

Original Article

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR IN MYSURU

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ABSTRACT

This study explores the impact of social media marketing (SMM) on consumer behaviour in Mysore, Karnataka, a Tier-II city experiencing rapid digital transformation. Positioned at the crossroads of traditional retail practices and emerging digital commerce, Mysore provides a critical yet under-explored context to understand how global digital marketing trends adapt to and influence localized consumer purchasing patterns. Anchored in the Engel-Blackwell Miniard (EBM) model of consumer decision-making, this research seeks to quantitatively examine how specific elements of strategic SMM—such as content relevance, engagement, and trust-building—affect key consumer outcome variables including awareness, evaluation, and purchase intentions in high-involvement product and service categories.

Through structured data collection and rigorous statistical analysis, the study aims to identify causal relationships between SMM initiatives and changes in consumer decision-making stages, offering empirical insights relevant to marketers, policymakers, and businesses targeting similar emerging urban markets. By bridging theoretical consumer behaviour models with practical digital marketing strategies in a Tier-II city context, this research contributes to a nuanced understanding of the evolving dynamics shaping consumer choices amid India's broader digital economy expansion.

Keywords: Social Media Marketing (SMM), Consumer Behaviour, EBM Model (Engel-Blackwell-Miniard Model), Consumer Decision-Making, Digital Transformation

INTRODUCTION

The global commercial landscape has been fundamentally reshaped by the rapid expansion of the Internet and social media. With approximately 87% of adults worldwide utilizing the Internet and over 2 billion people engaging on social media platforms daily, digital communication is now a cornerstone of daily commerce. This digital evolution is not limited to global hubs; it is profoundly felt in cities like Mysuru, where the integration of "rich cultural heritage" and "growing urbanization" creates a unique environment for digital adoption. In Mysuru, the increasing penetration of smartphones and widespread Internet connectivity has significantly altered how consumers seek information and interact with brands. Social media marketing has emerged as a critical, cost-effective tool that allows local enterprises to bypass traditional barriers and connect directly with their target audiences. Platforms such as Facebook, Instagram, and WhatsApp are no longer just social outlets; they are vital business tools that facilitate two-way communication and foster local consumer communities.

The shift in consumer behaviour in Mysuru is driven largely by youthful demographics and rising levels of digital literacy. These factors have made social media a primary driver of purchase intentions, influencing the process from initial brand awareness to pre-

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purchase information searches. Furthermore, the impact of these platforms extends beyond the point of sale, affecting post-purchase actions such as digital word-of-mouth and customer reviews.

For businesses in Mysuru to thrive in this increasingly competitive and evolving marketplace, they must adapt by leveraging social media's unique ability to tailor advertising and respond swiftly to feedback. Exploring the specific role of social media marketing in shaping these consumer intentions provides essential insights for optimizing marketing efforts and ensuring sustainable growth within Mysuru's dynamic economic landscape.

OBJECTIVES

- 1) To Study Consumer perception of social media marketing activities
- 2) To assess the impact of social media marketing on consumer's buying decision.
- 3) To examine the role of social media platform in shaping consumer's purchase behaviour.

LITERATURE REVIEW

(Groothuis) The consumer decision-making process is a fundamental concept in marketing, with numerous authors describing its various phases, often with minor variations or additional steps

(Reyes) This framework, often referred to as the consumer decision-making process, outlines distinct stages consumers typically navigate, commencing with problem recognition and extending through post-purchase evaluation

(Sudaryanto Sudaryanto) This well-established framework, often referred to as the consumer decision-making process, delineates stages including need recognition, information search, alternative evaluation, purchase decision, and post-purchase behaviour.

(Mishra) emphasizes that Social Media Marketing (SMM) significantly affects purchase intention through Brand Engagement. Interestingly, their findings suggest that while brand awareness is a byproduct, it is the engagement (interaction, comments, shares) that actually triggers the intent to buy.

(Muhammad Abdul Gani) In terms of consumer behaviour the research has been done in Brunei which gives insights on social media marketing on consumer behaviour.

(Saima) show that "micro-influencers" often have a higher impact on purchase intention than celebrities because they are perceived as more credible and relatable.

(Saddam Nasir Chowdhury¹) The research gives insights into effective techniques for grabbing the engagement and attention of consumers, which enables fashion firms to customize the content of their marketing to resonate with their respective target audiences

(Urdea) The research presented in this paper is based on the literature review. Subsequently, a conceptual model was proposed as the intersection of the online customer experience dimensions with the concept of customer loyalty, which, in turn, includes consumer's attitudes and behaviours toward an online business.

