



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## **A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING IN CONSUMER BEHAVIOUR IN MADURAI CITY**

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### **Abstract**

**W**ith social media becoming more important every day, many businesses have begun to use this communication medium as a way to engage customers and reach them with their products and services. Social media marketing has become a powerful way for businesses to get their messages out to potential customers. Research proposes to assess how social media affects customer behavior in the city of Madurai. For example, how social media content combined with online advertising, influencer marketing, customer reviews, and engagement activities create consumer awareness, preferences and purchase decisions. A descriptive research design was utilized for the data collection by way of primary data gathered from a sample of consumers residing in Madurai City through structured questionnaires. A relationship was established between exposure to social media and consumer

decision-making patterns including brand trust, product evaluation and the intent to buy. The outcome of the study will provide information and strategies to local businesses in the city of Madurai on how to effectively use social media to attract and retain customers. This study will also demonstrate the increasing influence of digital platforms on local consumer markets.

**Keywords:** Social Media Marketing, Consumer Behavior, Purchase Decisions, Digital Advertising, Madurai City.

### **Introduction**

In today's tech-savvy society, social media platforms - such as Instagram, Facebook, YouTube, and WhatsApp - have become a way for people to communicate with one another, to find entertainment, and to share information. Today, these mediums also serve to market products and services directly to consumers. As a result of this evolving



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landscape, social media has enabled many companies to make real-time connections with their customers; they can advertise to promote their products, interact with their customers, establish their company brand, and shape how consumers behave when purchasing products.

Consumer behaviour refers to how an individual chooses what product(s) or service(s) they will use, buy, and/or evaluate as they attempt to satisfy their needs or wants. Traditionally, consumer behaviour was shaped by factors such as: price; quality; word-of-mouth advertising; and television or magazine advertising. Now, with social media growing rapidly as a means of communicating and reaching potential customers, the way people behave when purchasing a product has been dramatically altered. Today, consumers will seek information on products through the internet (by searching for said products), read reviews from other customers, look for recommendations or endorsements from popular social media users (influencers), and compare different companies or brands before deciding what to buy. Currently, the city of Madurai has been experiencing an exponential amount of new urban residents as the internet is becoming extremely popular in this region among various demographics. As a result of this growth and development, a large number of businesses are in the process of utilizing social media marketing to help them promote their products and/or services. However, the extent to which social media marketing is

impacting how consumers behave in Madurai is still being determined.

### Statement of the Problem

Social media has become an increasingly popular way for companies to promote their business and engage with consumers in recent years. Due to this, businesses are relying on a variety of formats, such as digital marketing campaigns, sponsored posts, influencers promoting products, and interactive posts/activities, to get the attention of consumers. Additionally, consumers are also spending more time on social media to gather information about products, receive entertaining content, or research potential purchases. Because of this shift in how consumers are interacting with businesses, a change in the way that they make decisions when making a purchase has occurred. While social media marketing is used extensively, there is very little empirical evidence that shows how this type of marketing actually affects local consumers. Local consumers in a burgeoning urban market, such as Madurai city, consist of individuals from an extensive range of ages, levels of education, and income. As such, consumers' responses to social media marketing will vary according to the individual consumer's interests, level of digital literacy and experience with online content.



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## Objectives of the Study

- To determine how much people use social media in Madurai City.
- To assess the effects of advertisements on consumers' understanding of companies and how they view them.
- To explore how online endorsements or reviews from celebrities impact consumers' decisions.

## Scope of the Study

The goal of this study is to examine the relationship between social media marketing and consumer behaviour in Madurai City. The study focuses on people who use social media platforms and have been exposed to different forms of digital marketing. Examples include online ads, influencer marketing campaigns, and reviews written by customers about products. Other areas explored in the study include brand engagement with consumers via social media and content marketing.

Behavioral factors such as brand awareness, brand perception, brand preference, and purchase intention are evaluated as part of this research. There is no focus on a particular product or brand; however, the overall examination looks at consumer Behaviour across all product categories and service categories that are promoted via social media. The study is confined to Madurai city, so the results will probably reflect urban characteristics of consumers living in that area. The results may provide local businesses entrepreneurs, and

marketers with the knowledge to develop effective social media marketing strategies for their area.

## Research Methodology

Research methodology is the systematic way in which we collect, analyze, and interpret data in order to achieve the goals of the research. For this study we utilized a structured approach to evaluate how social media marketing impacts the purchasing behavior of consumers in Madurai City. To achieve good reliability and clarity in the analysis of this data, the study gathered both primary and secondary data. Primary material was collected directly from respondents via a questionnaire and secondary material was collected from the journals, books, websites, and previous research regarding either digital marketing or consumer purchasing behavior.

## Research Design

This study uses a descriptive research design, which is appropriate for examining and describing the effect of social media marketing on influencing consumers through non-manipulated data. The descriptive research design will assist in understanding consumer behaviors, attitudes, opinions, and responses to SM promotions' patterns and behaviors. The descriptive research design will give the researcher the ability to collect data in a systematic manner and to interpret actual consumer perceptions of social media marketing in Madurai city.



