
The Impact of Social Media on Consumer Buying Behaviour

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Abstract

Social media has transformed the way consumers discover, evaluate, and purchase products and services. Platforms such as Facebook, Instagram, YouTube, LinkedIn, and X have become powerful marketing channels that influence consumer attitudes and purchasing decisions. This review paper examines the impact of social media on consumer buying behaviour, highlighting key influencing factors, current trends, challenges, and future directions.

Keywords

Social Media, Consumer Buying Behaviour, Digital Marketing, Consumer Behaviour, Influencer Marketing, Online Shopping

1. Introduction

The widespread use of social media has changed the relationship between businesses and consumers. Companies use digital platforms to engage customers, build brand awareness, and promote products through personalized content, targeted advertisements, and influencer collaborations. Consumers increasingly rely on online reviews, recommendations, and social interactions before making purchasing decisions.

2. Factors Influencing Consumer Buying Behaviour

Major factors include social media advertising, influencer endorsements, electronic word-of-mouth (eWOM), online reviews, brand reputation, user-generated content, promotional campaigns, personalized recommendations, and customer engagement.

3. Benefits of Social Media Marketing

Social media enhances brand visibility, improves customer interaction, increases purchase intention, supports market research, enables cost-effective promotion, strengthens customer loyalty, and provides real-time feedback for businesses.

4. Challenges

Key challenges include misinformation, fake reviews, privacy concerns, data security risks, information overload, changing consumer preferences, and the ethical use of personal data for targeted advertising.

5. Future Trends

Emerging trends include artificial intelligence-driven personalization, social commerce, live-stream shopping, augmented reality product experiences, conversational commerce through chatbots, and data-driven customer analytics.

6. Conclusion

Social media has become one of the most influential factors affecting consumer buying behaviour. Organizations that adopt ethical, customer-focused, and data-driven social media strategies can enhance customer satisfaction, strengthen brand loyalty, and achieve long-term business growth.

References

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