(Adnan Veysel Ertemel A. A.) This study investigates social media advertising's impact—positioned as a paid marketing instrument—on the five-stage consumer buying model within Istanbul's fashion retail market. It identifies which stages exhibit the strongest (or absent) correlations and explores demographic moderators, contributing to literature on digital influences in high-involvement sectors like apparel.

METHODOLOGY

This study employs a quantitative research method by distributing relevant survey questionnaires to the public and collecting responses via the Google Forms application. Upon gathering the quantitative data from these questionnaires, a thorough analysis will be conducted using Google Forms' built-in statistical tools to generate results in pie charts and . These will clearly convey the findings to readers and draw conclusions addressing the research objectives stated above. The study aims to understand and gain insights into consumer buying behaviour in the context of social media in Mysuru.

INTERPRETATION

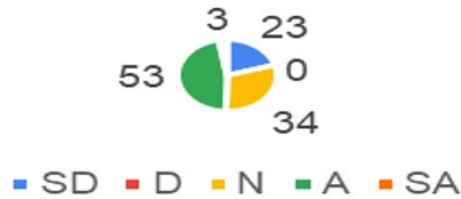
The table shows respondents' level of interaction with brand promotions on social media. It is observed that 39.84% (49 respondents) strongly disagree and 0.81% (1 respondent) disagree with actively interacting with brand promotions. A significant 43.09% (53 respondents) remain neutral, indicating uncertainty or occasional engagement. On the other hand, 15.45% (19 respondents) agree and only 0.81% (1 respondent) strongly agree that they actively like, comment, or share brand promotions on social media.

I actively interact (like, comment, share) with brand promotions on social media.



The table indicates that a majority of respondents perceive social media marketing as a personalized marketing channel. It is observed that 43.09% (53 respondents) agree and 2.44% (3 respondents) strongly agree that social media marketing offers a more personalized experience compared to other marketing channels. However, 27.64% (34 respondents) remain neutral, suggesting that some consumers are uncertain or experience personalization inconsistently. On the contrary, 18.70% (23 respondents) strongly disagree, while no respondents disagree with the statement.

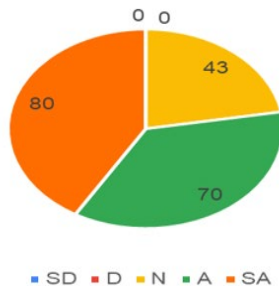
Social media marketing provides a more personalized experience than other marketing channels



The table shows a strong positive perception regarding the relevance of social media advertisements. It is observed that 36.27% (70 respondents) agree and 41.45% (80 respondents) strongly agree that the advertisements shown to them are relevant to their personal interests. Together, this accounts for 77.72% of respondents, indicating a very high level of perceived relevance.

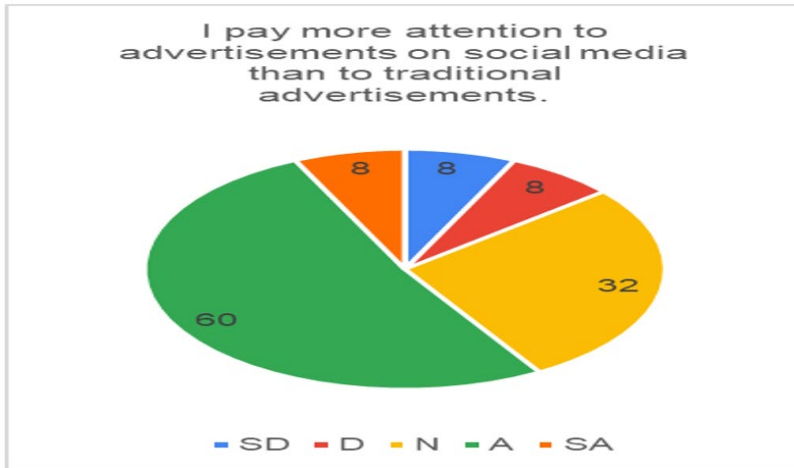
Further, 22.28% (43 respondents) remain neutral, suggesting that a segment of consumers experiences mixed or occasional relevance in social media advertisements. Notably, 0% of respondents disagree or strongly disagree with the statement.

Social media advertisements shown to me are relevant to my personal interests.



