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A Study On Impact Of Social Media Marketing Towards Customer Engagement And Purchase Behaviour

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Abstract: The rapid growth of social media platforms has altered how businesses interact with their customers, influencing both engagement levels and purchase decisions. investigates the effects of the business's social media strategies on customer interactions, opinions, and buying habits. Evaluating how well social media marketing technologies influence consumer decision-making and enable meaningful involvement is the main goal. Data from both present and potential customers was gathered using structured surveys. The survey looks at key components on social media platforms including Twitter, Facebook, Instagram, and LinkedIn, such as post frequency, content quality, responsiveness, and promotional offers. Customer engagement and an active social media presence are strongly associated, according to the data, and this has a significant impact on consumers' decisions to buy. In order to boost engagement, broaden the audience, and convert interest into sales, the research concludes with recommendations for enhancing social media strategies that will benefit the overall growth of the business.

INDEX TERMS **- Social Media , Customer Engagement, Purchase Decisions, Marketing Strategies, Consumer Behaviour.**

I. INTRODUCTION

Consumer behaviour in the digital age is now significantly and inescapably influenced by social media. Due to the fact that people worldwide spend a significant portion of their daily lives on social media platforms, businesses are beginning to see the importance of using these sites for marketing purposes. Social media marketing (SMM) has evolved from a fleeting trend to a crucial business strategy, offering organizations a comprehensive, engaging, and reasonably priced means of connecting with both existing and potential customers.

The rapid advancement of technology and the increasing popularity of the internet have altered consumer expectations. Instead of merely being passive recipients of information, customers are increasingly actively participating in brand communication; they regularly engage with material, share their opinions, and exert influence over others. As a result, businesses today compete not only on the basis of product quality and price, but also on the basis of the quality of digital interactions they provide.

II. NEED OF THE STUDY

In the digital age, the study emphasizes the use of social media as a vital channel for companies to interact with clients and advertise goods and services. The impact of social media ads is mostly determined by consumer engagement metrics like likes, shares, comments, and click-through rates, it highlights. The principal aim of the research is to evaluate the elements that impact customer involvement, pinpoint current obstacles, and suggest tactics to boost audience engagement, providing significant perspectives for enhanced marketing results. Additionally, the study investigates how exposure to social media advertisements affects

consumers' decision-making and effects their purchase patterns. It also seeks to assess the relationship between the rate of conversion to actual product or service and customer involvement on social media sites.

III. OBJECTIVES OF THE STUDY

- To identify customer awareness towards social media marketing strategies.
- To explore the impact of social media on customer engagement.
- To identify the relationship between social media engagement and purchase intent.
- To assess the effectiveness of different social media platforms in engaging consumers.

IV. SCOPE OF THE STUDY

The impact of different ad formats, including pictures, videos, and narratives, on consumer interaction on social media platforms is investigated in this study. It looks into the effects of various content kinds, such as testimonials, instructional, and promotional articles, on consumer engagement and purchase decisions. The study also looks at the relationship between social media marketing and consumer behaviour, including conversion rates, customer inquiries, and buying habits. Strategic recommendations for improving customer engagement through optimized advertising tactics are provided by the study, which evaluates how more engagement can support overall marketing performance and corporate growth.

V. LIMITATION OF THE STUDY

A number of restrictions on the study may impact the breadth and precision of its conclusions. In the first place, it is restricted in time, making it difficult to evaluate long-term trends or the long-term effects of social media efforts. Furthermore, the study largely concentrates on well-known platforms like Facebook, Instagram, and LinkedIn, possibly ignoring new or specialized platforms that might be especially pertinent to particular industries like the tech sector. Additionally, the accuracy of the analysis is limited by the absence of access to private company information, including ROI, real conversion rates, and comprehensive analytics. Furthermore, regular algorithm modifications on social media sites like Facebook and Instagram may eventually cause irregularities in engagement data. Lastly, traditional or offline marketing initiatives, which may potentially have a big impact on how customers behave while making purchases, are not considered in this study.

VI. REVIEW OF LITERATURE

Eandhizhai, P.G., Kavitha, A., & Yuvaraj, R. (2025) Strategies for Social Media Marketing to Engage and Shape the Purchase Behaviour of Gen Z

This study investigates how social media marketing influences the purchase behaviour of Generation Z consumers in India. It identifies that consumer engagement and social media influence significantly impact purchase decisions. The research emphasizes the effectiveness of influencer marketing, brand authenticity, and user-generated content in shaping Gen Z's behaviour.

