

Influence of Social Media Marketing on Customer Buying Behavior at Crazy Mind Graphics

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Abstract

In the contemporary digital business environment, social media marketing has emerged as a pivotal component of marketing strategy for creative service based organizations. This study investigates the influence of social media marketing on customer buying behavior at Crazy Mind Graphics, Chennai. The study focused on two primary objectives: (1) to assess customer awareness about Crazy Mind Graphics through social media platforms, (2) to analyze the role of social media marketing in influencing customer buying behavior. Primary data were collected from 102 respondents through a structured questionnaire. Chi-Square Test and Mann-Whitney U Test were employed as statistical tools using SPSS software at a 5-percentage level of significance. The Chi-Square test revealed no significant association ($\chi^2 = 17.881, p = .595$) between demographic variables and customer awareness, confirming broad-based social media reach. The Mann-Whitney U Test ($U = 456.000, p = .835$) indicated no significant gender difference in buying behavior influenced by social media. The study concludes that social media marketing plays a critical role in improving business performance by enhancing brand visibility, customer engagement, and purchase decision making.

Keywords: Buying Behavior, Content Quality, Crazy Mind, Customer Awareness, Digital Marketing, Instagram, Social Media Marketing.

Introduction

Social media marketing has emerged as one of the most influential tools for promoting products and services in the modern digital business environment. With the rapid growth of internet technologies, smartphones, and social networking platforms, businesses have shifted from traditional marketing methods to digital and social media based strategies. Platforms such as Facebook, Instagram, YouTube, and WhatsApp have become powerful channels for reaching potential customers, building brand awareness, and influencing buying decisions.

Unlike traditional communication channels, social media enables direct interaction, feedback, and real time engagement, which

strongly influences customer preferences and purchase intentions. Consumers today rely heavily on digital content, online reviews, and peer recommendations before choosing a product or service. The growing use of mobile devices and easy access to the internet have further accelerated the impact of social media on consumer behavior.

For organizations operating in creative industries, visual appeal and digital presence are highly important. Through attractive posts, videos, reels, and testimonials, businesses can build trust and create a positive impression in the minds of potential buyers. Continuous exposure to such content increases awareness and motivates customers to approach the company.

Crazy Mind Graphics, a creative and digital solutions company based in Chennai established in 2021, specializes in graphic design, photography, video editing, and social media marketing. The company leverages social media platforms to showcase its creative work, attract potential clients, and maintain long-term customer relationships. Understanding how its social media marketing activities influence customer buying behavior is essential for refining its digital strategy and improving business performance.

Literature Review

Chahana Joshi (2025) examined social media marketing impact with 202 respondents using Chi-Square and correlation analysis. The study found that demographic factors do not significantly affect purchasing decisions, suggesting social media marketing influences all consumer groups similarly.

Finny Redjekiln (2025) analyzed the impact of social media marketing on consumer buying behavior through a literature review. The findings revealed that platforms like Instagram, Facebook, TikTok, and YouTube strongly influence purchasing decisions through engagement, trust, and perceived value.

Nursyariah Siregar (2025) revealed that both social media marketing and influencer marketing have a positive impact on consumer purchasing decisions, with psychological factors such as source credibility and social trust playing a crucial role.

Atikur Rahman and Ripan Chatterjee (2024) examined social media marketing effects on consumer buying behavior and brand loyalty in Bangladesh's media industry. The findings revealed a strong relationship between social media marketing and consumer behavior, indicating that effective digital engagement enhances customer satisfaction and trust.

Aditi Shrestha and Gurung (2023) examined the effect of social media marketing on consumer buying behavior in Nepal using non-probability convenience sampling with 108 respondents. The findings revealed that social networks, social influence, and content marketing significantly impact consumer buying behavior. The study concluded that marketers should focus on engaging content and social influence strategies to improve consumer engagement.

Abdulqadir & Hama Amin (2023) examined three types of digital marketing on buying behavior with 250 respondents. The findings revealed that social media marketing and email marketing play a significant role in encouraging digital purchasing.

Sony Varghese and Mansi Agrawal (2021) examined how social media influences consumer buying behavior using the EBM model. The findings indicated that user generated content, online reviews, and shared experiences significantly influence both online and offline purchasing behavior.

Kirti Sharma (2020) analyzed the impact of social media marketing on consumer buying decision-making using 220 respondents and SPSS-based Pearson correlation. The findings revealed a positive and significant relationship, indicating that approximately 30.9-percentage of consumer buying decision making can be explained by social media marketing.

Ranjeet Singh (2020) highlighted that increasing use of social networking sites has significantly influenced consumer decisions. User generated content and online sharing play a crucial role in spreading product information rapidly among consumers.

Gao-fu Liu (2019) examined social media short video marketing on consumer brand attitude with 363 respondents, finding that engaging short video content and active user interaction positively influence consumer brand attitude.

Objectives of the Study

1. To assess customer awareness about Crazy Mind Graphics through social media platforms.
2. To analyze the role of social media marketing in influencing customer buying behavior.