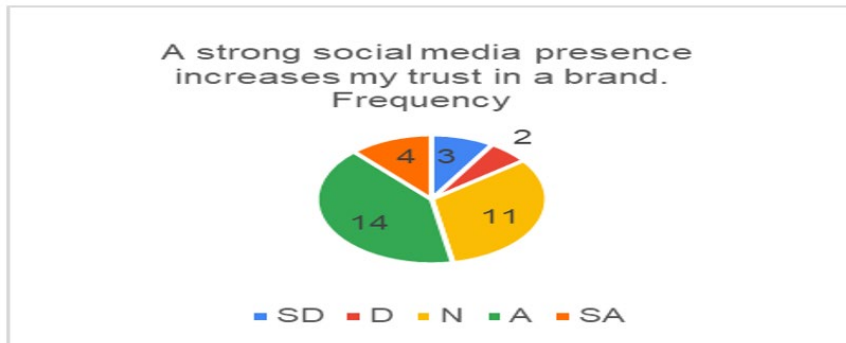
The data indicates that a majority of respondents pay greater attention to social media advertisements compared to traditional advertisements. It is observed that 51.72% (60 respondents) agree and 6.90% (8 respondents) strongly agree with the statement. Together, this represents 58.62% of the respondents, showing a clear preference for social media advertisements.

Meanwhile, 27.59% (32 respondents) remain neutral, suggesting that a considerable portion of consumers does not show a strong preference for either advertising medium. On the contrary, 6.90% (8 respondents) disagree and 6.90% (8 respondents) strongly disagree, indicating that a small segment still prefers traditional advertisements.



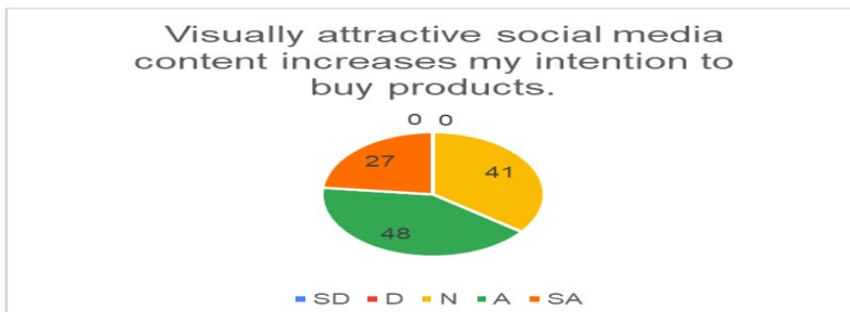
The data indicates that a majority of respondents perceive a strong social media presence as a factor that increases brand trust. It is observed that 41.18% (14 respondents) agree and 11.76% (4 respondents) strongly agree with the statement. Together, this constitutes 52.94% of the respondents, showing a positive influence of social media presence on brand trust.

Meanwhile, 32.35% (11 respondents) remain neutral, suggesting that some consumers are uncertain or may not strongly associate social media presence with trust. On the contrary, 8.82% (3 respondents) strongly disagree and 5.88% (2 respondents) disagree, indicating that only a small proportion of respondents do not perceive social media presence as a trust-building factor.



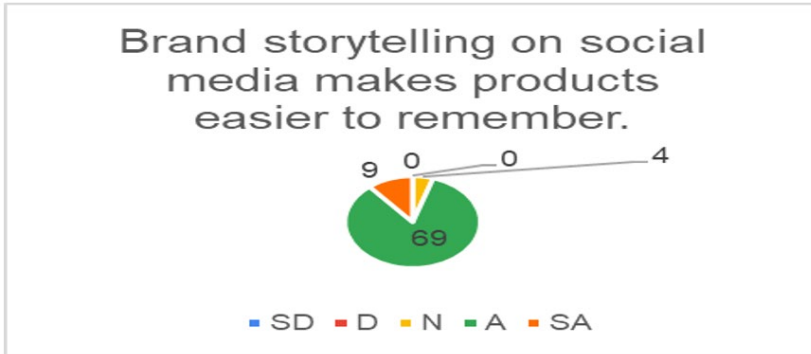
The data reveals a strong positive influence of visually attractive social media content on consumers' purchase intention. It is observed that 41.38% (48 respondents) agree and 23.28% (27 respondents) strongly agree with the statement. Together, this represents 64.66% of the respondents, indicating that visual appeal plays a significant role in motivating consumers to consider purchasing products.

Further, 35.34% (41 respondents) remain neutral, suggesting that while visual content is appealing, it does not always translate into immediate buying intention for all consumers. Notably, no respondents disagree or strongly disagree, which reflects an overall favourable attitude toward visually attractive social media content.



