

# A Study on the Impact of Social Media Marketing on Consumer Buying behaviour with Special Reference to Reliance Retail in Raipur

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**Abstract:** *The expansion of digital technology has reshaped the interaction between businesses and consumers, with social media emerging as a key marketing platform. This study examines the impact of social media marketing on consumer buying behaviour, focusing on Reliance Retail stores in Raipur. It aims to understand how platforms such as Instagram, Facebook, and YouTube influence consumer awareness, preferences, and purchase decisions. The study also evaluates the role of content quality, influencer promotions, and customer engagement in shaping consumer attitudes. A descriptive research design was adopted. Primary data was collected through structured questionnaires from customers of Reliance Retail, covering diverse demographic groups. Secondary data from journals, articles, and reports supported the analysis. The findings reveal that social media marketing significantly affects consumer behaviour. Visual content, promotional offers, and influencer endorsements positively influence purchase intentions. Online reviews enhance trust and assist consumers in decision-making. Younger consumers are found to be more responsive to social media marketing.*

**Keywords:** Social Media Marketing, Consumer Behaviour, Reliance Retail, Digital Marketing, Customer Engagement

## I. INTRODUCTION

In the modern digital era, marketing has shifted from traditional methods to social media-driven strategies, significantly influencing consumer buying behaviour. Social media platforms such as Instagram, Facebook, and YouTube enable businesses to interact with consumers, promote products, and build relationships. Consumer buying behaviour is affected by factors like preferences, culture, and marketing efforts, with social media playing a major role through advertisements, influencer marketing, reviews, and personalized content. Reliance Retail effectively uses social media to engage customers and enhance its market presence, especially in Raipur, where digital adoption is increasing rapidly. Consumers rely on online information and reviews before making purchase decisions, making social media an essential marketing tool.

### Background of the Study

The evolution of marketing has been driven by technological advancements, shifting from traditional media like newspapers and television to digital platforms. Social media has become a powerful marketing tool, enabling businesses to interact directly with consumers and build relationships. It allows two-way communication, where consumers can share feedback and opinions. In the retail sector, social media is widely used for promotions, product display, and brand awareness. Features like reviews, ratings, and visual content influence consumer decisions. Consumers increasingly rely on social media for product information and comparisons. This study focuses on Raipur as a growing market with rising digital adoption.



### Importance of the Study

The study is important for both academic and practical purposes. Academically, it contributes to knowledge on social media marketing and consumer buying behaviour, highlighting how digital strategies influence decisions. Practically, it helps businesses understand the effectiveness of social media marketing and improve their strategies. By analysing consumer preferences, companies can enhance customer satisfaction and build long-term relationships. For organizations like Reliance Retail, the findings support better decision-making and marketing performance. The study is especially relevant in Raipur, where growing digital adoption requires region-specific strategies for sustainable growth.

### Objectives of the Study

- To understand social media marketing and its impact on consumer buying behaviour.
- To analyse how social media influences awareness, preferences, and purchase decisions.
- To evaluate the effectiveness of digital marketing strategies like ads and influencer marketing.
- To examine the role of reviews, ratings, and feedback in shaping consumer trust.
- To identify consumer preferences and suggest improvements for Reliance Retail in Raipur.

## II. REVIEW OF LITERATURE

**Nitin Patel (2026):** Artificial intelligence and personalized marketing enhance customer engagement, improve targeting, and significantly influence consumer purchasing decisions in the evolving digital marketing environment.

**Harpreet Kaur (2026):** Consumer participation through comments, sharing, and interaction strengthens brand perception, builds relationships, and increases the likelihood of purchase decisions on social media platforms.

**Srinivas Reddy (2025):** Digital promotions, timely offers, and attractive campaigns increase consumer interest and significantly influence purchase intentions in competitive retail environments.

**Aman Singh & Ritika Sharma (2025):** Online reviews, influencer endorsements, and digital advertisements build consumer trust, enhance confidence, and significantly influence buying behaviour and brand loyalty.

**Dave Chaffey (2024):** Integrated digital marketing strategies combining social media and data analytics enhance customer engagement and improve overall marketing performance in the modern business environment.

**Philip Kotler, Hermawan Kartajaya & Iwan Setiawan (2024):** Consumer-centric approaches and digital transformation are essential for business success, with social media significantly influencing consumer decisions and brand relationships.

**Rajesh Singh (2023):** Social media platforms help retailers connect with customers, understand preferences, and improve engagement, significantly influencing buying behaviour in the retail sector.

**Pooja Verma & Amit Yadav (2023):** Interactive content, personalized communication, and timely responses enhance customer satisfaction, leading to stronger brand loyalty and increased purchase intentions.

