



## SOCIAL MEDIA MARKETING AND CONSUMER BUYING BEHAVIOUR

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### ABSTRACT

*Social media marketing has become one of the most influential tools in modern business and digital communication. The rapid growth of internet technology, smartphones, and social networking platforms has significantly changed the way businesses interact with consumers and promote products and services. Social media platforms such as Facebook, Instagram, YouTube, X, and LinkedIn have become important channels for marketing, advertising, customer engagement, and brand communication. Businesses use these platforms to influence consumer attitudes, preferences, and purchasing decisions. This study examines the impact of social media marketing on consumer buying behaviour and analyzes how digital marketing strategies affect consumer awareness, product perception, brand loyalty, and purchasing decisions. The research highlights the role of online advertisements, influencer marketing, customer reviews, electronic word-of-mouth communication, and interactive content in shaping consumer behaviour in the digital marketplace. The study further explores the psychological, social, and technological factors that influence consumers while making online purchase decisions through social media platforms. It also discusses the advantages and challenges of social media marketing for businesses and consumers in the modern competitive environment. The research concludes that social media marketing has become a powerful factor influencing consumer buying behaviour and is playing a major role in transforming modern marketing practices and digital consumer culture.*



**KEYWORDS:** Social Media Marketing, Consumer Buying Behaviour, Digital Marketing, Online Advertising, Consumer Preferences, Brand Awareness, Influencer Marketing, Electronic Word of Mouth, Social Networking Sites, Consumer Decision Making, Online Shopping, Digital Consumers, Brand Loyalty, Customer Engagement, Internet Marketing.

### INTRODUCTION

The rapid growth of digital technology and internet communication has significantly transformed the modern business environment and marketing practices. In recent years, social media has emerged as one of the most powerful tools for communication, interaction, and marketing across the world. Social media platforms such as Facebook, Instagram, YouTube, X, and LinkedIn have become essential channels for businesses to promote products, communicate with customers, and build brand identity. The increasing use of smartphones, internet services, and digital platforms has made social media marketing an important part of modern marketing strategies. Social media marketing refers to the use of social networking platforms and digital communication tools to advertise products and services, create brand awareness, engage consumers, and influence purchasing decisions. Businesses use social media to share promotional content, advertisements, product information, customer reviews,

videos, and interactive campaigns to attract consumers and maintain customer relationships. Compared to traditional marketing methods, social media marketing provides faster communication, broader audience reach, lower costs, and direct interaction between businesses and consumers. Consumer buying behaviour refers to the process by which individuals select, purchase, use, and evaluate products and services to satisfy their needs and preferences. Social media has significantly influenced consumer buying behaviour by changing the way consumers search for information, compare products, read reviews, and make purchasing decisions. Online recommendations, influencer marketing, customer feedback, electronic word-of-mouth communication, and digital advertisements have become major factors affecting consumer attitudes and preferences in the digital marketplace.

The growth of e-commerce and online shopping has further strengthened the relationship between social media marketing and consumer buying behaviour. Consumers are increasingly influenced by attractive advertisements, celebrity endorsements, social media influencers, and personalized marketing campaigns while making online purchasing decisions. Businesses are also using data analytics, artificial intelligence, and targeted advertising techniques to understand consumer interests and improve marketing effectiveness. However, despite its advantages, social media marketing also presents certain challenges. Issues such as misleading advertisements, fake reviews, privacy concerns, excessive promotional content, and consumer manipulation have raised ethical and legal concerns in digital marketing practices. The rapid spread of information through social media platforms can strongly influence consumer perceptions, both positively and negatively. This study aims to examine the impact of social media marketing on consumer buying behaviour and analyze how social networking platforms influence consumer preferences, purchasing decisions, brand awareness, and customer engagement. The research also explores the opportunities, challenges, and future significance of social media marketing in the modern digital business environment.

## Aims and Objectives

### Aim

The main aim of this study is to examine the impact of social media marketing on consumer buying behaviour and to analyze how social networking platforms influence consumer preferences, purchasing decisions, and brand perception in the digital marketplace.