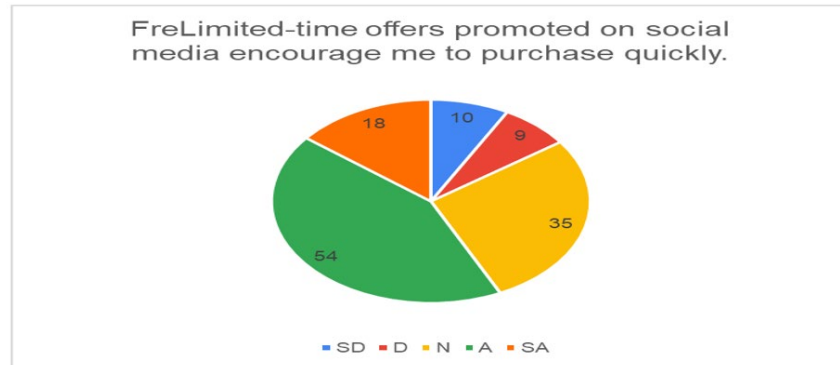
The table indicates a very strong positive perception toward brand storytelling on social media. It is observed that 84.15% (69 respondents) agree and 10.98% (9 respondents) strongly agree that brand storytelling helps them remember products more easily. Together, this accounts for 95.13% of the respondents, showing an overwhelmingly positive response.

Only 4.87% (4 respondents) remain neutral, suggesting minimal uncertainty regarding the effectiveness of storytelling. Notably, no respondents disagree or strongly disagree with the statement.

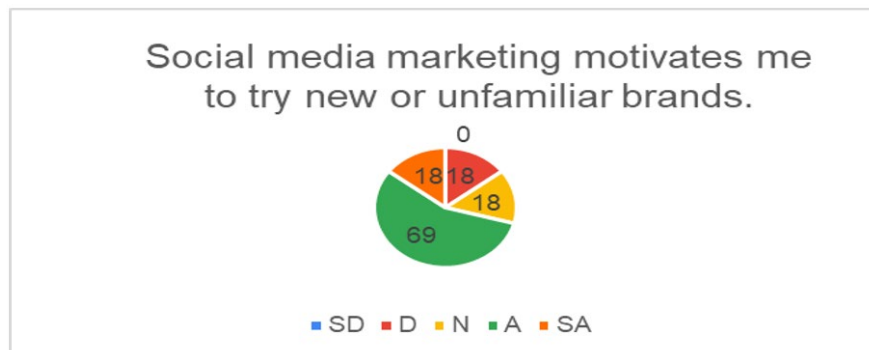


The data indicates that limited-time offers promoted on social media have a noticeable influence on consumers' purchase urgency. It is observed that 42.86% (54 respondents) agree and 14.29% (18 respondents) strongly agree with the statement. Together, this accounts for 57.15% of the respondents, suggesting that more than half of the consumers are encouraged to make quicker purchase decisions due to time-bound social media promotions.

However, 27.78% (35 respondents) remain neutral, indicating that limited-time offers do not strongly influence all consumers. On the other hand, 7.94% (10 respondents) strongly disagree and 7.14% (9 respondents) disagree, showing that a smaller segment of respondents is not affected by urgency-based promotions.

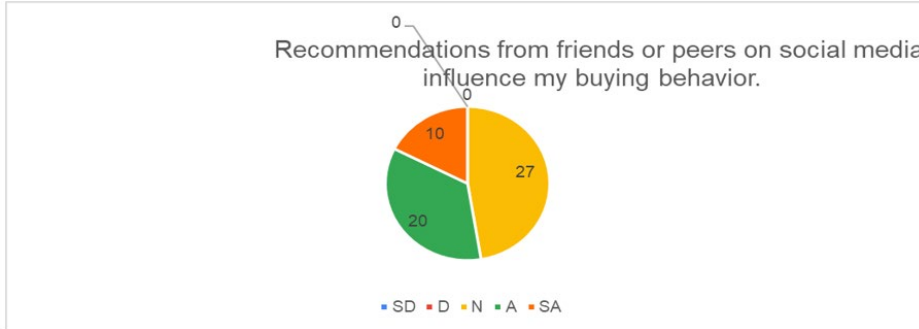


The data indicates that social media marketing plays a significant role in encouraging consumers to try new or unfamiliar brands. It is observed that 56.10% (69 respondents) agree and 14.63% (18 respondents) strongly agree with the statement. Together, this constitutes 70.73% of the respondents, reflecting a strong positive influence of social media marketing on brand trial behaviour. Meanwhile, 14.63% (18 respondents) remain neutral, suggesting that some consumers are undecided about the influence of social media on trying new brands. On the contrary, 14.63% (18 respondents) disagree, indicating that a smaller segment of consumers is not motivated by social media marketing to explore unfamiliar brands. Notably, no respondents strongly disagree with the statement.