Johnson, P., & Patel, R. (2024) Social Media Marketing in the Service Industry: A Study on Customer Engagement and Purchase Decisions

This paper investigates the role of social media marketing in the service industry, particularly how it drives customer engagement and purchasing decisions. The authors find that personalized communication, prompt responses to customer inquiries, and exclusive promotions are critical in fostering consumer engagement. The study also highlights that services that offer post-purchase support on social media platforms lead to higher customer satisfaction and repeat purchases.

Martin, A., & Williams, J. (2023) Social Media and Consumer Purchase Intentions: The Role of Online Reviews and Recommendations

This paper investigates the role of user-generated content, such as online reviews and recommendations, in shaping consumer purchase intentions through social media marketing. It concludes that consumers are highly influenced by positive online reviews, which often amplify their trust in a product or brand shared via social media. Brands can increase engagement by encouraging users to share their experiences, thereby driving higher purchase intentions.

Chen, W., & Ng, S. (2021) Social Media and Its Influence on Online Purchase Decisions: The Role of Social Proof and Customer Reviews

This paper explores the concept of social proof—the idea that people tend to follow the actions and recommendations of others when making decisions—and how it plays a role in consumer behaviour in the digital space. It focuses on how customer reviews and social media interactions such as likes and shares shape

the perceptions and behaviours of potential buyers. The study finds that consumers are significantly more likely to purchase a product or service if they see positive feedback and high engagement levels on social media. This aligns with the growing trend of businesses leveraging user-generated content and reviews to influence purchasing decisions.

Gupta, S., & Sharma, N. (2018) Influence of Social Media Advertising on Consumer Purchase Behaviour

This paper examines the relationship between social media advertising and consumer purchasing behaviour. The authors argue that social media platforms have revolutionized the way businesses advertise and influence consumer decisions. They explore how targeted ads and sponsored content on platforms like Facebook and Instagram can trigger impulse buying behaviours. The study concludes that consumers who frequently engage with brands on social media are more likely to make purchases due to the perceived trust and relevance of the ads. Additionally, consumer behaviour is highly influenced by peer recommendations and online reviews shared on social media.

I. RESEARCH METHODOLOGY

Research methodology in a way is a written game plan for conducting research. Research methodology has many dimensions. It includes not only the research methods but also considers the logic behind the methods used in the context of the study and complains why only a particular method of technique has been used.

3.1Research Design

- The descriptive research method is used for data collection.
- The research design followed for this research study is descriptive research design.

3.2 Descriptive research

Descriptive research design is called explanatory design. This describes the demographic characteristics of employers who are attending training programs. Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain groups such as age, occupation, experience, etc., a descriptive study is necessary. Hence the researcher has chosen the descriptive research method for the study.

3.3 Random sampling

Random sampling method has been used because the selection of units from the population has been done based easy availability or accessibility.

3.4 Sample Size

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. The researcher has drawn 215 respondents as sampling for data collection and the sample size is determined with morgan's table population size is 480.

3.5 Statistical tools

- Mann Whitney U Test
- Correlation

3.6 Non- Parametric Test

Non parametric statistics refers to a statistical method in which the data are not assumed to come from prescribed models that are determined by a small number of parameters.

3.4.1 Mann Whitney U Test

The Mann Whitney U test is a nonparametric hypothesis test that compares two independent groups. Statisticians also refer to it as the Wilcoxon rank sum test. The Kruskal Wallis test extends this analysis so that can compare more than two groups.

If you're involved in data analysis or scientific research, you're likely familiar with the t-test. But did you know there's another method for comparing two independent samples? That method is the Mann-Whitney U Test.

It is a nonparametric analysis named after two statisticians, H.B. Mann and D.R. Whitney. Because it is nonparametric, it makes fewer assumptions about your data than its parametric counterparts.

3.4.2 Correlation

Correlation measures the strength of the association between two variables. For instance, if we are interested in knowing whether there is a relationship between the heights of fathers and sons, a correlation coefficient can be calculated to answer this question. To learn more about correlation, please refer to this. Methods for correlation analysis:

There are mainly two types of correlation:

Parametric Correlation: static Pearson correlation(r): It measures a linear dependence between two variables (x and y) and is known as a parametric correlation test because it depends on the distribution of the data. It is used for numerical data.

Non-Parametric Correlation – Kendall(tau) and Spearman(rho): They are rank-based correlation coefficients, and are known as non-parametric correlation .It is used for categorical data.

Spearman's rank correlation coefficient, often denoted by the Greek letter ρ (rho) or sometimes as r_s, is a non-parametric measure of rank correlation. It assesses the strength and direction of the monotonic relationship between two variables.

