

Impact of Social Media Marketing on Consumers' Purchaseing in Mayiladuthurai District

Dr. A Xavior Selvakumar¹, N. Selvakumar²

¹Associate Professor and Head, PG& Research Department of Commerce, TBML College, Porayar

²Ph.D (Full-Time) Research Scholar, PG& Research Department of Commerce, TBML College, Porayar²

Affiliated to Annamalai University

HOW TO CITE:

A Xavior Selvakumar, N. Selvakumar (2026). Impact of Social Media Marketing on Consumers' Purchaseing in Mayiladuthurai District. International Journal of Special Education, 41(22s), 1312-1320

COPYRIGHT STATEMENT:

Copyright: © 2026 Authors.
Open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

ABSTRACT:

Purpose: The objective of the study is to examine the impact of social media marketing on the buying behavior of customer in Mayiladuthurai District with special reference to Instagram, YouTube, Facebook and WhatsApp. The study examined consumer reactions to social media ads, reviews, influencer endorsements and promotional offers. **Design / Methodology / Approach:** The study follows a descriptive and analytical research design. Primary data were obtained from 225 consumers of the four taluks of Mayiladuthurai District namely Mayiladuthurai, Kuthalam, Sirkali and Tarangambadi using a structured questionnaire based on five point Likert scale. Data were analyzed using frequency and percentage and other proposed statistical methods. **Finding:** The results indicate social media advertisements and reviews have more agreement while promotional offers and overall social media influence have higher disagreement. The study emphasizes the necessity for social media tactics that are informed, trustworthy and consumer-oriented.

Keywords: Social Media Marketing, Consumer Buying , Social Media Advertisements, Social Media Reviews, Influencer Recommendations, Promotional Offers, Purchase Intention, Mayiladuthurai District.

Introduction

On the modern business environment, social media has become an important digital platform for communication, sharing information and marketing. The explosive expansion of platforms like Instagram, YouTube, Facebook and WhatsApp has substantially altered how customers look for product information and communicate with brands. Social media marketing allows companies to reach consumers directly through advertising, product demos, influencer posts, customer reviews, recommendations, and promotional messages. These marketing tactics can build product awareness, enhance brand communication and affect consumers' perceptions and buying decisions. Instagram offers an attractive appearance, sponsored ads, influencer promotion, and product suggestions that can

appeal to potential shoppers. YouTube provides users the ability to view product demonstrations, reviews, lessons and promotional videos that give buyers extensive information prior to making a purchase choice. Facebook provides brands with the opportunity to communicate with consumers continuously through business pages, adverts, customer interactions, reviews and promotional initiatives. WhatsApp is being utilized extensively for direct product communication, catalog sharing, personalized messages, offers and customer interaction activities. The availability of product information and content created by consumers on these platforms may have an impact on consumer trust, sentiments and purchase intentions. Consumers can compare products, evaluate and recommend products and share their experience with other users through social media as well.

Therefore, the success of social media marketing may differ depending on the platform, marketing material, consumer attributes and nature of the product. Increasing accessibility to cell phones and internet based communication in Mayiladuthurai District is opening avenues for consumers to interact with social media marketing operations. Therefore, it is crucial for the businesses operating in the district to know the consumer reaction to social media commercials, influencer material, videos, reviews, suggestions and promotional messages. In this backdrop the present study deals with the impact of social media marketing on consumers buying behavior with special reference to Instagram, YouTube, Facebook and WhatsApp in Mayiladuthurai District.

Review of Literature

Gupta, D. (2026) The study has practical significance for digital marketers, brand managers and policy makers targeting North Indian Gen Z consumer niche. The results show that social media marketing is a substantial and favorable factor affecting Gen Z purchase behaviour. Instagram was the most influential platform, followed by YouTube. The results found that influencer credibility and content entertainment value were the best determinants of purchase intention. A structured questionnaire was used to collect primary data from 320 Gen Z respondents (aged 16–26 years) from key North Indian cities of Delhi, Chandigarh, Ludhiana, Amritsar, and Dehradun using a quantitative, descriptive study approach.

