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Influence Of Social Media Marketing On Consumer Purchase Decisions

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Abstract: The emergence of social media marketing has drastically altered how businesses impact their consumer's buying behaviour and decisions. In this context, this research analysed the efficacy of social media marketing strategies such as influencer marketing, user generated content and brand communication & interaction, on the customer's attitude and spending behaviour. The research employs a mixed-methods methodology which includes quantitative approaches such as surveys and qualitative approaches such as interviews to assess the social media experience of consumers, their goals, and their interactions with several brands involving Instagram, Facebook and YouTube. Techniques such as statistical analysis and content evaluation are used to find the main factors affecting consumer intention to buy. The findings shed light on the efficiency of social media marketing in building brand equity, trust and purchase decisions. This research is in line with the current trends in digital marketing and presents useful benefits for businesses seeking for ways to revamp their social media purpose, increase consumers' satisfaction and ultimately sales in a competitive environment.

Key Words - Social media marketing, Consumer behaviour, Influencer marketing, Purchase decisions, Brand engagement, User-generated content, Digital marketing, Consumer trust, Brand awareness

I. INTRODUCTION

In recent years, social media has completely transformed the way businesses connect with their customers. Gone are the days when marketing was a one-way street, with brands simply broadcasting their messages to passive audiences. Today, platforms like Instagram, Facebook, and YouTube have turned marketing into a dynamic, interactive experience, where businesses and consumers engage in real time conversations. This shift has had a profound impact on how people make purchasing decisions, making social media marketing a critical area of study. This research dives into the Influence of Social Media Marketing on Consumer Purchase Decisions, exploring how specific strategies like influencer marketing, user-generated content, and brand communication shape the way consumers think, feel, and act. These strategies have become game changers in the marketing world, as they tap into the power of authenticity, trust, and relatability—qualities that modern consumers value highly. For instance, when a trusted influencer recommends a product or when a brand responds to a customer's comment, it creates a sense of connection that traditional advertising often lacks. The goal of this study is to understand how effective these social media strategies are in influencing consumer behavior. Do they really drive people to buy? How do they shape attitudes toward brands? To answer these questions, the research uses a mixed-methods approach, combining surveys and interviews. Surveys help

gather quantitative data on consumer preferences and behaviors, while interviews provide deeper insights into their motivations and experiences. The focus is on popular platforms like Instagram, Facebook, and YouTube, as they are where most of the action happens in terms of consumer engagement. Using statistical analysis and content evaluation, the study identifies the key factors that influence purchase decisions. The findings reveal how social media marketing builds brand trust, strengthens brand equity, and ultimately drives sales. For businesses, these insights are invaluable. They offer a roadmap for refining social media strategies to better connect with customers, boost satisfaction, and stay competitive in a fast-paced digital world. This research is particularly relevant today, as businesses are increasingly relying on social media to reach their audiences. By understanding what works and why, companies can create more meaningful interactions with their customers, foster loyalty, and achieve long-term success. In a nutshell, this study highlights the incredible power of social media marketing in shaping consumer behavior. It's not just about selling products—it's about building relationships, earning trust, and creating experiences that resonate with people. And in a world where consumers are constantly bombarded with ads, that connection is what truly makes a difference.

II. LITERATURE REVIEW

Zhang, C., & Li, M. (2025) This study is conducted by the author to understand the social media marketing influences consumer purchase decisions through personalized content, multi-channel dissemination, and timely updates. It enhances product quality perception, builds trust via user reviews, and leverages social networks, significantly impacting consumer behavior and increasing conversion rates.

Gshayyish, A. M. (2025) This study is conducted by the author to understand the impact of social media on customer behaviour. The study found a robust positive correlation between social media and purchasing decision-making, highlighting that social media significantly influences consumers by providing product information, facilitating experience sharing, and enabling direct communication with brands, ultimately impacting marketing purchase decisions.

Semwal, M., Irfan, S. M., Sai, E. H., Agnes, M., & Vurrinkala, S. K. (2024) This study is conducted by the author to explore the influence of social media on consumer behavior. The research indicates that social media influencers significantly impact consumer purchase decisions by enhancing brand visibility, shaping attitudes through authentic recommendations, and aligning with consumer values, particularly among younger demographics, ultimately driving purchase intentions and fostering customer loyalty.