Formula for Spearman's Correlation:

$$r_s = 1 - (6\sum D^2/n(n^2-1)) \quad (3.2)$$

where d is the difference between the ranks of each observation, and n is the number of observations. This measure is especially valuable when data contain outliers or are not suitable for Pearson's correlation due to their distribution or scale.

IV. RESULTS AND DISCUSSION

4.1 Test Of Normality

Table 4.1: Normality test

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Social media	.147	215	.000	.907	215	.000
Customer engagement	.185	215	.000	.873	215	.000
social media engagement and purchase intent	.168	215	.000	.912	215	.010
SM Platforms	.103	215	.000	.976	215	.001
a. Lilliefors Significance Correction						

Table 4.1 The Kolmogorov-Smirnov test for normality was conducted on the sample data, and it is found that the significance value (P value) is less than 0.00, 0.00, 0.010,,0.001 i.e., P<0.05. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. The sample data does not follow the normal distribution.

H_0 : The data is normally distributed.

H_1 :The data is not normally distributed.

4.2 Mann-Whitney U Test

H_0: There is no significant difference between the mean rank of the employes age with respect to the variables.

H_1: There is a significant difference between the mean rank of the employes age with respect to the variables.

The Mann-Whitney U test, also known as the Wilcoxon rank-sum test, is a non-parametric statistical test used to determine whether there is a significant difference between two independent groups when the data is not normally distributed or when the assumptions of parametric tests are not met. It's often used when you have two groups and you want to compare their distributions or central tendencies. The formula for calculating the Mann-Whitney U test statistic U is: U=min(U1,U2).

Table 4.2:Ranks

Table 4.2.1:Test statistics

Test Statistics[a]				
	Social media	Customer engagement	social media engagement and purchase intent	SM Platforms
Mann-Whitney U	4596.500	5092.500	4701.500	5021.500
Wilcoxon W	8512.500	9008.500	8617.500	8937.500
Z	-2.233	-1.120	-1.996	-1.266
Asymp. Sig. (2-tailed)	.026	.263	.046	.206
a. Grouping Variable: 1.Gender				

	1.Gender	N	Mean Rank	Sum of Ranks
Social media	1	88	96.73	8512.50
	2	127	115.81	14707.50
	Total	215		
Customer engagement	1	88	102.37	9008.50
	2	127	111.90	14211.50
	Total	215		
social media engagement and purchase intent	1	88	97.93	8617.50
	2	127	114.98	14602.50
	Total	215		
SM Platforms	1	88	101.56	8937.50
	2	127	112.46	14282.50
	Total	215		

Table 4.2 The Mann – Whitney U test was conducted on the sample data, and it is found that the significance value (P value) for all the variables is more than 0.05 i.e., 0.026,0.263,0.046,0.206 >0.05. Therefore, the null hypothesis (H0) is accepted. There is no statistically significant difference between the mean rank of male & female of the customers with respect to the variables. So, the alternative hypothesis is rejected.

4.3 Correlation

H_0: The variables are not correlated with each other.

H_1: The variables are correlated with each other.

Spearman's Rank Correlation is a non-parametric measure of correlation used to assess the strength and direction of the relationship between two variables. It is based on the ranks of the observations rather than their actual values, making it suitable for ordinal or non-normally distributed data. Spearman's correlation coefficient, denoted by ρ (rho), ranges from -1 to 1, where positive values indicate a positive correlation, negative values indicate a negative correlation, and values close to zero suggest little to no correlation. One of Spearman's key advantages over Pearson's correlation is that it can capture relationships where the rate of change is not constant—such as logarithmic, exponential, or sigmoidal patterns so long as the order of values is preserved. It is widely used in social sciences, psychology, education, and other fields where data are often not interval-scaled or normally distributed.

Table 4.3 : Correlation

Correlations						
			Social media	Customer engagement	social media engagement and purchase intent	SM Platforms
Spearman's rho	Social media	Correlation Coefficient	1.000	.487**	.522**	.164*
		Sig. (2-tailed)	.	.000	.000	.016
		N	215	215	215	215
	Customer engagement	Correlation Coefficient	.487**	1.000	.427**	.124
		Sig. (2-tailed)	.000	.	.000	.069
		N	215	215	215	215
	social media engagement and purchase intent	Correlation Coefficient	.522**	.427**	1.000	.300**
		Sig. (2-tailed)	.000	.000	.	.000
		N	215	215	215	215
	SM Platforms	Correlation Coefficient	.164*	.124	.300**	1.000
		Sig. (2-tailed)	.016	.069	.000	.
		N	215	215	215	215
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 4.3 The above correlation was conducted on the sample data and it founds the significance value (P Value) for the all the variables is more than 0.05 i.e P>0.05. Therefore, the null hypothesis (H0) is accepted. There is no statistically significant difference between the gender of the customers with respect to the variables. So, the alternative hypothesis is rejected.

