical implications for handicraft sellers, artisans and small enterprises. These may include improving product descriptions, providing transparent information about craftsmanship and pricing, responding to consumer queries and using digital platforms to communicate product authenticity.

From a policy perspective, the research may help identify areas where digital marketing awareness, online selling skills and consumer-facing digital capabilities could be strengthened among handicraft businesses.

However, the final conclusions and recommendations must be based on the completed empirical analysis. The present draft does not establish that social media marketing has a statistically significant impact on handicraft purchases in Udaipur.

8. Limitations of the Study

The proposed study is subject to certain limitations:

1. The geographical scope is restricted to Udaipur City.
2. The proposed sample may not represent the entire consumer population.
3. Self-reported responses may be affected by recall errors or individual perceptions.
4. The study may identify associations but cannot establish causality through a cross-sectional survey alone.
5. The findings will be limited to the variables and handicraft products included in the final questionnaire.

9. References

The following references provide a starting point for the literature review. Full bibliographic details should be verified against the original publications before submission.

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