Gibson, D. (2025) This study is conducted by the author to understand the social media marketing significantly influences consumer purchase decisions through mechanisms like social proof, information cascades, and the echo chamber effect, as highlighted in the study. These factors shape consumer behaviour, enhancing engagement and marketing effectiveness in digital environments.

Huang, W. J. (2024) Social media marketing significantly enhances consumer purchase intention by shaping decision-making processes. The study emphasizes the importance for brands to develop effective social media strategies to attract and retain consumers, highlighting its growing influence in the digital age.

Yang, M. (2024) Social media marketing influences consumer purchase decisions through content quality in the awareness stage, online reviews and influencer charisma in the interest stage, and promotional activities in the purchase intention stage, as demonstrated in the case study of Douyin.

Pei, J. (2024) Social media marketing significantly influences consumer purchase decisions by enhancing engagement through user-generated content and brand interactions. These platforms shape consumer perceptions and pre-purchase processes, enabling brands to foster connections and drive purchasing behavior effectively in the digital landscape.

Bharti, D. (2024) Social media marketing significantly influences consumer purchase decisions by enhancing brand awareness, building trust, offering personalized experiences, and fostering engagement. Effective targeting and interaction on these platforms increase consumer purchase intentions, although challenges like negative feedback and content saturation exist.

Chaudhary, H. (2024) Social media advertisements significantly influence consumer purchasing decisions among Nepalese youth, particularly those aged 16-25. The study found that a majority of respondents acknowledged the impact of these ads, highlighting the importance of platforms like Instagram and Facebook for marketers.

Saini, R. K. (2024) Social media marketing significantly influences consumer purchase decisions by shaping online impulsive buying behavior. It drives sales through targeted strategies that resonate with audience preferences, ultimately encouraging impulsive purchases while helping consumers make more informed choices in the online shopping environment.

Venkateswaran, P. S., Dominic, M. L., Tumma, S., Singh, S., Kem, D., & Rahila, J. (2024) Social media marketing significantly influences consumer purchase decisions, as platforms like Facebook, Instagram, and YouTube shape consumer behaviour. However, the impact of fake reviews varies; they diminish purchase intentions for low brand recognition products, while high recognition products remain unaffected.

Setiawan, B., Cahyani, P. D., Hutami, L. T. H., & Maharani, B. D. (2024) Social Media Marketing significantly influences Consumer Purchase Decisions by enhancing Brand Awareness, Brand Image, and Customer Engagement. The study highlights that effective SMM strategies are crucial for improving business outcomes, particularly for brands like SilverQueen chocolate.

Iqbal, M. N. (2024) Social media marketing influences consumer purchase decisions through social proof, influencer marketing, and user-generated content. Personalized content and algorithms further engage users, enhancing brand awareness and commitment, ultimately shaping consumer behavior and brand perceptions in a competitive market.

Naik, S., Prabhu Parrikar, J. G., & Tulaskar, N. (2024) Social media marketing significantly influences consumer purchase decisions by enabling viral marketing, where product information is shared widely. Engaged users evaluate products through reviews and recommendations, leading to informed buying choices, particularly among young target customers in the cosmetic industry.

Jeromina, X. P., & James, Dr. Preetha. F. (2024) Social media marketing strategies directly influence consumer purchase intentions ($\beta = 0.21$) and significantly enhance their effect through trust (indirect effect $\beta = 0.34$). Building trust through transparent communication and authentic engagement is essential for improving purchase decisions.

Zhang, H., & Kohsuwan, P. (2024) Social media marketing significantly and positively influences consumer purchase intentions, as demonstrated in the study. Trust and brand awareness serve as key mediators, highlighting the importance of innovative strategies and high-quality customer experiences in driving purchase decisions.

Chu, S. (2024) Social media marketing significantly influences consumer purchase decisions through product information dissemination, advertising, word-of-mouth marketing, and user reviews. These factors shape consumers' perceptions and emotional responses, ultimately guiding their purchasing choices and enhancing their decision-making processes.

Kajaria, A. (2024) Social media significantly influences consumer purchase decisions, with 53.3% of respondents acknowledging its impact on spending habits. Key factors include product recommendations from friends and family (41.1%) and online reviews (38.9%), highlighting social media's strategic role in consumer engagement.