VII. REVIEW OF LITERATURE

The findings reveal several key insights into customer demographics and their perceptions of social media marketing. A majority of customers (59%) are male, while females make up 41%. The dominant age group is 26–35 years, accounting for 71%, with only 3% aged 56 and above. Most customers (57%) hold undergraduate qualifications, whereas only 1% have completed high school. In terms of occupation, 59% are self-employed or business owners, and just 2% are retired. Notably, 71% of customers have 1–3 years of

experience engaging with social media, while only 2% have less than a year of experience. Awareness of social media marketing strategies is high, with 74% indicating awareness and 26% stating otherwise.

In relation to advertising campaigns, 45% of customers agreed that social media ads are impactful, and 46% agreed that the ads reflect brand identity, with only 1% strongly disagreeing in both cases. Additionally, 44% of customers are satisfied with brand message communication through social media, and only 2% are highly dissatisfied. Engagement levels are notable, with 71% of customers stating that social media engages them with content, while 29% said it does not. Regarding ad frequency, 37% of customers expressed a neutral stance, and only 3% were highly dissatisfied. Similarly, 39% were neutral about whether ad frequency maintains brand identity, and again, just 3% were highly dissatisfied. Furthermore, 41% of customers are satisfied with the balance between informative and intrusive ad frequency, with 2% highly dissatisfied.

A significant 67% of customers trust brands that foster follower engagement, while 33% do not. Regarding user-generated content, 30% of customers agreed that brands share such content, and only 4% strongly disagreed. Social media's influence on buying decisions is evident, with 42% strongly agreeing and just 6% strongly disagreeing. Additionally, 40% of customers are satisfied that social media promotions encourage purchases, and only 3% are highly dissatisfied. Engagement with brands is also strong, with 40% agreeing that social media boosts interaction, and 3% strongly disagreeing. Instagram is viewed positively, with 30% strongly agreeing on its effectiveness in audience connection, while 3% strongly disagreed. Lastly, 40% of customers expressed satisfaction with professional engagement on LinkedIn, and only 4% were highly dissatisfied.

VIII.SUGGESTIONS

- Conduct regular feedback surveys to assess perception changes and gather suggestions Set up continuous monitoring to adapt campaigns dynamically.
- Explore campaigns aimed at increasing female engagement, such as women-centric tech solutions or testimonials leverage linkedin to create content about entrepreneurship, business tools, and B2B tech solutions.
- Emphasize affordable, scalable solutions and support services. Run social proof campaigns (testimonials, success stories) from others in their career stage.
- Focus on value-driven campaigns, not awareness. Showcase real results, like customer stories and stats use this awareness to encourage interaction ask questions, start polls, promote sharing.
- Use analytics to determine optimal posting times (experiment with early mornings, evenings, weekends) break up ad-style content with educational posts, fun trivia, or behind-the-scenes stories keep posts short, useful, and visually engaging avoid hard-sell tones.
- Leverage trust by asking followers to tag friends, share their experience, or participate in surveys share employee stories, certifications, third-party reviews, and achievements to increase authenticity.
- Cross-Platform Integration: Ensure consistency in brand voice, logo, and message across instagram, facebook, linkedin, and youtube. Build a loyal audience through value-driven content, not just promotion.

IX.CONCLUSION

Research on how social media marketing affects consumer participation and buying habits shows how important digital platforms are becoming in shaping contemporary consumer preferences. Due to the internet's extensive accessibility and the quick development of technology, social media has emerged as a potent tool for businesses looking to increase sales, engage with clients, and establish their brand. This study suggests that social media marketing has a big impact on how consumers view and engage with a business. The results show that a carefully thought-out and implemented social media strategy may greatly increase customer involvement, build trust, and affect buy intentions.

Customers' reactions to a brand's social media presence are greatly influenced by factors like platform relevancy, post frequency, content quality, and trust established through social proof (likes, comments, user-generated content, etc.). Social media offers a wide range of options, but it also necessitates constant adjustment to shifting consumer tastes, platform algorithms, and trends. In conclusion, companies should view social media as a strategic instrument for creating enduring customer relationships rather than a means of promotion.

X. Acknowledgment

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