

A Study on Influence of Social Media Marketing on Consumer Behaviour

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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

I. INTRODUCTION

Social media has significantly reshaped the landscape of brand-consumer interaction, marking a stark departure from the one-way communication model typical of traditional media such as television, radio, and print. Platforms like Instagram, Facebook, TikTok, and YouTube have enabled brands to engage directly with their audiences through comments, direct messaging, live streams, and interactive content. This shift has empowered consumers, giving them a voice in the conversation and allowing them to shape brand narratives in real time. Modern consumers, particularly Millennials and Gen Z, are no longer persuaded by generic advertising or polished corporate messaging. Instead, they value authenticity, transparency, and relatability. They are more likely to connect with brands that reflect their values, respond to their feedback, and involve them in the brand's journey. Influencer marketing has also emerged as a powerful tool, with content creators acting as relatable ambassadors who can sway consumer opinions and drive purchasing decisions. This paper aims to explore how these social media marketing strategies influence consumer psychology, foster brand loyalty, and ultimately impact purchasing behavior, highlighting the evolving relationship between businesses and their digital-savvy audiences.

STATEMENT OF THE PROBLEM

Digital marketing strategies continue to evolve at a rapid pace, yet their immediate impact on consumer behavior remains insufficiently explored. A significant gap exists in understanding how different age groups perceive and respond to social media influence, which can vary widely across generations. Without detailed insights into platform-specific user behaviors, companies may find it challenging to tailor and optimize their digital campaigns effectively, potentially limiting their reach and engagement across diverse consumer segments.

OBJECTIVES OF THE STUDY

- To analyze key social media factors that influence buying behaviour.
- To assess consumer trust in influencer endorsements.

II. LITERATURE REVIEW

Recent research highlights the profound influence of social media marketing on consumer behaviour across different age groups. Mehta (2022) found that Gen Z consumers are highly responsive to visually engaging content, particularly



short-form videos on platforms like TikTok and Instagram. Influencer marketing significantly shapes their preferences, as they tend to trust relatable content creators more than traditional advertisements. Patel and Rao (2021) emphasized that Millennials actively engage with brand content through Instagram and YouTube, relying heavily on interactive posts, peer reviews, and behind-the-scenes content to inform their purchase decisions.

In contrast, Baby Boomers, while traditionally less engaged with digital media, are increasingly using platforms like Facebook and WhatsApp for brand discovery, community engagement, and peer recommendations (Sharma & Kulkarni, 2020). Though their digital adoption is slower, the influence of family, reviews, and group sharing still plays a role in their online purchasing behavior.

Key factors influencing social media-driven consumer behavior include social proof, user-generated content, perceived authenticity, emotional connection, and content relevance (Khan, 2021). Brands that deliver personalized and transparent messaging tend to foster deeper trust and long-term loyalty. Additionally, real-time engagement and responsiveness enhance customer experience and brand perception. As digital platforms evolve rapidly, businesses must gain a nuanced understanding of platform-specific trends and demographic behaviors. This growing body of literature underscores the importance of adaptive, audience-focused strategies in social media marketing to effectively influence consumer attitudes, build trust, and drive conversion.

III. RESEARCH METHODOLOGY

This study adopts a descriptive research design to explore the influence of social media marketing on consumer behaviour in Bangalore. Data was collected from 80 respondents through a structured Google Form survey. Key variables examined include platform usage, purchase motivation, trust in digital content, and the effect of influencers. Data analysis was conducted using Excel-based statistical comparison to identify patterns and insights.

Table 1 Data Analysis and Interpretation

Platform/Factor	Influence on Gen Z	Influence on Millennials	Influence on Gen X	Influence on Baby Boomers
INSTAGRAM	HIGH	HIGH	LOW	LOW
YOUTUBE	HIGH	HIGH	MODERATE	LOW
VIDEO REVIEWS	VERY HIGH	MODERATE	MODERATE	LOW
TEXT BASED REVIEWS	MODERATE	HIGH	HIGH	HIGH
INFLUENCER MARKETING	HIGH	HIGH	LOW	VERY LOW

Source: Primary Data

The study indicates that Instagram and YouTube are the most influential platforms among Gen Z and Millennials, with both age groups responding strongly to dynamic, visual content. Video reviews are particularly effective in engaging these younger consumers, highlighting their preference for multimedia over text-based content. Influencer marketing has a strong impact on Gen Z, followed by Millennials, who also engage with influencers to a significant degree. However, both Gen X and Baby Boomers show lower responsiveness to influencer-driven content, indicating that these groups rely more on traditional forms of marketing, such as text-based reviews. For Gen X and Baby Boomers, text-based reviews remain a trusted source for making purchasing decisions, with Baby Boomers placing even more emphasis on personal experiences. These findings suggest that businesses should tailor their marketing strategies according to the platform preferences and content types that resonate most with different generational groups, ensuring more targeted and effective outreach.



IV. FINDINGS

The findings of the study reveal that Instagram and YouTube are the most influential platforms among Gen Z and Millennials, significantly shaping their purchasing decisions. Video reviews, in particular, generate higher engagement compared to traditional text-based reviews, indicating a preference for dynamic and visual content. In contrast, Gen X and Baby Boomers show lower responsiveness to influencer marketing, relying more on direct information and personal experiences. Additionally, purchase decisions across all age groups are often influenced by peer-generated content and limited-time promotional offers, highlighting the effectiveness of urgency and social proof in digital marketing strategies.

V. RECOMMENDATIONS

Based on the study's insights, businesses should prioritize influencer partnerships to effectively target Gen Z and Millennials, who are highly responsive to relatable online personalities. Utilizing video formats for product reviews and promotions can further boost engagement across platforms. To connect with older demographics like Gen X and Baby Boomers, increasing transparency and authenticity is crucial for building trust. Additionally, implementing platform-specific campaigns can optimize return on investment by aligning content with user behavior. Finally, introducing hybrid engagement strategies that blend online interaction with offline experiences can create deeper, more memorable brand connections across diverse consumer groups.

VI. CONCLUSION

Social media marketing has become a driving force in shaping modern consumer behavior, with its influence being particularly pronounced among younger generations such as Gen Z and Millennials. These age groups are highly active on platforms like Instagram, YouTube, and TikTok, where they seek authentic, relatable content that resonates with their values and interests. As digital platforms evolve rapidly, brands must continually innovate and adapt their strategies to maintain relevance in an increasingly crowded marketplace. The key to success lies in understanding the preferences, behaviors, and consumption patterns of different audience segments across various platforms. For instance, while video content and influencer marketing are powerful tools for engaging younger consumers, older demographics may respond better to more traditional forms of content like articles or reviews.

Moreover, fostering genuine engagement through timely responses, personalized content, and interactive campaigns can enhance brand loyalty and drive sales. In this dynamic digital environment, businesses must not only focus on creating compelling content but also on developing strategies that foster long-term relationships with consumers, ensuring sustained growth and market competitiveness.

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