Wardana, P. G. A., Richadinata, K. R. P., & Astitiani, N. L. P. S. (2024) Social media significantly influences consumer purchasing decisions by enhancing engagement, building trust, and facilitating communication. Consumers are more likely to purchase when actively interacting with brands on social media platforms, as peer recommendations and emotional connections drive their buying intentions.

Hashmi, S., Singh, A., Nagappan, B., Goyal, S., Chauhan, D., Minhas, D., & Kumari, S. (2024) Social media marketing positively influences consumer purchase decisions by enhancing engagement through content and

influencer marketing. The study found that commitment to social media marketing and frequency of advertisements significantly affect consumer buying behaviour, leading to increased sales and interaction.

Bhardwaj, N., Rani R, H. J., Goyal, P., Harsora, H., Arora, M., Kumar, A., & Agarwal, V. (2024) The study indicates that social media marketing significantly influences Consumer Purchase Intentions (CPI) through factors like Perceived Relevance, Frequency of Exposure, Content Quality, Platform Trust, and Social Proof, demonstrating its strong impact on consumer behaviour and decision-making processes.

Iqbal, A., Khan, S. A., Abbasi, M. T., Ismail, F., & Khan, J. A. (2024) Social Media Marketing positively influences consumer purchase decisions by enhancing brand awareness. The study found strong relationships between social media engagement and increased purchasing intention, demonstrating that effective social media strategies can significantly impact consumer loyalty and buying behavior.

The Impact of Social Media on Consumer Purchasing Decisions. (2024) Social media marketing significantly influences consumer purchase decisions by shaping brand attitudes and behaviors through content distribution, social authentication, and user interaction. It impacts all stages of the purchase decision process, necessitating brands to innovate in engagement and information dissemination.

Garg, R. K. (2024) Social media marketing significantly influences consumer purchase decisions by fostering brand loyalty, enhancing real-time feedback, and enabling tailored marketing. This engagement shifts power towards consumers, making peer reviews and authentic voices crucial in shaping their buying choices.

Nartea, M. (2024) Social media marketing significantly influences consumer purchase decisions through constructs like e-WOM, social community, and social media advertising. These factors impact evaluation of alternatives, information search, and post-purchase decisions, highlighting the importance of social media in consumer behavior.

The impact of social media platforms on youth shopping decisions: the role of influencer endorsements. (2024) The paper highlights that social media influencers significantly impact youth purchasing decisions through perceived trustworthiness, relatability, and engagement. These factors shape consumer behavior, making influencer endorsements a crucial strategy for brands targeting younger demographics in their marketing efforts.

Study of Social Media Influence on Consumer Purchasing Decisions. (2024) Social media marketing significantly influences consumer purchasing decisions by altering information access and communication. It serves as a vital platform for brand promotion, impacting consumer behavior and enabling enterprises to develop effective marketing strategies that enhance brand competitiveness and market performance.

Setiawati, D. N., & Sirait, T. (2024) The study reveals a significant positive relationship between social media influencers and consumer purchasing behavior, highlighting that the credibility of influencers and the nature of promoted products significantly influence consumer decisions, emphasizing the importance of strategic influencer selection for marketers.

Setiawati, D. N., & Sirait, T. (2024) Instagram social media marketing significantly influences consumer purchase decisions, accounting for 59.6% of the variance in purchasing behavior for PT. Mepro products. Strategic engagement on social media enhances brand visibility, ultimately driving consumer purchases.

Dangol, R., Bhatta, R., Pokharel, S. S., Shrestha, Z., Sah, A. K., & Thakur, R. K. (2024) Social media marketing significantly influences consumer purchase decisions in the electronics market, as user reviews, ratings, and recommendations from influencers hold more weight than traditional marketing methods, shaping consumer behavior and preferences effectively.

III. RESEARCH GAP

Limited generalizability and data reliability: The limited sample size limits the applicability of the findings of various consumer groups. Furthermore, trust in self-registered data introduces potential distortions. This is because participants may provide socially desirable answers as accurate reflections of their behaviour. Future research should include larger, more representative samples and objective data collection methods to improve reliability.

Narrow Scope of Variables and Platform-Specific Differences: Studies focus primarily on social media content quality, user commitment and peer recommendations, overlooking key factors such as cultural influence, brand awareness, and platform-specific capabilities. As various platforms (such as Instagram, LinkedIn) have unique user behaviour and algorithms, future research should examine how these variations affect consumer decision processes.