### Objectives

- To understand the concept and importance of social media marketing in modern business and digital communication.
- To study the growth and role of social media platforms in marketing and advertising activities.
- To analyze the influence of social media marketing on consumer buying behaviour and purchasing decisions.
- To examine the impact of online advertisements, influencer marketing, and customer reviews on consumer preferences.
- To study the role of electronic word-of-mouth communication in shaping consumer attitudes and brand perception.
- To identify the factors that motivate consumers to purchase products and services through social media platforms.
- To evaluate the effectiveness of social media marketing strategies in increasing customer engagement and brand loyalty.
- To examine the psychological and social factors influencing consumer behaviour in the digital environment.
- To identify the challenges and ethical issues associated with social media marketing, such as privacy concerns, fake reviews, and misleading advertisements.
- To suggest suitable measures for improving social media marketing practices and enhancing consumer trust in digital marketing platforms.

## Review of Literature

The rapid growth of social media and digital communication technologies has attracted significant attention from researchers, marketers, and business organizations across the world. Various studies have examined the relationship between social media marketing and consumer buying behaviour, focusing on how digital platforms influence consumer attitudes, preferences, and purchasing decisions. The following review highlights important scholarly contributions related to social media marketing and consumer behaviour. Philip Kotler emphasized that modern marketing is increasingly becoming customer-centered and technology-driven. His studies on digital marketing and consumer behaviour explain how online communication and social networking platforms influence consumer decision-making and brand engagement. Dave Chaffey discussed the importance of internet marketing and social media strategies in modern business environments. According to his research, social media platforms provide businesses with opportunities to interact directly with customers, improve brand visibility, and influence consumer purchasing behaviour through targeted digital communication. Research conducted by Harvard Business Review highlighted that social media platforms have transformed the relationship between businesses and consumers by enabling real-time communication, personalized marketing, and customer engagement. The study found that online recommendations and digital interactions strongly influence consumer trust and purchasing decisions.

McKinsey & Company studied the role of digital consumer engagement and concluded that social media marketing significantly affects consumer awareness, product evaluation, and buying behaviour. The report emphasized that consumers increasingly depend on online reviews, influencer opinions, and social networking platforms before making purchasing decisions. Deloitte observed that social media marketing has become an essential part of modern advertising strategies because consumers spend a significant amount of time on digital platforms. The study indicated that businesses using effective social media campaigns experience higher customer interaction and brand loyalty. Statista published reports showing the rapid increase in global social media users and the growing importance of social media advertising in digital commerce. The reports suggest that younger consumers are highly influenced by social media content, online influencers, and peer recommendations while purchasing products and services. Several academic journals such as the Journal of Consumer Behaviour and the International Journal of Market Research have examined the psychological and social factors affecting consumer buying behaviour on digital platforms. These studies indicate that visual content, interactive communication, emotional appeal, and customer feedback significantly influence consumer attitudes and purchasing intentions. Indian researchers have also studied the impact of social media marketing on consumer behaviour in the context of increasing internet usage and smartphone penetration. Studies reveal that social media platforms strongly influence urban youth, online shoppers, and digital consumers through advertisements, influencer marketing, product reviews, and promotional campaigns. The literature further indicates that electronic word-of-mouth communication has become one of the most influential factors in consumer decision-making. Positive customer reviews and recommendations can increase brand trust and product sales, whereas negative comments and online criticism can negatively affect business reputation and consumer confidence.

## Research Methodology

Research methodology is an important part of any research study as it provides a systematic process for collecting, analyzing, and interpreting data. The present study on "Social Media Marketing and Consumer Buying Behaviour" is based on descriptive and analytical research methods. The study aims to understand the influence of social media marketing on consumer buying behaviour, purchasing decisions, and brand preferences in the digital environment. The research is mainly based on secondary data collected from various reliable sources such as books, research journals, newspapers, magazines, websites, company reports, online databases, and published articles related to digital marketing, consumer behaviour, e-commerce, and social media platforms. Information from market surveys, business reports, and digital marketing studies has also been used to understand current trends in

social media marketing and consumer behaviour. The descriptive research method has been used to explain the concepts of social media marketing, digital communication, online advertising, influencer marketing, electronic word-of-mouth communication, and consumer buying behaviour. This method helps in understanding how social networking platforms influence consumer attitudes, product awareness, and purchasing patterns. The analytical research approach has been adopted to examine the relationship between social media marketing and consumer buying decisions. The study analyzes the role of social media advertisements, online reviews, customer feedback, influencer promotions, interactive content, and digital campaigns in affecting consumer preferences and purchasing intentions.