**Manoj Kumar Yadav & Zillur Rahman (2022):** Social media marketing significantly influences Indian consumers, especially youth, through content quality, interaction, and promotional strategies shaping perceptions and buying behaviour.

**Faisal Khan (2022):** Informative and engaging content improves brand recall, attracts consumers, builds trust, and positively influences purchase decisions in digital marketing environments.

**Mohammed T. Nuseir (2021):** Influencer marketing and social media advertising enhance credibility, attract consumers, and significantly influence attitudes and purchase intentions.

**Ali Abdallah Alalwan (2021):** Targeted advertisements and personalized content improve engagement, increase brand visibility, and influence consumer decisions in social media marketing.

**Christy Ashley & Tracy L. Tuten (2020):** Creative, visually appealing, and emotionally engaging content attracts attention and effectively influences consumer attitudes and purchase behaviour.



**Reto Felix, Philipp A. Rauschnabel & Chris Hinsch (2020):** Well-structured social media strategies aligned with organizational goals improve customer engagement, strengthen brand identity, and positively influence consumer buying decisions.

### III. RESEARCH METHODOLOGY

The study uses a descriptive research design to analyze the impact of social media marketing on consumer buying behaviour. It helps understand consumer preferences, attitudes, and behaviour patterns in a structured way.

#### Sources of Data

**Primary Data:** Collected through an online questionnaire (Google Forms) from consumers.

**Secondary Data:** Collected from research journals, books, company reports, websites, and previous studies.

#### Sampling Design

**Sampling Method:** Convenience sampling based on easy availability.

**Sample Size:** 95 respondents.

**Sampling Area:** Raipur (consumers of Reliance Retail).

#### Research Type

The study follows **descriptive research**, aiming to analyze consumer buying behaviour influenced by social media marketing based on collected data without manipulating variables.

#### Sampling Method

The study uses **convenience sampling**, where respondents are selected based on easy availability. Data was collected through an online questionnaire shared via platforms like WhatsApp and email, and social media, and responses were collected from individuals who were readily willing to participate.

#### Analysis of Data

**Pearson correlation analysis** was used to examine the relationship between social media marketing and consumer buying behaviour. The result ( $r = 0.68$ ) indicates a positive relationship, meaning higher exposure leads to increased buying behaviour.

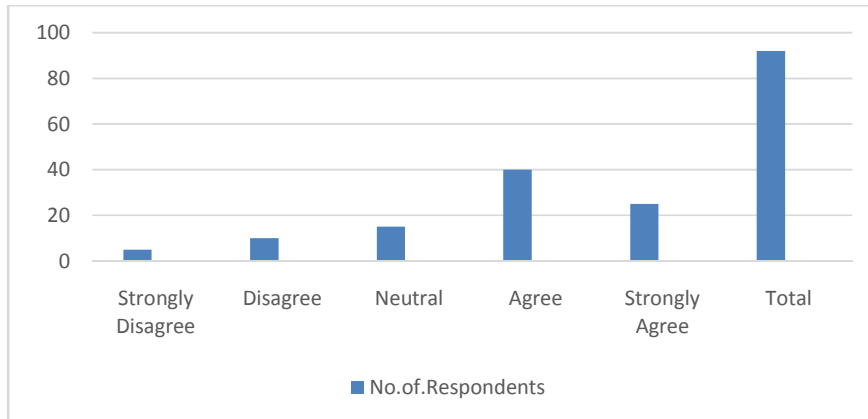
**Conclusion:** There is a significant positive relationship between the variables.

### IV. INTERPRETATION OF DATA

#### Social media influences my buying behaviour

Response Category	No. of Respondents	Percentage (%)
Strongly Disagree	5	5.26%
Disagree	10	10.53%
Neutral	15	15.79%
Agree	40	42.11%
Strongly Agree	25	26.32%
Total	95	100

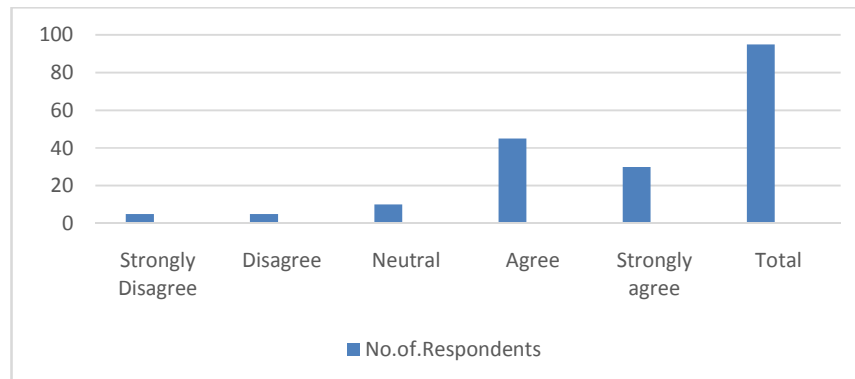




**Interpretation-** The table indicates that a majority of respondents agree that social media influences their buying behaviour. Around **42.11% respondents agree** and **26.32% strongly agree**, showing a strong positive perception. Only a small percentage disagrees or remains neutral. This suggests that social media marketing plays a significant role in shaping consumer purchase decisions.