Research Methodology

This study aims to investigate the influence of social media marketing on customer buying behavior at Crazy Mind Graphics, Chennai a rapidly developing creative and digital solutions company established in 2021, specializing in graphic design, photography, video editing, and social media marketing services. Primary data were collected from 102 respondents through a structured questionnaire employing a five point Likert scale. Simple random sampling was adopted as the sampling technique, and the final sample size of 102 was determined using Cochran’s formula for finite population correction with a population of 147 respondents. The period of the study was three months from 07.01.2026 to 06.04.2026. Statistical tools including Chi-Square Test and Mann–Whitney U Test were used for analysis. All tests were conducted at a 5-percentage level of significance ($p < 0.05$) using SPSS software.

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Objective 1: Customer Awareness and Demographic Variables

The Chi-Square Test was employed to examine whether a significant association exists between demographic variables (age, gender, and education) and customer awareness of the company through social media. Table 1 presents the statistical output of the test.

Table 1 Chi-Square Test Results – Customer Awareness by Demographic Variables

	Value	df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	17.881 ^a	20	.595
Likelihood Ratio	19.003	20	.522
Linear-by-Linear Association	.464	1	.496
N of Valid Cases	105		

Source: Primary Survey

The null hypothesis H01 is Accepted. The Pearson Chi-Square value was calculated at 17.881 with 20 degrees of freedom. The Asymptotic Significance (2-sided) p-value stands at .595, which is considerably higher than the standard significance level of 0.05. Consequently, there is no significant association between demographic variables and customer awareness through social media. This implies that a person’s age, gender, or educational background does not statistically change how they become aware of the company via social platforms, confirming that the company’s social media reach is broad-based and not confined to any specific demographic segment.

Objective 2: Gender Differences in Social Media Buying Behavior

The Mann–Whitney U Test was employed to examine whether a significant difference exists in buying behavior influenced by social media marketing between male and female respondents. Table 2 presents the ranks and test statistics.

Table 2 Mann–Whitney U Test Results – Buying Behavior by Gender

Group	N	Mean Rank	Sum of Ranks
Male (1.00)	10	54.90	549.00
Female (2.00)	95	52.80	5016.00
Total	105		

Statistic	Value
Mann-Whitney U	456.000
Wilcoxon W	5016.000
Z	-.208
Asymp. Sig. (2-tailed)	.835

Source: Primary Survey

The null hypothesis H02 is Accepted. The Mann-Whitney U value of 456.000 and Z statistic of -.208 yielded an Asymptotic Significance (2-tailed) of .835, which is considerably higher than the 0.05 threshold. Consequently, there is no significant difference in buying behavior influenced by social media marketing between male and female respondents. The minor variation in mean ranks (54.90 for males vs. 52.80 for females) is attributable to random chance rather than a true group effect, implying that social media marketing strategies do not need to be gender segregated for this population.

Findings

- Social media is a daily habit for (77.143%) of respondents, confirming its deep integration into everyday life.
- Instagram is the most preferred platform (67.62%), followed by YouTube (26.67%), making these the dominant channels for brand engagement.
- Over (71%) of respondents acknowledge that social media is a key source of awareness about Crazy Mind Graphics.
- Nearly (78%) of respondents agree that social media plays an important role in influencing their purchase decision.
- A significant (75.3%) of respondents expressed likelihood to choose the company after viewing its social media content.
- Over (77%) of respondents confirm that online ratings and customer reviews are key factors in their buying process.

Suggestions

- The company should prioritize Instagram as its primary marketing channel to improve customer reach and engagement.
- Content should be designed with youthful, creative, and relatable themes to attract the target audience effectively.

- The company should consistently focus on creating reels, short videos, and engaging visual content to increase customer attention.
- High-quality visuals and professional design standards should be maintained across all social media platforms to improve customer perception.
- The company should encourage satisfied customers to share positive reviews and testimonials to strengthen trust and credibility.
- A unified social media marketing strategy can be adopted to reach all customer groups effectively without focusing on demographic differences.
- Consistent and regular posting should be maintained to improve customer confidence and brand visibility.
- The company should utilize YouTube more effectively as an additional platform for promoting services and creative works.
- The company should clearly showcase its portfolio, service quality, and competitive advantages through social media platforms.
- Innovative, engaging, and updated content should be posted regularly to maintain customer interest and improve purchase decision.

Conclusion

In conclusion the study provides statistically validated evidence that social media marketing plays a significant and multifaceted role in enhancing customer buying behavior and overall business performance at Crazy Mind Graphics. The demographic analysis revealed that respondents were predominantly young, female, student oriented individuals with higher educational backgrounds a profile that strongly aligns with active social media users who depend heavily on digital content to discover and evaluate brands.

The Chi-Square test confirmed that social media awareness is broad-based and not confined to any specific demographic segment, reinforcing the company's inclusive digital reach. The Mann-Whitney U Test further established that the influence of social media marketing on buying behavior is consistent across genders, indicating that the company's social media strategy has a uniform impact regardless of the respondent's gender a finding that simplifies future marketing planning.

With sustained investment in content driven social media marketing, professional visual presentation, and client facing engagement transparency, Crazy Mind Graphics is strategically well positioned to accelerate client acquisition, deepen customer engagement, and achieve long term competitive advantage in the digital marketing and creative services sector of Chennai and Tamil Nadu.

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