The research mainly focuses on consumers who actively use social media platforms such as Facebook, Instagram, YouTube, X, and LinkedIn for obtaining product information, reading reviews, and making online purchase decisions. Special attention has been given to the influence of digital content, influencer marketing, brand communication, and electronic word-of-mouth communication on consumer behaviour. Comparative analysis has also been used to understand the differences between traditional marketing methods and social media marketing practices in influencing consumer decisions. The study further examines the psychological, social, and technological factors affecting online consumer behaviour in the modern digital marketplace. The research methodology also includes the analysis of challenges associated with social media marketing, such as privacy concerns, fake reviews, misleading advertisements, excessive promotional activities, and ethical issues in digital marketing practices. The study evaluates the effectiveness of social media marketing strategies in increasing customer engagement, brand awareness, and consumer trust. Thus, the research methodology adopted in this study provides a comprehensive understanding of the impact of social media marketing on consumer buying behaviour and highlights the growing significance of digital marketing in the modern business environment.

### Statement of the Problem

The rapid growth of internet technology, smartphones, and social networking platforms has significantly transformed modern marketing practices and consumer lifestyles. Social media platforms such as Facebook, Instagram, YouTube, X, and LinkedIn have become major channels for communication, advertising, and customer engagement. Businesses increasingly use these digital platforms to promote products and services, create brand awareness, and influence consumer purchasing decisions. Social media marketing has changed the traditional relationship between businesses and consumers by enabling direct interaction, personalized advertising, online reviews, influencer promotions, and electronic word-of-mouth communication. Consumers now depend heavily on digital platforms for obtaining product information, comparing alternatives, reading customer feedback, and making purchasing decisions. As a result, social media has become a powerful factor influencing consumer attitudes, preferences, and buying behaviour. However, despite its growing importance, social media marketing also presents several challenges and concerns. The increasing use of misleading advertisements, fake reviews, privacy violations, excessive promotional content, and manipulation through influencer marketing has raised ethical and trust-related issues among consumers. Many consumers are influenced by digital content without fully verifying the authenticity and reliability of the information available online. Furthermore, businesses face intense competition in attracting consumer attention on social media platforms due to the continuous growth of digital marketing activities. Understanding how social media marketing affects consumer buying behaviour has become essential for businesses to develop effective marketing strategies and maintain customer trust and loyalty.

Consumer behaviour in the digital environment is influenced by various psychological, social, economic, and technological factors. Online recommendations, visual content, peer influence, celebrity endorsements, customer reviews, and targeted advertising significantly affect purchasing decisions. However, the extent and nature of this influence may vary among different groups of consumers depending on age, education, income, lifestyle, and digital literacy. Despite the widespread use of social media marketing, there is still a need for comprehensive research to understand its impact on

consumer buying behaviour, brand perception, customer engagement, and purchasing decisions in the modern digital marketplace. Therefore, the present study attempts to examine the relationship between social media marketing and consumer buying behaviour, analyze the factors influencing online purchasing decisions, and evaluate the opportunities and challenges associated with digital marketing practices.

### **Need of the Study**

The study of social media marketing and consumer buying behaviour is highly important in the modern digital era because social media has become an essential part of daily life and business communication. The rapid growth of internet technology, smartphones, and digital platforms has significantly changed the way businesses promote products and services and how consumers make purchasing decisions. Social media platforms such as Facebook, Instagram, YouTube, X, and LinkedIn have become major tools for advertising, communication, customer engagement, and brand promotion. The need for this study arises from the increasing influence of social media on consumer attitudes, preferences, and buying decisions. Consumers today rely heavily on online reviews, social media advertisements, influencer recommendations, digital content, and customer feedback before purchasing products and services. Understanding how social media marketing affects consumer buying behaviour is essential for businesses to develop effective marketing strategies and improve customer satisfaction. Another important reason for conducting this study is the rapid growth of e-commerce and online shopping. Social media platforms are increasingly integrated with online marketplaces and digital payment systems, making social media marketing an important factor in influencing online purchasing decisions. Businesses use targeted advertising, personalized promotions, and interactive campaigns to attract consumers and increase sales. Therefore, studying the relationship between social media marketing and consumer behaviour is necessary for understanding modern digital consumer culture.