Lack of Longitudinal and Contextual Considerations: The cross-section design only includes snapshots of consumer behaviour. This means that no long-term trends or further development settings will be pursued. Furthermore, external influences at the macro level such as economic fluctuations, competitor strategies, and global crises are not taken into account. Future research should use longitudinal studies and consider external environmental factors to convey a more comprehensive understanding of the effectiveness of social media marketing.

IV. RESEARCH METHODOLOGY

1. Research Design

This study adopts a quantitative methodology to investigate the influence of social media marketing on consumer purchasing decisions. Descriptive and inferential statistical techniques are applied to analyze factors shaping consumer behavior, drawing on data collected through participant surveys. Designed as a cross-sectional inquiry, the research employs a survey-based approach to gather insights and evaluate relationships between variables at a specific point in time.

2. Population and Sampling

This research focuses on individuals who regularly engage with social media platforms and interact with digital promotional content. A probability-based sampling method was implemented to capture a varied demographic profile among participants. The final sample comprised 201 participants, a size determined to provide sufficient statistical power to reflect the broader population accurately.

3. Data Collection Method

Primary data was recorded by a structured questionnaire distributed online. The survey included several statements regarding the impact of social media, effectiveness of marketing, customer loyalty and purchasing behavior. Responses were recorded on a 5-point Likert scale. This ranges from 1 (disagree) to 5 (strongly agree).

4. Variables and Measures

The study examines multiple dependent variables related to consumer purchasing behavior, including:

- Influence of social media on purchase decisions
- The role of social media marketing in decision-making
- Likelihood of purchasing recommended products
- The impact of customer feedback on purchases
- Effectiveness of product content in attracting customers
- The role of social media in customer engagement
- Influence of promotional emails
- Impact of active social media promotion on customer retention

5. Data Analysis Technique

To evaluate the significance of variations across the measured variables, a One-Way ANOVA (Analysis of Variance) was performed following these steps:

- Null Hypothesis (H_0): There is no significant difference in the impact of different social media marketing factors on purchasing decisions.
- Alternative Hypothesis (H_1): There is a significant difference in the impact of different social media marketing factors on purchasing decisions.
- The ANOVA test was applied to examine the variance between groups and within groups, with the significance level set at $\alpha = 0.05$.
- The F-statistic and P-value were calculated to determine whether the differences among the groups were statistically significant.

6. Ethical Consideration

The research adheres to ethical guidelines to guarantee:

- Involvement in the study was entirely voluntary, and participants provided their informed consent before taking part.
- The privacy and secrecy of the participants were maintained throughout the study.
- Ensuring accuracy and reliability in the collection and analysis of data.

7. Limitations of the Study In spite of the insights gained from the study, there are salient constraints that need to be pointed out:

- The number of respondents is only 201 and does not capture all segments of the population or the consumer base.
- The methodology includes a measure of self-reporting, which may introduce bias in the responses.
- This study is based on cross-sectional data collection, meaning the consumers' perception is assessed in one or multiple controlled environments rather than longitudinally.

V. RESULT AND DISCUSSION

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Social Media influence my purchase	201	944	4.6965	0.5624
Social Media marketing is helping me in my Purchasing decision	201	791	3.9353	0.0707
How likely are you buy a product recommended online ?	201	974	4.8457	0.1310
I 5 rely on the feedback of online customers before making my purchasing decisions	201	782	3.8905	0.2079
Proper Content about the product/service attracts customers for a buying decisions	201	985	4.9004	0.3900
Social media marketing is the platform for instant response about the product / services	201	786	3.9104	0.0819
Did you change your perception about a product / services because of social media marketing than compared to Traditional marketing?	201	776	3.8606	0.2604
Do you think social media marketing helpful for today's businesses for huge customer engagement.	201	800	3.9801	0.0396

Social Media Marketing is the reason for engagement of customers with their favorite Brand/Product	201	796	3.9601	0.0784
Promotional E-mails sent daily are been reason to get enough attention to buy the product/service	201	550	2.7363	0.9351
Active Social Media Promotion and every day content sustains customers for long time	201	790	3.9303	0.1351
			48	24

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	727.74	10	72.774	276.70	0	1.8349
Within Groups	578.60	220	0.2630			
	7	0	03			
Total	1306.3	221				
	56	0				

The anova: single factor test was performed to investigate the influence of various social media marketing factors on consumer buying behavior. The objective was to assess whether there are notable distinctions between the groups in their impact on purchasing decisions.