Pervin, M. T., et al., (2025) The objective of this study was to analyze the impact of social media marketing on customer buying process in the restaurant business of Dhaka city. The structured questionnaire was randomly sent to 200 participants and 113 responses were eligible for the investigation. The demographic, descriptive and inferential analyzes were validated by MS Excel sheet, SPSS (V, 24) and SPSS AMOS (V, 22). Finally, based on the hypothesis testing of research survey data, it is observed that trustworthiness and customer involvement strongly effect consumer purchasing behaviour.

Moreover, the model showed three mediating effects of trustworthiness regarding social media marketing and consumers' buying decisions in the restaurant industry.

Kiruthika, N., et al., (2024) Social media is the new thing. User-generated web technologies such as blogs, social networks and social media sites have been emerging on the World Wide Web in the last decade. This study aims to analyze the complex buying process followed by consumers, with particular attention to the influence of the use of social media in this process. Consumers can develop content simply through online chats on social media making them part of the success or failure of brands. The present paper is to examine the impact of social media on customer buying behavior in Tiruchirappalli.

Statement of the Problem

The fast evolution of digital technology has transformed the way businesses engage with consumers and market their products and services. Instagram, YouTube, Facebook and WhatsApp have become key avenues for advertising, product information, consumer engagement, and recommendations. Consumers utilize these platforms to look for information, watch adverts, read reviews and compare items, before making buying selections. The effects of social media marketing, however, may be different depending on trust, quality of information, utility, attractiveness of promotion and demographic considerations. Hence the present study is undertaken to study the impact of social media marketing on consumers buying in Mayiladuthurai District with special reference to Instagram, YouTube, Facebook and WhatsApp.

Need for the Study

Social media marketing has become an important aspect of modern marketing, enabling businesses to swiftly engage and communicate with consumers. Social media platforms like Instagram, YouTube, Facebook and WhatsApp affect consumers' awareness, trust, intention to purchase and buying decisions through adverts, videos, reviews, suggestions and direct

communication. The effectiveness of these platforms may differ depending on their characteristics and promotional approaches. Hence the study is vital to know the responses of the consumers toward social media marketing in Mayiladuthurai District. The results can allow firms to build appropriate marketing strategies, and add to the academic understanding in the area of social media marketing and consumer buying behaviour

Objective of the Study

1. To examine the impact of social media marketing on consumers' buying in Mayiladuthurai District.

Hypotheses of the Study

H₀: There is no significant relationship between the dimensions of social media marketing and consumers' buying in Mayiladuthurai District.

H₁: There is a significant relationship between the dimensions of social media marketing and consumers' buying in Mayiladuthurai District.

Research Methodology

The study is descriptive by design and tries to understand the impact of social media influencer marketing on customer buying in Chennai District. This study concentrates on five social media platforms, namely, Instagram, YouTube, Facebook, Snapchat and WhatsApp. The investigation is to know what are the primary platforms that influence consumers to buy things.

Sample Design

The study is based on a sample survey design to find out the impact of social media marketing on consumers' buying in Mayiladuthurai District. The respondents were chosen from the four taluks of the district of Mayiladuthurai, Kuthalam, Sirkali and Tharangambadi.

Taluk	No. of. Respondents
Mayiladuthurai	67
Kuthalam	58
Sirkali	52
Tharangambadi	48
Total	225

Based on Primary Data

The sampling size is 225 respondents. Of these 67 respondents (29.78 per cent) are from Mayiladuthurai Taluk. Next 58 respondents (25.78 per cent) are from Kuthalam. 52 respondents (23.11 per cent) are from Sirkali and 48 respondents (21.33 per cent) are from Tharangambadi. The biggest share of responders is in Mayiladuthurai Taluk and the smallest share is in Tharangambadi. The distribution represents all four taluks covered under the study.

