

# Effect of Social Media Marketing on Consumer Purchasing Decisions

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**Abstract:** *Social media has transformed the way consumers interact with brands and make purchasing decisions. Platforms like Facebook, Instagram, Twitter, and TikTok have become essential marketing tools, influencing consumer behaviour through targeted ads, influencer endorsements, and user-generated content. This chapter explores the impact of social media marketing on consumer purchasing decisions, analysing key factors such as brand engagement, trust, and purchasing intention. It also discusses the role of algorithms, consumer psychology, and emerging trends in digital marketing*

**Keywords:** Social Media Marketing, Consumer Behaviour, Digital Advertising, Influencer Marketing