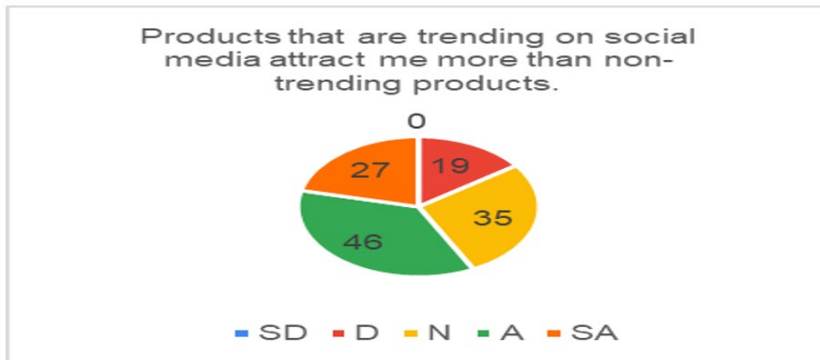
The data indicate that recommendations from friends or peers on social media have a noticeable influence on consumers' buying behavior. Out of the total respondents, 35.1% agreed and 17.5% strongly agreed, meaning that 52.6% of the respondents acknowledged being influenced by peer recommendations on social media platforms.

A considerable proportion of respondents, 47.4%, expressed a neutral opinion, suggesting that while they may be exposed to peer recommendations, their purchasing decisions are not always directly affected. Notably, 0% of respondents disagreed or strongly disagreed, indicating the absence of negative perceptions toward peer influence on social media.



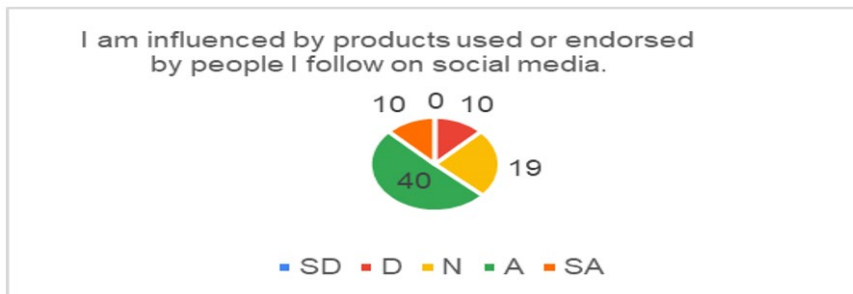
The data show that products trending on social media have a considerable influence on consumer attraction compared to non-trending products. Out of the total respondents, 36.2% agreed and 21.3% strongly agreed, indicating that 57.5% of respondents are more attracted to products that are trending on social media platforms.

However, 27.6% of respondents expressed a neutral opinion, suggesting that trending status does not significantly affect the buying preference of a notable segment of consumers. Additionally, 15.0% of respondents disagreed, while 0% strongly disagreed, indicating limited resistance toward the influence of social media trends.



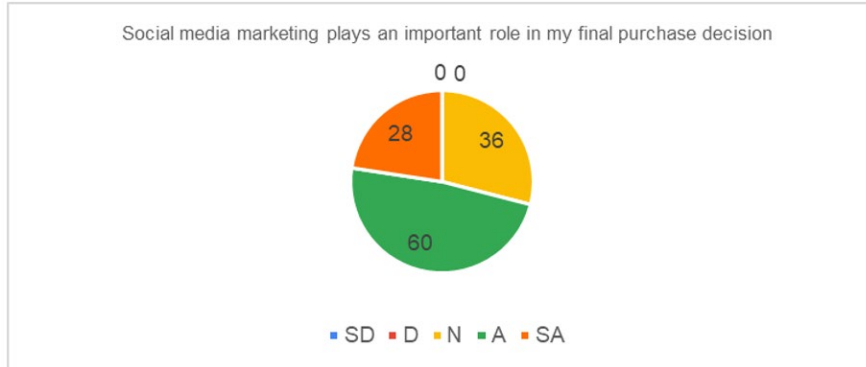
The data indicate that endorsements or product usage by people followed on social media significantly influence consumer behavior. Among the respondents, 50.6% agreed and 12.7% strongly agreed, showing that a total of 63.3% of respondents are positively influenced by products endorsed by individuals they follow on social media.