Primary Data

Primary data were acquired from the consumers of Mayiladuthurai District (225) by conducting the structured questionnaire with five point Likert scale.

Secondary Data

Secondary data will be gathered from books, journals, research articles, theses, government studies, industry reports, and trusted websites pertaining to social media marketing and consumer buying behaviour

Statistical Tools

The data collected will be analyzed by using Frequency and Percentage, Mean and Standard Deviation, Cronbach's Alpha, Ranking Analysis, Chi-square, t-Test, ANOVA/F-Test, Correlation, Multiple Regression, Factor Analysis, Mediation Analysis and Structural Equation Modeling (SEM) to study consumer perceptions, relationships and the impact of social media marketing on buying behaviour

Table 1 – Age of the Respondents

Age	No. of Respondents	Percentage
Upto – 18	36	16
19 – 25	66	29
26 – 35	49	22
36 – 45	42	19
Above 45	32	14
Total	225	100

Based on primary Data

From the table 1, shows the age wise distribution of 225 respondents. Of this, 36 respondents (16 Per cent) are below 18 years of age, while 66 respondents (29 Per cent) are in the 19–25 age range and which is the most. Also, 49

respondents (22 Per cent) are in the age range 26–35 and 42 respondents (19 Per cent) are in the age group 36–45. The other 32 responders (14 Per cent) are over 45 years of age. Thus, most of the respondents are in the age category of 1312-1320 years (29 per cent) and the least percentage of respondents is above 45 years (14 per cent).

Table – 2 Income of the Respondents

Income	No. of Respondents	Percentage
Upto 5,000	72	32
50,001 – 70,000	58	26
70,1312-1320,00,000	53	23
Above -1,00,00	42	19
Total	225	100

Based on Primary Data

From the table 2 shows the distribution of 225 respondents by level of income. Of them, 72 respondents (32 per cent) have income Upto 5,000 and 58 respondents (26 per cent) fall in the income category of 50,001–70,000. Further, 53

respondents (23 Per cent) have an income of 70,001 to 1,00,000 and 42 respondents (19 Per cent) have an income of 1,00,001 and above. Thus the biggest percentage of respondents is in the income category of below 5,000 (32 Per cent) and the lowest percentage is in the income group of above and 1,00,000 (19 Per cent).

Table – 3 Influence of Social Media Marketing on Consumers' Buying

STATEMENT	SA	A	N	DA	SDA	TOTAL
Social media advertisements influence my buying decisions.	66	36	48	43	32	225
	29	16	22	19	14	100
Social media reviews help me choose products.	40	53	61	39	32	225
	18	24	27	17	14	100

Influencer recommendations affect my purchase intention.	51	34	49	42	49	225
	23	15	22	18	22	100
Promotional offers on social media encourage me to purchase.	30	41	54	60	40	225
	13	18	24	27	18	100
Social media marketing influences my overall buying .	27	49	39	57	53	225
	12	22	17	25	24	100

Based on primary Data

The table 3 presents the respondents' perspectives about the impact of social media marketing on their purchasing behaviour. For the statement "Social media advertisements influence my buying decisions" 66 respondents (29 Per cent) highly agree, 36 respondents (16 Per cent) agree, 48 respondents (22 Per cent) are neutral, 43 respondents (19 Per cent) disagree and 32 respondents (14 per cent) definitely disagree. As for "Social media reviews help me choose products", 40 respondents (18 Per cent) highly agreed, 53 respondents (24 Per cent) agreed, 61 respondents (27 Per cent) were neutral, 39 respondents (17 Per cent) disagreed, and 32 respondents (14 Per cent) severely disagreed. For "Influencer recommendations affect my purchase intention", 51 respondents (23 Per cent) highly agree, 34 respondents (15 Per cent) agree, 49 respondents (22 Per cent) are neutral, 42 respondents (18 Per cent) disagree and 49 respondents (22 Per cent) definitely disagree. "Promotional offers on social media encourage me to purchase": 30 respondents (13 Per cent) highly agree, 41 respondents (18 Per cent) agree, 54 respondents (24 Per cent) are indifferent, 60

