

# A Study on Influence of Social Media Marketing on Consumer Behaviour

**Prajjwal V<sup>1</sup>, Nikitha M<sup>2</sup>, Nishanth P<sup>3</sup>, Dr. Mohammed NabeelK<sup>4</sup>**

Students, School of Economics and Commerce<sup>1-3</sup>

Assistant Professor, School of Economics and Commerce<sup>4</sup>

CMR University, Bengaluru, India

prajjwal.v@cmr.edu.in

**Abstract:** *This research paper examines how social media marketing influences consumer behaviour across different age groups. The study highlights the role of platforms like Instagram, YouTube, and Facebook in shaping buying decisions. With increased reliance on online engagement and influencer promotions, social media marketing has transformed traditional buying processes. The paper presents findings based on primary data from 20 respondents, revealing the extent to which digital trends affect brand loyalty, shopping frequency, and trust in advertisements.*

**Keywords:** Social Media, Digital Marketing, Consumer Behaviour, Brand Loyalty, Influencer Impact