Meanwhile, 24.1% of respondents expressed a neutral opinion, suggesting that although they are exposed to influencer content, it does not always translate into purchasing influence. A smaller proportion, 12.7%, disagreed with the statement, while 0% strongly disagreed, indicating minimal negative perception toward influencer-based marketing.



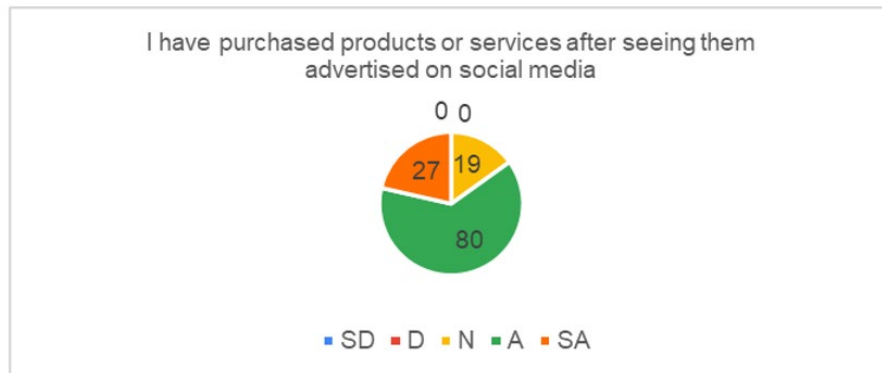
The data clearly indicate that social media marketing plays a significant role in influencing consumers' final purchase decisions. Out of the total respondents, 48.4% agreed and 22.6% strongly agreed, indicating that a substantial 71.0% of respondents acknowledge the importance of social media marketing in their final buying decisions.

Meanwhile, 29.0% of respondents remained neutral, suggesting that although they are exposed to social media marketing content, it may not be the sole deciding factor in their purchase decisions. Notably, 0% of respondents disagreed or strongly disagreed, reflecting an overall positive perception of social media marketing's influence.

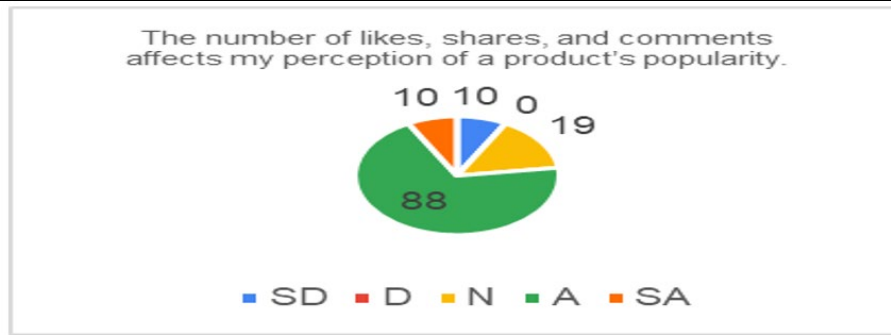


The data strongly indicate that social media advertising has a direct impact on actual purchase behavior. Among the respondents, 63.5% agreed and 21.4% strongly agreed, showing that a substantial 84.9% of respondents have purchased products or services after seeing them advertised on social media platforms.

Meanwhile, 15.1% of respondents expressed a neutral opinion, suggesting that although they are exposed to social media advertisements, their purchasing decisions may depend on additional factors such as price, need, or product reviews. Notably, 0% of respondents disagreed or strongly disagreed, indicating an overwhelmingly positive response toward the effectiveness of social media advertising.