The study is also needed to examine the psychological and social factors that influence consumer behaviour in the digital environment. Factors such as peer influence, celebrity endorsements, influencer marketing, electronic word-of-mouth communication, visual content, and emotional appeal strongly affect consumer perceptions and purchasing intentions. Understanding these factors can help businesses improve communication with customers and create more effective marketing campaigns. Another significant need for the study is to analyze the challenges and ethical concerns associated with social media marketing. Issues such as fake reviews, misleading advertisements, privacy concerns, data misuse, excessive promotional content, and manipulation through digital platforms have raised concerns regarding consumer trust and ethical business practices. Examining these issues is important for ensuring responsible and transparent marketing practices. The research is further necessary because consumer behaviour continuously changes with technological advancements and changing lifestyles. Businesses must understand evolving consumer expectations and digital trends to remain competitive in the modern market environment. The study can provide useful insights for marketers, businesses, researchers, policymakers, and digital platform managers regarding effective social media marketing practices. Moreover, the study contributes to academic knowledge by analyzing the growing role of social media in shaping consumer buying behaviour and transforming modern marketing systems. It also helps identify future opportunities and challenges in digital marketing and consumer engagement. Thus, the present study is significant for understanding the impact of social media marketing on consumer buying behaviour and for exploring the growing importance of digital communication in the modern business and consumer environment.

### **Further Suggestions for Research**

The present study focuses on the relationship between social media marketing and consumer buying behaviour in the digital environment. However, social media and digital marketing technologies are continuously evolving, creating wide opportunities for further research in various related areas. Future researchers may conduct comparative studies between traditional marketing methods and social media marketing to understand differences in consumer response, advertising effectiveness,

customer engagement, and purchasing behaviour. Comparative analysis across different industries, countries, and consumer groups may provide deeper insights into changing marketing trends and digital consumer culture. Further research can focus on the influence of specific social media platforms such as Instagram, Facebook, YouTube, TikTok, and LinkedIn on consumer buying behaviour. Studies may examine how platform features, visual content, algorithms, and user interaction affect consumer attitudes and purchasing decisions differently. Researchers may also study the impact of influencer marketing, celebrity endorsements, and electronic word-of-mouth communication on consumer trust and brand loyalty. Future studies can analyze the effectiveness of micro-influencers, content creators, and social media personalities in influencing consumer decisions across different product categories.

Another important area for future research is the psychological and emotional factors affecting consumer buying behaviour on social media platforms. Studies may explore how emotions, peer pressure, social identity, fear of missing out, and visual appeal influence purchasing intentions in digital environments. Future research may further examine ethical and legal issues associated with social media marketing, including fake reviews, misleading advertisements, privacy concerns, data misuse, cyber fraud, and manipulation through targeted advertising. Such studies can help improve consumer protection policies and ethical digital marketing practices. Researchers can also investigate the role of artificial intelligence, machine learning, big data analytics, and personalized advertising in shaping consumer behaviour and improving marketing effectiveness. The impact of advanced technologies on customer engagement and digital consumer experiences offers significant scope for future study. Further studies may focus on the behaviour of different demographic groups such as youth, women, elderly consumers, rural users, and working professionals in relation to social media marketing and online shopping patterns. Comparative studies between urban and rural consumers can also provide valuable insights into digital market expansion. Another significant field for future research is the relationship between social media marketing and sustainable consumer behaviour.