**I frequently see advertisements on social media platforms.**

Response Category	No. of Respondents	Percentage (%)
Strongly Disagree	5	5.26%
Disagree	5	10.53%
Neutral	10	15.79%
Agree	45	42.11%
Strongly Agree	30	26.32%
Total	95	100

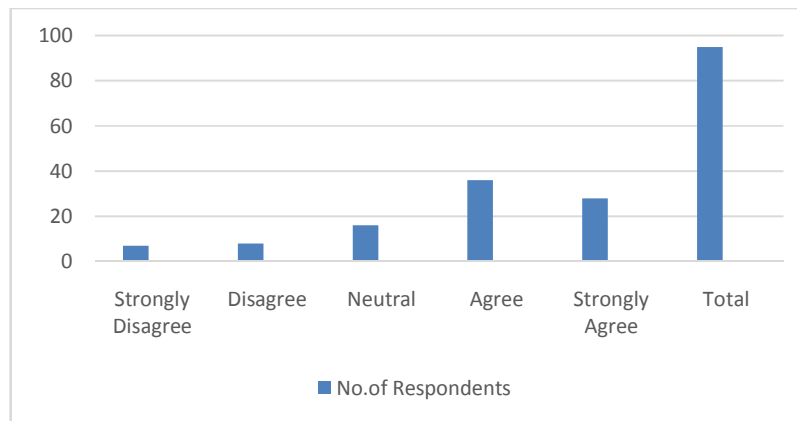


**Interpretation** The table shows that a majority of respondents frequently see advertisements on social media, with **47.37% agreeing** and **31.58% strongly agreeing**. This indicates high exposure to social media advertisements among users.



**Online reviews influence my purchase decisions.**

Response Category	No. of Respondents	Percentage (%)
Strongly Disagree	7	7.37%
Disagree	8	8.42%
Neutral	16	16.84%
Agree	36	37.89%
Strongly Agree	28	29.47%
Total	95	100

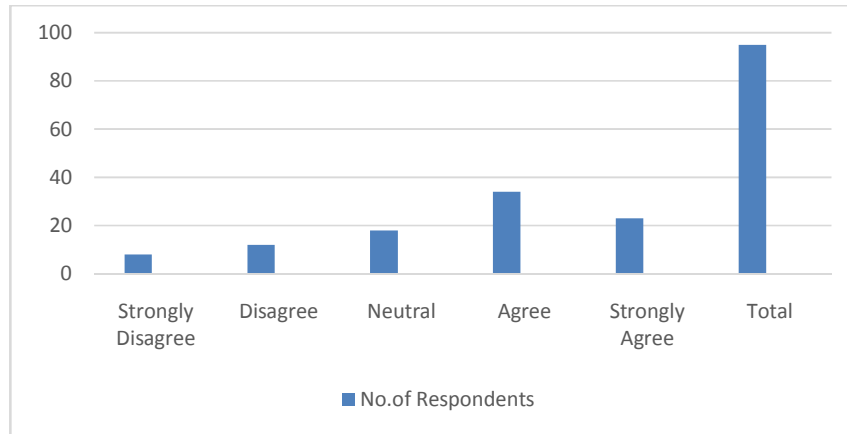


**Interpretation-** The table shows that a majority of respondents are influenced by online reviews, with **37.89% agreeing and 29.47% strongly agreeing**. This indicates that online reviews play an important role in shaping consumer purchase decisions.

**Influencer marketing affects my buying decisions.**

Response Category	No. of Respondents	Percentage (%)
Strongly Disagree	8	8.42%
Disagree	12	12.63%
Neutral	18	18.95%
Agree	34	35.79%
Strongly Agree	23	24.21%
Total	95	100