respondents (27 Per cent) disagree and 40 respondents (18 Per cent) definitely disagree. For "Social media marketing influences my overall buying behavior" 27 respondents (12 Per cent) highly agree, 49 respondents (22 Per cent) agree, 39 respondents (17 Per cent) neutral, 57 respondents (25 Per cent) disagree and 53 respondents (24 Per cent) definitely disagree. Overall, the responses show varying levels of opinion across the five statements, respondents are relatively more in agreement toward social media advertisements and social media reviews, while disagreement is more prevalent for promotional offers and overall influence of social media marketing on buying behaviour.

H₀₁ There is no significant difference between demographic variables and social media marketing on consumers' buying

One way ANOVA has been used to test the significant difference between Age and social media marketing on consumers' buying

H_{01(a)} There is no significant difference between Age and social media marketing on consumers' buying

Table 4 Age and social media marketing on consumers' buying

Variables	Age	N	Mean	S.D.	F Value	Sig.
Social media advertisements influence my buying decisions.	Upto – 18	72	1.8611	1.46610	33.876	0.001*
	19 – 25	58	2.3103	0.92161		
	26 – 35	53	3.0000	1.17670		
	36 – 45	30	4.0667	0.25371		
	Above 45	12	4.7500	0.45227		

	Total	225	2.6933	1.41396		
Social media reviews help me choose products.	Upto – 18	72	1.6944	1.44026	35.524	0.001*
	19 – 25	58	2.4655	1.27342		
	26 – 35	53	2.5849	0.81886		
	36 – 45	30	4.2667	0.44978		
	Above 45	12	4.4167	0.51493		
	Total	225	2.5911	1.44294		
Influencer recommendations affect my purchase intention.	Upto – 18	72	1.0556	0.23067	78.410	0.001*
	19 – 25	58	3.1207	1.86451		
	26 – 35	53	3.0377	0.47887		
	36 – 45	30	4.0333	0.18257		
	Above 45	12	4.6667	0.49237		
	Total	225	2.6444	1.53465		
Promotional offers on social media encourage me to purchase.	Upto – 18	72	1.0833	0.27832	128.723	0.001*
	19 – 25	58	3.1379	1.46836		
	26 – 35	53	3.0000	0.00000		
	36 – 45	30	4.0667	0.25371		
	Above 45	12	4.7500	0.45227		
	Total	225	2.6578	1.40574		
Social media marketing influences my overall buying .	Upto – 18	72	1.0139	0.11785	132.347	0.001*
	19 – 25	58	2.9310	1.40003		
	26 – 35	53	3.0000	0.00000		
	36 – 45	30	4.3000	0.46609		
	Above 45	12	4.4167	1.16450		
	Total	225	2.5956	1.42709		

Source: Computed from Primary

The table 4 result of One-way ANOVA shows that there is a significant difference between age groups and influence of social media marketing on consumers' buying . The mean scores for the influence of social media advertisements on my shopping decisions were 1.8611 for Below 18, 2.3103 for 19–25, 3.0000 for 26–35, 4.0667 for 36–45 and 4.7500 for Above 45 with a F value of 33.876 and a significance value of 0.001 showing a significant difference. The mean scores were 1.6944, 2.4655, 2.5849, 4.2667 and 4.4167,

respectively. The value of F is 35.524 and the value of significance is 0.001, indicating a significant difference among the age groups. As social media evaluations help me to buy products. The average scores for the impact of influencer recommendations on my purchase intention were 1.0556, 3.1207, 3.0377, 4.0333 and 4.6667, respectively, with F value of 78.410 and significance value of 0.001, which showed a substantial difference. The average scores of the promotional offers on social media that inspire me to purchase were 1.0833, 3.1379, 3.0000,