## Scope and Limitations

### Scope

The present study focuses on the impact of social media marketing on consumer buying behaviour in the modern digital environment. The scope of the study includes understanding the concept, growth, and importance of social media marketing as a major tool of communication, advertising, and customer engagement in contemporary business practices. The study examines the role of social media platforms such as Facebook, Instagram, YouTube, X, and LinkedIn in influencing consumer attitudes, preferences, and purchasing decisions. It covers various aspects of digital marketing including online advertisements, influencer marketing, customer reviews, electronic word-of-mouth communication, personalized promotions, and brand engagement. The research also includes the study of consumer buying behaviour in relation to social media usage, online shopping, product evaluation, and brand perception. Special attention has been given to psychological, social, economic, and technological factors affecting consumer decisions in digital marketplaces. The study further examines the effectiveness of social media marketing strategies in increasing brand awareness, customer interaction, consumer trust, and brand loyalty. It also analyzes the role of visual content, celebrity endorsements, peer influence, and interactive communication in shaping consumer purchasing intentions. The scope of the research extends to identifying the opportunities and challenges associated with social media marketing, including ethical issues, privacy concerns, fake reviews, misleading advertisements, and excessive promotional activities. The study also explores the growing relationship between social media marketing, e-commerce, and digital consumer culture.

### Limitations

The study is primarily based on secondary data collected from books, journals, websites, reports, newspapers, articles, and online sources. Therefore, the findings depend on the reliability and availability of existing information and published research. The research mainly focuses on general trends in social media marketing and consumer buying behaviour and does not provide detailed case

studies of specific companies, brands, or individual marketing campaigns. Consumer behaviour may vary across different regions, cultures, income groups, and demographic categories, which may limit the universal applicability of the findings. The study mainly concentrates on major social media platforms and may not fully include the impact of newly emerging digital platforms and technologies. Due to the rapidly changing nature of social media trends and digital marketing strategies, some findings may change over time with technological developments and changing consumer preferences. The research is limited in conducting large-scale primary surveys or direct interaction with consumers and marketing professionals. Therefore, the study relies mainly on theoretical analysis and secondary information. The study also does not deeply analyze technical aspects such as social media algorithms, advanced data analytics, artificial intelligence systems, or detailed digital advertising mechanisms used by companies. Legal regulations and privacy policies may also differ across countries, which may affect the broader application of certain observations and recommendations. Despite these limitations, the study provides a comprehensive understanding of the influence of social media marketing on consumer buying behaviour and highlights the growing importance of digital marketing in modern business and consumer environments.

### Findings

The study found that social media marketing has become one of the most influential factors affecting consumer buying behaviour in the digital age. Social media platforms such as Facebook, Instagram, YouTube, X, and LinkedIn are widely used by businesses for advertising, customer engagement, and brand promotion.

The research indicates that consumers increasingly depend on social media platforms for obtaining product information, comparing alternatives, reading reviews, and making purchasing decisions. Online advertisements, influencer marketing, customer reviews, and electronic word-of-mouth communication significantly influence consumer attitudes and buying intentions. The study reveals that visual content, videos, interactive posts, and attractive digital campaigns play an important role in attracting consumer attention and increasing product interest. Social media marketing has improved direct communication between businesses and consumers, leading to increased customer engagement and brand awareness. The findings show that younger consumers and frequent internet users are more strongly influenced by social media marketing than traditional advertising methods. Influencer endorsements and celebrity promotions have a major impact on consumer trust, brand perception, and purchasing behaviour, especially among youth consumers. Positive online reviews and customer feedback increase consumer confidence and encourage purchasing decisions, while negative reviews can significantly affect brand reputation and sales. Personalized advertisements and targeted marketing strategies based on consumer interests and online behaviour improve marketing effectiveness and customer response. The study found that psychological and social factors such as peer influence, emotional appeal, social identity, and fear of missing out strongly affect online consumer behaviour. The research indicates that social media marketing supports the growth of e-commerce and online shopping by making products and services more visible and accessible to consumers. The findings also reveal several challenges associated with social media marketing, including fake reviews, misleading advertisements, privacy concerns, excessive promotional content, and ethical issues in digital marketing practices.