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## Sample Size

There were 100 people in this study. All the people were people from Madurai City who use social media. The people ranged in age, occupation and education. This sample size (100 participants) was large enough to give us good data about the trends, behaviour and preferences of consumers when it comes to social media marketing. The selected sample size allowed us to study the social media marketing and meet practical feasibility requirements while providing enough meaningful analysis to justify the conclusions of this research.

## Sampling Technique

The research applies a convenience sampling method. In this method, convenience-based and participatory participants (who agree to answer) make up the survey sample population. Using this method allows the researchers to quickly collect data because of the limited time for the study. In studying users on social networks in Madurai city, the survey will only include individuals who are currently active users of social networks as well as who are available at the time of data collection for this study.

## Statistical Tools Used

- Analysis by Percentages to Assess Response Distribution
- Tabulation of Data for Systematic Presentation

- Mean and Average Measurements of Central Tendencies

## Sources of Data

The original unprocessed data gathered directly from the Madurai respondents is referred to as "primary data." Research had involved gathering first-hand; reliable data from the initial respondents via use of the questionnaire(s) presented to them. Information from previously published works or articles was used as background information, for theoretical validation of social media, and for providing a conceptual framework for the study. Most of this secondary data or prior published information(s) were obtained from sources such as traditional printed works of literature (e.g., books), academic publications (e.g., academic journals), previous studies on social media marketing, researchers' work as published in their respective journals and that is available online through various websites.

## Data Analysis and Interpretation

This research study utilized organization methods when evaluating 100 survey (respondent) replies to determine their opinions and behavior. By categorizing responses into groups with similar characteristics (age social networking site use and purchasing behaviors), there are now organized tables containing the necessary data for easy comparison and analysis purposes. From this point, all final evaluations were

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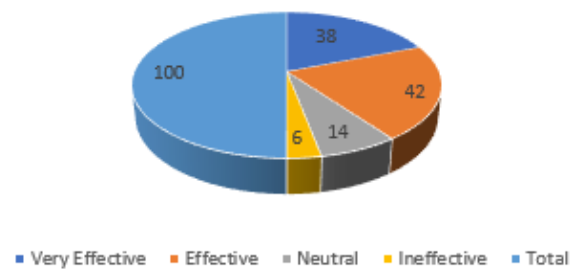
made using only what was already reported by participants, thereby assuring all conclusions represent an accurate depiction of consumers within the city of Madurai.

plays a significant role in influencing consumer behaviour in Madurai city.

**Table 1: Showing the Effectiveness of Social Media**

Opinion	No. of Respondents	Percentage
Very Effective	38	38%
Effective	42	42%
Neutral	14	14%
Ineffective	6	6%
Total	100	100%

No. of Respondents



**Figure 1: Showing the Effectiveness of Social media**

**Source of Data: Primary Data**

**Interpretation:**

The chart shows that out of 100 respondents, 42% consider social media marketing effective and 38% consider it very effective. This indicates that a large majority (80%) have a positive opinion about the effectiveness of social media marketing. Meanwhile, 14% of respondents remain neutral, and only 6% feel that it is ineffective.

**Result and Discussion**

The analysis of responses collected from 100 social media users in Madurai city clearly indicates that social media marketing has a noticeable influence on consumer Behaviour. A significant majority of respondents (80%) perceive social media marketing as either effective or very effective.

**Source of Data: Primary Data**

**Interpretation:**

From the above table, it is observed that the majority of respondents (80%) consider social media marketing either very effective or effective. This indicates that consumers in Madurai city generally perceive social media platforms as influential in shaping their purchase decisions. A smaller portion (14%) remains neutral, possibly due to selective engagement with online content, while only 6% believe it is ineffective. Overall, the findings suggest that social media marketing



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This suggests that digital platforms play an important role in shaping consumer opinions and purchase decisions.

The discussion of findings reveals that exposure to online advertisements, influencer promotions, and customer reviews contributes to brand awareness and product evaluation. Consumers appear to rely on social media not only for entertainment but also as a source of product information. The relatively small percentage of neutral and negative responses indicates that although some consumers remain cautious, overall acceptance of social media marketing is high in the Madurai market. The results confirm that social media has become a meaningful marketing tool influencing buying intention, brand trust, and consumer engagement at the local level.

## Findings

- A majority (80%) of respondents believe that social media marketing is effective.
- Social media platforms significantly influence consumer awareness and purchase intention.
- Consumers in Madurai actively engage with online advertisements and promotional content.
- Influencer recommendations and customer reviews contribute to product evaluation.
- Only a small percentage of respondents perceive social media marketing as ineffective.

## Suggestions

- Businesses in Madurai should increase their active presence on popular social media platforms.
- Companies should focus on creating engaging and informative content rather than only promotional posts.
- Influencer collaborations should be carefully selected to maintain credibility and trust.
- Customer reviews and feedback should be monitored and responded to promptly.

## Conclusion

The study concludes that social media marketing has a strong and positive impact on consumer behaviour in Madurai city. A large proportion of respondents consider it an effective marketing tool that influences their awareness, perception, and buying decisions. With increasing internet usage and digital engagement, social media platforms have become essential channels for business promotion.

The findings highlight that businesses, especially local enterprises, must strategically utilize social media marketing to remain competitive and build long-term customer relationships. Overall, social media marketing plays a significant role in shaping modern consumer behaviour in Madurai city.



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