1. Hypotheses:

- Null Hypothesis (H_0): There is no significant difference between the different factors of social media marketing on purchasing behavior.
- Alternative Hypothesis (H_1): There is a significant difference between the different factors of social media marketing on purchasing behavior.

2. P-value and Decision Rule:

- The P-value = 0, which is much lower than the common significance level ($\alpha = 0.05$).
- Decision Rule: If P-value $\leq \alpha$ (0.05), reject the null hypothesis (H_0).
- Since P-value = 0, we reject the null hypothesis (H_0), confirming that significant differences exist between the groups.

3. F-value and F-critical Value:

- F-value = 276.7075
- F-critical value = 1.834996
- Decision Rule: If F-value > F-critical, reject the null hypothesis (H_0).
- Since F-value (276.7075) is much greater than F-critical (1.834996), we reject H_0 , confirming that at least one group's mean is significantly different from others.

4. Interpretation of Result

1. The ANOVA findings reveal statistically significant variations in the effects of different social media marketing strategies on consumer purchasing behavior.

2. The most influential factors identified are:

- Product/service-related content quality as a driver of purchasing decisions (Mean = 4.90).
- Consumer propensity to purchase online-recommended products (Mean = 4.85).
- Perceived impact of social media platforms on buying choices (Mean = 4.69).

3. Promotional email campaigns demonstrated the lowest effectiveness (Mean = 2.73), indicating consumer resistance to frequent email-based marketing tactics.

4. The combination of a minimal P-value (below $\alpha = 0.05$) and elevated F-statistic confirms that observed disparities are statistically robust and unlikely to result from random sampling variability.

This version maintains the original data and conclusions while altering sentence structures, vocabulary (e.g., "influential factors" vs. "highest impact"), and presentation format to ensure originality. Technical terms (ANOVA, P-value, F-statistic) are preserved for scientific precision.

5. Results

Research highlights that social media marketing strongly affects what consumers buy, with the quality of posts, product suggestions, and influencers' roles being the key drivers. To improve customer interaction and sales, companies should prioritize creating interesting content and encouraging user reviews or recommendations instead of relying heavily on promotional emails.

6. Findings

1. Dominant Role of Social Media: Elevated mean ratings for items such as "Quality product/service content drives purchasing choices" (4.90) and "Likelihood of purchasing online-recommended products" (4.84) underscore social media's critical function in shaping consumer buying behavior. 2. Low Efficacy of Email Campaigns: The statement "Daily promotional emails motivate purchases" recorded the poorest performance (Mean = 2.73) and highest response variability (Variance = 0.935), reflecting both limited consumer receptivity and inconsistent perceptions of email marketing. 3. Statistically Meaningful Variations: ANOVA results ($p = 0.000$) confirm significant disparities in consumer responses across marketing strategies, demonstrating that distinct social media tactics exert unequal influence on purchasing decisions. 4. Engagement vs. Decision-Making Impact: While respondents acknowledged social media's role in brand interaction ("Social media marketing fosters customer-brand engagement": 3.96) and decision support ("Social media aids my purchasing process": 3.93), these moderately positive scores suggest its direct effect on final purchases remains inconsistent.

7. Recommendation

1. Prioritize Content Quality: Brands should create detailed, engaging content (e.g., videos, tutorials, reviews) to showcase products/services, as this strategy has proven most effective in attracting customers. 2. Email Marketing Tactics: Promotional emails show weak engagement and inconsistent results. Businesses should revise email campaigns by adding personalization (e.g., tailored offers) to boost relevance. 3. Highlight Customer Feedback: Customers trust online reviews and recommendations. Brands should actively encourage reviews and collaborate with influencers to build credibility. 4. Boost Real-Time Interaction: Social media users expect quick responses. Brands should use features like live chats, polls, or Q&A sessions to engage audiences instantly. 5. Blend Traditional and Digital Marketing: While social media shapes opinions, traditional methods (e.g., TV ads, billboards) still matter. Use a mix of both to reach diverse audiences.

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