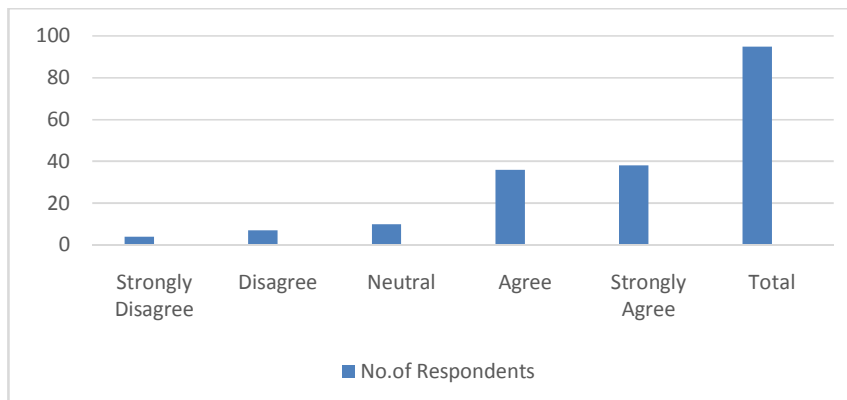




**Interpretation-** The table indicates that influencer marketing has a moderate impact on consumer buying behaviour, with **35.79% agreeing** and **24.21% strongly agreeing**, while some respondents remain neutral or disagree.

#### Discounts and offers on social media attract me

Response Category	No. of Respondents	Percentage (%)
Strongly Disagree	4	4.21%
Disagree	7	7.37%
Neutral	10	11.58%
Agree	36	40.00%
Strongly Agree	38	36.84%
Total	95	100



**Interpretation-** The table shows that a majority of respondents are attracted by discounts and offers on social media, with **40% agreeing** and **36.84% strongly agreeing**, indicating that promotional strategies play a significant role in influencing consumer buying behaviour.

#### V. HYPOTHESIS OF THE STUDY

**Null Hypothesis (H<sub>0</sub>):** Social media marketing has no significant impact on consumer buying behaviour.

**Alternative Hypothesis (H<sub>1</sub>):** Social media marketing has a significant impact on consumer buying behaviour.



**Test**

The hypotheses are tested using the Chi-Square Test to examine the relationship between variables by comparing calculated and table values.

**Used:**

**Sample Data (Observed Frequencies)**

Suppose you collected responses from **95 respondents** and categorized them as follows:

Social Media Influence	Purchase (Yes)	Purchase (No)	Total
Influenced	50	10	60
Not Influenced	15	20	35
Total	65	30	95

**Expected Frequencies Formula**

Expected Frequency (E) =

$$E = \frac{(\text{Row Total} \times \text{Column Total})}{\text{Grand Total}}$$

**Calculation of Expected Values**

$$E_{11} = (60 \times 65) / 95 = 41.05$$

$$E_{12} = (60 \times 30) / 95 = 18.95$$

$$E_{21} = (35 \times 65) / 95 = 23.95$$

$$E_{22} = (35 \times 30) / 95 = 11.05$$

**Chi-Square Formula**

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

**Calculation Table**

Cell	Observed (O)	Expected (E)	(O-E) <sup>2</sup> /E
1	50	41.05	1.95
2	10	18.95	4.23
3	15	23.95	3.34
4	20	11.05	7.25

**Chi-Square Value**

$$\chi^2 = 1.95 + 4.23 + 3.34 + 7.25 = 16.77$$

**Degree of Freedom (df)**

$$df = (\text{Rows} - 1) \times (\text{Columns} - 1) = (2 - 1)(2 - 1) = 1$$

**Critical Value (at 5% level)**

Table value = **3.84**

**Decision Rule**

Calculated Value = **16.77**

Table Value = **3.84**

Since **16.77 > 3.84**, we reject  $H_0$

**VI. CONCLUSION**

The study on the impact of social media marketing on consumer buying behaviour shows that digital platforms have significantly transformed how consumers interact with brands and make purchase decisions. With the growing use of



social media, marketing has shifted from traditional methods to more interactive and consumer-oriented approaches. The findings indicate that consumers are highly exposed to advertisements, promotions, and product information on social media, which increases awareness and influences their decisions. Social media advertisements, especially visual content like images and videos, effectively capture consumer attention and enhance engagement. Discounts, offers, and promotional campaigns further motivate consumers to make purchases. Additionally, online reviews and influencer marketing play a crucial role in building trust and shaping consumer perceptions. Positive feedback and recommendations encourage buying, while negative reviews may discourage it. The study also highlights that social media makes it easier for consumers to compare products and access information quickly, saving time and effort. However, trust levels vary, indicating the need for transparency and reliable communication. Overall, social media marketing has a strong positive impact on consumer buying behaviour and is an essential tool for businesses in the modern retail environment.

## VII. RECOMMENDATIONS

**Create Engaging Content:** Use visually appealing content like videos and reels to attract attention and increase engagement.

**Use Influencer Marketing:** Collaborate with trusted influencers to build credibility and influence consumer decisions.

**Encourage Reviews:** Promote customer feedback to build trust and improve brand image.

**Provide Offers & Discounts:** Share attractive promotions to increase consumer interest and sales.

**Improve Customer Engagement:** Interact actively with customers to build strong relationships and loyalty.

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