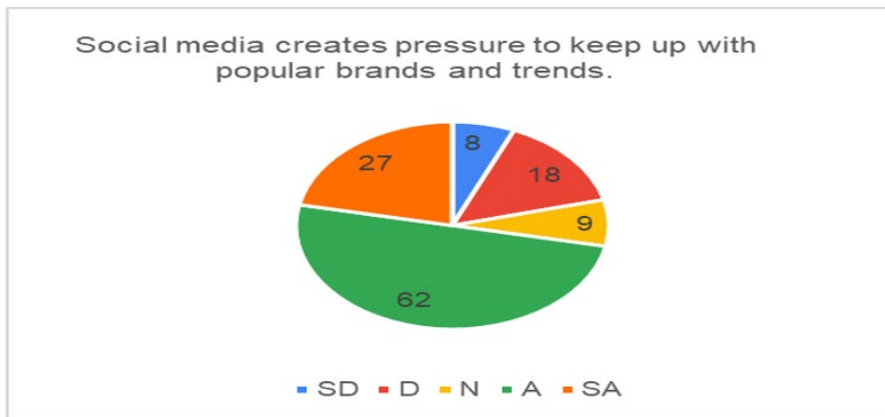


The data indicate that engagement metrics such as likes, shares, and comments significantly influence consumers' perception of a product's popularity. Among the respondents, 69.3% agreed and 7.9% strongly agreed, indicating that a combined 77.2% of respondents perceive products with higher social media engagement as more popular. On the other hand, 15.0% of respondents remained neutral, suggesting that engagement indicators do not strongly affect the perception of popularity for a segment of consumers. A smaller proportion, 7.9% strongly disagreed, while 0% disagreed, reflecting limited negative sentiment toward the influence of social media engagement metrics.



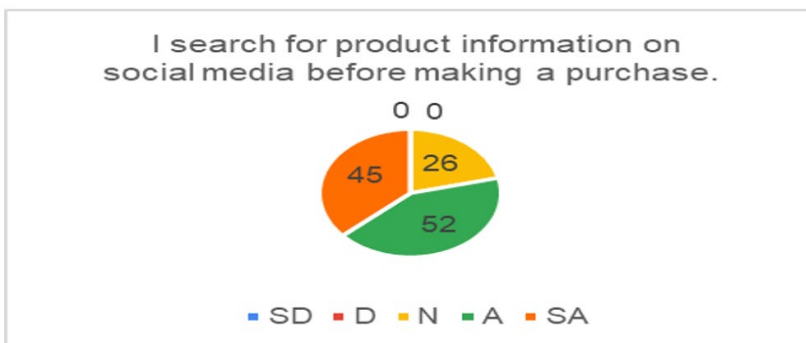
The data indicates that social media creates a noticeable pressure on consumers to keep up with popular brands and trends. Among the respondents, 50.0% agreed and 21.8% strongly agreed, indicating that a substantial 71.8% of respondents experience pressure due to popular brands and trends promoted on social media.

In contrast, 14.5% of respondents disagreed and 6.5% strongly disagreed, showing that a smaller segment of consumers does not perceive such pressure. Additionally, 7.3% of respondents remained neutral, suggesting uncertainty or mixed feelings regarding the influence of social media trends.



The data indicate that social media serves as an important source of product information before making purchase decisions. Among the respondents, 42.3% agreed and 36.6% strongly agreed, indicating that a substantial 78.9% of respondents actively search for product information on social media prior to purchasing.

Meanwhile, 21.1% of respondents expressed a neutral opinion, suggesting that while they may occasionally use social media for information, it is not always a decisive step in their buying process. Notably, 0% of respondents disagreed or strongly disagreed, reflecting a universally positive inclination toward using social media as a pre-purchase information source.



The data indicates that social media marketing significantly reduces the time and effort required for consumers to choose products. Among the respondents, 70.4% agreed and 21.6% strongly agreed, indicating that an overwhelming 92.0% of respondents perceive social media marketing as helpful in simplifying the product selection process.

A small proportion of respondents, 8.0%, expressed a neutral opinion, suggesting that while they use social media marketing content, its effectiveness in reducing decision-making effort may vary depending on the product type or individual preferences. Notably, 0% of respondents disagreed or strongly disagreed, reflecting a highly positive perception of social media marketing in easing purchase decisions.



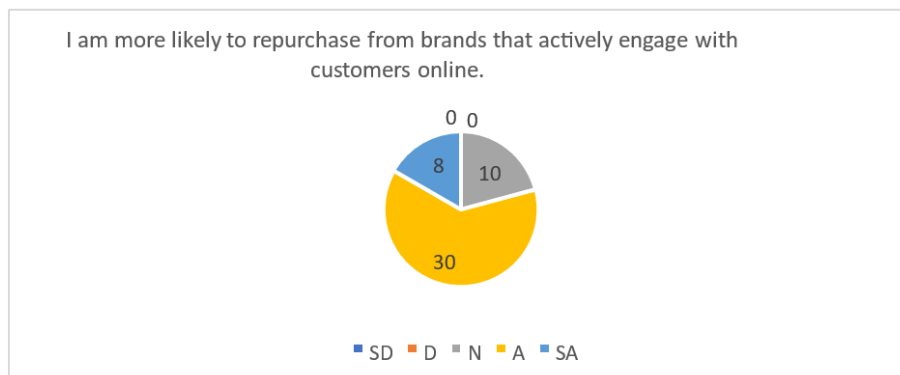
The data indicate that positive interactions with brands on social media contribute to increasing consumer loyalty. Among the respondents, 36.1% agreed and 15.1% strongly agreed, showing that a combined 51.2% of respondents experience increased loyalty toward brands due to positive social media interactions.