4.0667 and 4.7500 correspondingly. The F value was 128.723 and the significance value was 0.001 confirming a significant difference. Finally, for social media marketing effects my overall buying , the mean scores were 1.0139, 2.9310, 3.0000, 4.3000 and 4.4167 accordingly with a F value of 132.347 and a significance value of 0.001 suggesting a significant difference among the age groups. The significance value for all the five factors is 0.001. Hence the null hypothesis H01(a) is rejected. It is confirmed that there is a

significant difference in relation to age, social media marketing and customers' buying .

One way ANOVA has been used to test the significant difference between Income and social media marketing on consumers' buying

H₀1(b) There is no significant difference between Income and social media marketing on consumers' buying

Table 5 Income and social media marketing on consumers' buying

Source: Computed from Primary

Variables	Income	N	Mean	S.D.	F Value	Sig.
Social media advertisements influence my buying decisions.	Upto 5,000	36	1.3889	0.49441	36.508	0.001*
	50,001 – 70,000	66	2.1818	1.41322		
	70,1312-1320,00,000	42	3.2381	0.43108		
	Above -1,00,00	32	4.3438	0.48256		
	Total	225	2.6933	1.41396		
Social media reviews help me choose products.	Upto 5,000	36	1.1667	0.37796	50.184	0.001*
	50,001 – 70,000	66	2.6212	1.74325		
	70,1312-1320,00,000	49	1.8571	0.73598		
	Above -1,00,00	42	3.2381	0.43108		
	Total	225	2.5911	1.44294		
Influencer recommendations affect my purchase intention.	Upto 5,000	36	1.1111	0.31873	31.121	0.001*
	50,001 – 70,000	66	2.3636	1.78572		
	70,1312-1320,00,000	49	2.5714	1.52753		
	Above -1,00,00	32	4.2813	0.45680		
	Total	225	2.6444	1.53465		
Promotional offers on social media encourage me to purchase.	Upto 5,000	36	1.1667	0.37796	45.762	0.001*
	50,001 – 70,000	66	2.1818	1.65398		
	70,1312-1320,00,000	49	2.7959	0.95698		
	Above -1,00,00	42	3.2381	0.43108		
	Total	225	2.6578	1.40574		
Social media marketing influences my overall buying .	Upto 5,000	36	1.0278	0.16667	104.065	0.001*
	50,001 – 70,000	66	1.6364	0.98662		
	70,1312-1320,00,000	49	3.2857	1.17260		
	Above -1,00,00	32	4.4375	0.80071		
	Total	225	2.5956	1.42709		

Table 5 shows a significant impact of wealth and social media marketing on customer purchasing (One Way ANOVA results). Mean scores for social media advertisements influencing my purchasing decisions were 1.3889 for below 5,000, 2.1818 for 50,1312-1320,000, 2.7959 for 70,1312-1320,00,000, 3.2381 for 1,00,001 and above, and 4.3438 for the last income group, with a F value of 36.508 and a significance value of 0.001, indicating a significant difference. The mean ratings for social media reviews that assisted me in selecting things were 1.1667, 2.6212, 1.8571, 3.2381, and 4.4063, respectively, with a F value of 50.184 and a p-value of 0.001, showing a significant difference between income groups. The mean scores for influencer recommendations affecting my purchase intention were 1.1111, 2.3636, 2.5714, 3.2381,

and 4.2813, respectively, with a F value of 31.121 and a significance level of 0.001, indicating a significant difference. The mean scores for the promotional offers on social media that motivated me to buy were 1.1667, 2.1818, 2.7959, 3.2381, and 4.3438, with $F = 45.762$ and $p\text{-value} = 0.001$, showing a significant difference. Finally, the mean scores for how social media marketing affects my overall purchasing were 1.0278, 1.6364, 3.2857, 3.2381, and 4.4375, respectively, with a F value of 104.065 and a significance level of 0.001. This demonstrates a significant gap across income categories. All of the factors have a significance value of 0.001, therefore the null hypothesis $H_{01}(b)$ is rejected, implying that wealth has a significant impact on social media marketing and consumer purchasing.