### DISCUSSION

Social media marketing has become one of the most significant developments in the modern business and communication environment. The rapid growth of internet technology, smartphones, and digital networking platforms has transformed the way businesses interact with consumers and promote products and services. Social media platforms such as Facebook, Instagram, YouTube, X, and LinkedIn have become powerful marketing tools that influence consumer attitudes, preferences, and purchasing behaviour. The study reveals that social media marketing has significantly changed traditional marketing systems by creating direct and continuous interaction between businesses and

consumers. The discussion highlights that social media marketing plays an important role in influencing consumer buying behaviour because consumers increasingly depend on digital platforms for information, communication, and product evaluation. Consumers use social media to search for products, compare alternatives, read customer reviews, watch promotional videos, and gather opinions before making purchasing decisions. This shift from traditional advertising to digital engagement has increased the importance of online communication and interactive marketing strategies in the business environment.

The study shows that online advertisements, influencer marketing, electronic word-of-mouth communication, and customer reviews strongly affect consumer attitudes and buying intentions. Consumers are more likely to trust recommendations and reviews shared by influencers, friends, celebrities, and other users on social media platforms. Positive online feedback increases customer confidence and brand trust, whereas negative comments and criticism can negatively affect brand reputation and consumer perception. As a result, businesses are increasingly focusing on customer engagement and reputation management through social media channels. Another important aspect discussed in the study is the role of visual and interactive content in shaping consumer behaviour. Attractive images, videos, live streaming, stories, reels, and interactive campaigns capture consumer attention and create emotional connections with brands. Social media marketing uses emotional appeal, entertainment, and personalized communication to influence consumer preferences and purchasing decisions. Psychological and social factors such as peer influence, social identity, fear of missing out, and emotional attachment significantly contribute to consumer responses in digital environments. The research further indicates that influencer marketing has become a major component of social media marketing strategies. Influencers and content creators have a strong impact on consumer trust and purchasing behaviour, especially among younger audiences. Consumers often perceive influencers as relatable and trustworthy individuals, making influencer recommendations highly effective in promoting products and services. Businesses collaborate with influencers to increase product visibility, customer engagement, and brand loyalty in competitive digital markets. The discussion also reveals that social media marketing has supported the rapid growth of e-commerce and online shopping. Digital platforms provide businesses with opportunities to reach wider audiences, conduct targeted advertising, and offer personalized shopping experiences. Advanced technologies such as artificial intelligence, data analytics, and algorithm-based advertising enable companies to understand consumer interests and deliver customized promotional content. This has increased marketing efficiency and improved customer interaction in the online marketplace.

## CONCLUSION

Social media marketing has emerged as one of the most influential components of modern marketing and digital communication. The rapid growth of internet technology, smartphones, and social networking platforms has significantly transformed the way businesses promote products and interact with consumers. Social media platforms such as Facebook, Instagram, YouTube, X, and LinkedIn have become important tools for advertising, brand communication, customer engagement, and market expansion. The study reveals that social media marketing plays a major role in influencing consumer buying behaviour by affecting consumer awareness, preferences, attitudes, and purchasing decisions. Consumers increasingly depend on social media platforms for obtaining product information, comparing alternatives, reading reviews, watching promotional content, and interacting with brands before making purchase decisions. Online advertisements, influencer marketing, electronic word-of-mouth communication, and customer feedback significantly influence consumer trust and buying intentions in the digital marketplace. The research highlights that visual and interactive digital content such as videos, images, stories, live streaming, and promotional campaigns strongly attract consumer attention and create emotional connections with brands. Psychological and social factors such as peer influence, emotional appeal, social identity, and fear of missing out further affect consumer behaviour on social media platforms.

The study further indicates that social media marketing has contributed significantly to the growth of e-commerce and online shopping by increasing product visibility, customer interaction, and personalized marketing communication. Businesses are increasingly using advanced technologies such as artificial intelligence, data analytics, and targeted advertising to improve marketing effectiveness and understand consumer interests. In conclusion, social media marketing has become a powerful force shaping modern consumer buying behaviour and transforming traditional marketing systems into highly interactive digital communication environments. It is expected to continue playing a major role in influencing consumer culture, business strategies, and digital commerce in the future. Effective marketing practices, technological innovation, consumer awareness, and ethical regulations will be essential for ensuring responsible and sustainable social media marketing in the digital era.

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