However, a notable proportion of respondents, 34.5%, remained neutral, suggesting that while they may engage with brands on social media, such interactions do not always translate directly into loyalty. Additionally, 14.3% of respondents disagreed, while 0% strongly disagreed, indicating that a smaller segment does not perceive a strong link between social media interactions and brand loyalty.



The data indicate that active online engagement by brands positively influences consumers' likelihood of repurchasing. Among the respondents, 62.5% agreed and 16.7% strongly agreed, indicating that a combined 79.2% of respondents are more likely to repurchase from brands that actively engage with customers on social media and other online platforms.

A smaller proportion of respondents, 20.8%, expressed a neutral opinion, suggesting that while they recognize brand engagement, it may not always be a decisive factor in repeat purchase behavior. Notably, 0% of respondents disagreed or strongly disagreed, reflecting an overall favourable perception of online brand engagement.



FINDINGS

The findings of this research indicate that social media exerts a profound influence on consumer behavior in Mysuru, serving as both a primary information source and a powerful driver of purchase intent. A significant 78.9% of consumers actively use social media to research products before making a purchase, and 92% believe these platforms simplify their decision-making process. This high level of trust and utility translates directly into sales, with 84.9% of respondents reporting that they have made purchases based on social media advertisements. Furthermore, 71% of participants acknowledge that social media marketing plays a critical role in their final buying decisions. The research also highlights the effectiveness of specific content strategies; for instance, brand storytelling has an overwhelmingly positive impact, with 95.13% of respondents stating it helps them remember products more effectively. Visual appeal also remains a key motivator, influencing the purchase intentions of 64.66% of the surveyed consumers.

RECOMMENDATIONS

To address the "Neutral Gap" where 47.4% of respondents remain indifferent to peer recommendations and 43.09% show passive engagement, brands in Mysuru should prioritize transparency through User-Generated Content (UGC), such as authentic local customer reviews and photos, over generic advertising. Complement this with gamification elements like interactive polls, quizzes, and culturally resonant Mysuru storytelling to convert passive observers into active participants, leveraging the proven 95.13% recall effectiveness of storytelling.

For demographic granularity, tailor content strategies by audience: short-form videos like Instagram Reels for younger, trend-driven consumers (57.5% trend influence) and informative

Facebook community groups for older or less digitally savvy segments, building on the existing

77.72% perceived ad relevance. To bridge repeat purchases (79.2% engagement-driven) to long-term loyalty (only 51.2% currently linked), implement "social media only" rewards programs alongside automated post-purchase messaging to foster emotional connections.

Incorporate local context through Kannada-language marketing and phygital tactics, such as QR codes at Mysuru heritage sites, embedding brands in the cultural fabric. Partner with local micro-influencers, whose higher credibility amplifies the 63.3% endorsement impact. Brands should measure success via A/B testing and engagement metrics, with future research exploring longitudinal loyalty outcomes. These evidence-based strategies operationalize survey findings across EBM model stages for sustained impact in Mysuru's digital landscape.

CONCLUSION

In conclusion, the study demonstrates that social media has largely surpassed traditional advertising in terms of consumer attention and engagement in Mysuru region. Most respondents (58.62%) now pay more attention to social media ads than traditional ones, largely due to the high perceived relevance of digital content to their personal interests (77.72%). Beyond immediate sales, social media presence is instrumental in building brand trust for 52.94% of consumers and fostering long-term loyalty. The data reveals that 79.2% of respondents are more likely to repurchase from brands that actively engage with them online. Additionally, social media acts as a catalyst for market exploration, with 70.73% of consumers being encouraged to try new or unfamiliar brands. Ultimately, while actual active interaction—such as liking or sharing—remains relatively low, the psychological impact and behavioral influence of social media on the consumer journey in Mysuru are definitive and widespread.

ACKNOWLEDGMENTS

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