Reliability Analysis

Table 6 Reliability Analysis

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
social media marketing on consumers' buying	0.823	0.824
Influencer recommendations affect my purchase intention.	0.723	0.804
Promotional offers on social media encourage me to purchase	0.820	0.814

Source: computed from primary data

The reliability study in Table 6 looks at the internal consistency of the items used to assess the impact of social media marketing on consumer purchasing. The Cronbach's Alpha value is 0.823, whereas the Cronbach's Alpha for standardised items is 0.824, with a total of 5 items. The Cronbach's Alpha score is higher than the usually acknowledged dependability criterion of 0.70, indicating a high level of internal consistency and reliability. This suggests that the five items employed in the study accurately measure the intended construct of social media marketing and consumer purchasing. As a result, the questionnaire items can be regarded reliable for future statistical analysis.

Findings

1. advertisements on social media 66 respondents (29 Per cent) highly agree and 36 respondents (16 Per cent) agree that commercials impact their purchase decisions, 48 (22 Per cent) are neutral, 43 (19 Per cent) disagree and 32 (14 Per cent) strongly disagree.
2. Social media reviews 40 respondents (18 Per cent) highly agree and 53 (24 Per cent) agree that reviews help them choose items. 61 respondents (27 Per cent) are indifferent, 39 (17 Per cent) disagree and 32 (14 Per cent) definitely disagree.
3. Influencer recommendations 51 respondents (23 Per cent) highly agree and 34 (15

Per cent) agree that influencers effect buy intention. 49 (22 Per cent) are neutral while 42 (18 Per cent) disagree and 49 (22 Per cent) definitely disagree.

4. Promotional offers 30 respondents (13 Per cent) highly agree and 41 (18 Per cent) agree that promotional offers boost purchases while 54 (24 Per cent) are neutral, 60 (27 Per cent) disagree and 40 (18 Per cent) completely disagree.

5. Overall buying behavior 27 respondents (12 Per cent) highly agree and 49 (22 Per cent) agree that social media marketing influences buying behavior, whereas 39 (17 Per cent) are neutral, 57 (25 Per cent) disagree and 53 (24 Per cent) strongly disagree.

Suggestions

1. Make social media material more informative Businesses should ensure that social media content is clear in terms of product information, demonstrations, genuine customer

reviews and valuable content to help consumers make informed purchasing decisions.

2. Strengthen promotional and influencer strategies Businesses should employ influencer recommendations that are relevant and enticing, but also trustworthy promotional offers, and ensure that the information offered is genuine and valuable to consumers.

Conclusion

The study concludes that social media marketing affects buying behavior of customers at different levels in Mayiladuthurai District. Respondents are in more agreement with social media marketing and evaluations. However there is significantly more dispute over promotional offers and the overall impact of social media marketing. Therefore, firms must focus on social media marketing techniques that are educational, reputable and consumer-oriented.

References;

- Gupta, D. (2026). Impact of Social Media Marketing on Buying of Gen Z Consumers: A Study with Reference to North India. Available at SSRN 6641982.
- Pervin, M. T., & Khan, M. R. (2025). The impact of social media marketing on consumers' buying decisions in the restaurant industry: Mediating role of trustworthiness. *Jindal Management Journal*, 14(1), 1312-1320.
- Kiruthika, N., Rajam, K., & Senthil, P. (2024). Impact of social media on consumers buying . *Journal of Global Fashion Business Management*, 89(1), 249.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77.
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55.