

# A Study on The Influence of Social Media Platforms on Brand Awareness and Buying Behaviour

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## Introduction

Social media has become a powerful marketing and communication tool influencing how consumers perceive brands and make purchase decisions. Platforms such as Facebook, Instagram, YouTube, and Twitter enable brands to directly interact with customers, create awareness, and influence buying behaviour. With increasing internet penetration and smartphone usage, consumers rely heavily on social media for product information, reviews, advertisements, and recommendations. This study focuses on understanding how social media platforms influence brand awareness and consumer buying behaviour.

## Statement of the Problem

Despite widespread usage of social media platforms, consumers differ in how they perceive online brand promotions and how far these promotions influence their purchase decisions. While some consumers are highly influenced by social media advertisements, influencer marketing, and peer reviews, others remain skeptical.

To examine the extent to which social media platforms influence brand awareness and buying behaviour of consumers.

## Objectives of the Study

The objectives of the study are:

1. To analyze the role of social media platforms in creating brand awareness.

2. To study the influence of social media on consumer buying behaviour.
3. To identify the most preferred social media platform for brand-related information.
4. To examine consumer trust in social media advertisements.
5. To provide suggestions for improving social media marketing effectiveness.

### Hypothesis of the Study

The following hypotheses were formulated:

- $H_0$ : Social media platforms have a significant influence on brand awareness.
- $H_1$ : Social media advertisements significantly influence consumer buying behaviour.
- $H_2$ : There is a relationship between time spent on social media and buying decisions.
- $H_3$ : Consumer trust in social media advertisements positively affects purchase intention.

### Research Methodology

#### Research Design

The study adopts a descriptive research design to analyze consumer perception and behaviour using survey data.

#### Population and Sample

- Population: Social media users and online consumers.
- Sample Size: 200 respondents.
- Sampling Technique: Convenience sampling.

#### Research Tool

A structured questionnaire was used as the primary research tool. It consisted of:

1. Demographic details (age, gender, education)
2. Social media usage pattern
3. Brand awareness through social media
4. Buying behaviour influenced by social media
5. Level of trust in online advertisements

The questionnaire used closed-ended questions, and responses were analyzed using percentage analysis.

### Data Analysis (Percentage Analysis)

#### Demographic Profile of Respondents

Variable	Category	Percentage
Age	Below 25	45%
	25–40	38%
	Above 40	17%
Gender	Male	52%
	Female	48%
Education	Undergraduate	40%
	Graduate	44%
	Postgraduate	16%

### Social Media Usage

Time Spent on Social Media	Percentage
Less than 1 hour	18%
1–3 hours	46%
More than 3 hours	36%

### Preferred Social Media Platform for Brand Information

Platform	Percentage
Instagram	42%
YouTube	28%
Facebook	22%
Twitter	8%

### Social Media and Brand Awareness

Opinion	Percentage
Strongly Agree	34%
Agree	41%
Neutral	15%
Disagree	7%
Strongly Disagree	3%

### Interpretation

75% of respondents agree that social media improves brand awareness.

### Influence on Buying Behaviour

Response	Percentage
Highly Influenced	30%
Influenced	40%
Neutral	18%
Not Influenced	12%

### Interpretation:

70% of consumers are influenced by social media while making purchase decisions.

### Trust in Social Media Advertisements

Trust Level	Percentage
High Trust	26%
Moderate Trust	44%
Low Trust	30%

## **Review of Literature**

Several studies have examined the impact of social media on consumer behaviour:

- Kaplan & Haenlein (2018) found that social media marketing significantly enhances brand visibility and customer engagement.
- Singh and Sharma (2020) concluded that influencer marketing plays a vital role in shaping consumer buying decisions.
- Kumar et al. (2021) reported that peer reviews and social media advertisements strongly influence brand trust and purchase intention.

However, there is a lack of comprehensive studies combining brand awareness and buying behaviour using percentage-based analysis, which this study attempts to address.

## **Findings and Suggestions**

### **Findings**

1. A majority of respondents spend more than 1 hour daily on social media.
2. Instagram is the most preferred platform for brand-related information.
3. Social media significantly improves brand awareness.
4. Most consumers are influenced by social media promotions before making purchases.
5. Trust in social media advertisements is moderate among users.

### **Suggestions**

1. Brands should focus more on visual platforms like Instagram and YouTube.
2. Authentic influencer marketing can increase consumer trust.
3. Transparent product information and customer reviews should be highlighted.
4. Interactive content such as videos and reels can enhance engagement.
5. Brands should address consumer skepticism by providing genuine testimonials.

### **Scope of the Study**

The study focuses on understanding the influence of social media platforms on brand awareness and buying behaviour. The findings are useful for marketers, advertisers, and businesses to design effective digital marketing strategies. The study can be extended to specific industries or regions in future research.

### **Limitations of the Study**

1. Convenience sampling limits generalization.
2. The study is based on self-reported data.
3. Sample size is limited to 200 respondents.
4. Rapid changes in social media trends may affect long-term relevance.

### **Conclusion**

The study concludes that social media platforms play a significant role in enhancing brand awareness and influencing consumer buying behaviour. Consumers actively engage with brands on social media, and a large proportion rely on these platforms for purchase-related information. While trust levels vary, effective content strategies and transparent communication can further strengthen the impact of social media marketing.

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