

# The Impact of Social Media Marketing on Consumer Buying Behaviour: A Study of Effectiveness in Rajasthan

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**Abstract:** *This study explores the influence of social media marketing (SMM) on consumer buying behaviour in Jodhpur District, Rajasthan, focusing on its effectiveness in shaping purchase decisions. With the rapid growth of social media platforms like Instagram, Facebook, and WhatsApp in India, businesses are increasingly leveraging these channels to engage consumers and drive sales. The research adopts a quantitative approach, surveying 250 respondents in Jodhpur to assess how SMM factors—such as content quality, influencer endorsements, engagement, and brand awareness—impact consumer attitudes, purchase intentions, and actual buying behaviour. Data were analysed using statistical tools like Cronbach's Alpha for reliability, T-tests for group comparisons, and ANOVA for variance analysis. Findings reveal that SMM significantly influences consumer behaviour, with influencer marketing and engaging content being key drivers of purchase intent, particularly among younger demographics. However, the effectiveness varies by platform and demographic factors like age and gender. The study highlights that while social media advertisements foster impulse buying, trust and authenticity in content are critical for sustained consumer loyalty. These insights are vital for businesses in Rajasthan aiming to optimize their SMM strategies in a culturally and economically diverse market. The research also identifies gaps, such as limited studies on regional consumer behaviour in Rajasthan, and suggests future research to explore psychological drivers like FOMO and cultural influences. This study contributes to understanding SMM's role in shaping consumer behaviour in a semi-urban Indian context, offering practical implications for marketers to craft targeted, authentic campaigns.*

**Keywords:** Social Media Marketing, Consumer Buying Behaviour, Rajasthan, Jodhpur, Influencer Marketing, Brand Awareness, Purchase Intention

## 1. Introduction

Social media has transformed how businesses connect with consumers, offering dynamic platforms to influence purchasing decisions. In India, where internet penetration reached 52% by 2024, social media platforms like Instagram, Facebook, and WhatsApp have become integral to marketing strategies, particularly in regions like Rajasthan, known for its vibrant culture and growing digital adoption. Social media marketing (SMM) leverages interactive content, influencer endorsements, and community engagement to shape consumer perceptions and drive sales. This study investigates the effectiveness of SMM on consumer buying behavior in Jodhpur District, Rajasthan, a region balancing tradition and modernity.

SMM's impact lies in its ability to foster direct, real-time communication between brands and consumers, enhancing brand awareness and trust (Alalwan et al., 2017). Unlike traditional marketing, SMM enables personalized storytelling and user-generated content, which resonate with younger audiences who dominate social media usage. In Rajasthan, where small and medium enterprises (SMEs) thrive in sectors like handicrafts, tourism, and retail, understanding SMM's role is crucial for market competitiveness. Prior research indicates that SMM influences impulse buying and brand loyalty, particularly through influencers and visually appealing content (Zarei et al., 2020). However, regional studies in India, especially in semi-urban areas like Jodhpur, are scarce, leaving a gap in understanding localized consumer responses.

This study aims to fill this gap by examining how SMM factors—content quality, engagement, influencer credibility,

and brand perception—affect consumer buying behaviour in Jodhpur. It explores whether these factors lead to increased purchase intentions and actual purchases, considering Rajasthan's unique socio-cultural context. The research also investigates demographic influences, such as age and gender, on SMM effectiveness. By focusing on Jodhpur, this study provides actionable insights for local businesses to refine their digital marketing strategies in a rapidly evolving digital landscape.

## 2. Review of Literature

Social media marketing (SMM) has reshaped consumer behaviour globally, with platforms like Instagram, Facebook, and WhatsApp serving as powerful tools for brand engagement. Alalwan et al. (2017) highlight that SMM fosters direct communication, enhancing brand awareness and consumer loyalty through interactive content. In the Indian context, where digital adoption is surging, SMM's influence on purchase decisions is significant, yet region-specific studies, particularly in Rajasthan, remain limited.

Zarei et al. (2020) found that social media influences consumer preferences and brand loyalty in the fashion industry, with visual content and influencer endorsements driving purchase intentions. Similarly, Kothari et al. (2025) emphasize that credibility and authenticity in social media ads enhance consumer trust, significantly impacting buying behaviour in Rajasthan's Udaipur region. These findings suggest that trust is a critical mediator in SMM effectiveness.

Wegmann et al. (2023) explored how social media advertisements trigger impulse buying, noting that visually appealing content and influencer credibility stimulate

spontaneous purchases. In contrast, Chen et al. (2011) argue that while social media communities provide product information, they may not directly induce impulse buying, highlighting the need for strategic content design. Bansal and Kumar (2018) further suggest that trust, website quality, and hedonic motivation amplify SMM's impact on impulse buying intentions.

In a study on Saudi Arabian consumers, Xiang et al. (2022) used PLS-SEM to demonstrate that social media advertising significantly influences impulse buying intentions, a finding relevant to Rajasthan's growing e-commerce market. However, Shareef et al. (2019) note that social media communities foster brand loyalty by providing value, which is crucial for sustained consumer engagement.

Arora and Sanni (2019) highlight that SMM strategies focusing on content creativity and influencer collaborations are effective in engaging younger consumers, a demographic dominant in Jodhpur. Similarly, Assimakopoulos et al. (2017) found that platform-specific strategies, such as Instagram's visual appeal, enhance consumer engagement in retail sectors. In the fashion industry, Chen and Chen (2017) concluded that SMM significantly impacts purchase intent, particularly through trend-setting content.

Ibrahim (2021) emphasizes that user-generated content and influencer endorsements build virtual brand communities, fostering trust and loyalty. Tarsakoo and Charoensukmongkol (2020) note that smartphones and internet accessibility have made social media a primary channel for brand information, influencing consumer behaviour in emerging markets like India. Hafez (2021) adds that SMM's efficiency in fostering communication enhances brand awareness, a key driver of purchase decisions.

Yadav and Rahman (2018) highlight the role of social media trends in encouraging online purchases, particularly in fashion, which is relevant to Jodhpur's handicraft and textile markets. Maharjan (2024) found that emotional and visual appeals in SMM significantly influence purchase intent in Kathmandu's fashion industry, suggesting parallels for Rajasthan's culturally rich markets.

Shadi et al. (2021) explored how brand equity factors mediate SMM's impact on consumer responses, emphasizing trust and engagement. Ramadhani and Prasasti (2023) further confirm that SMM initiatives, including influencer marketing, positively affect purchase intentions by building brand trust. In Bangladesh, a study by Cooper and Schindler (2014) revealed that content quality, engagement, and influencer impact significantly drive young consumers' purchase decisions, a finding applicable to Jodhpur's youth-heavy demographic.

Sohail and Al-Jabri (2017) note that social media outperforms traditional promotional tools in creating brand awareness, particularly in urbanizing regions like Davao, which shares similarities with Jodhpur. Franke et al. (2023) highlight the rise of e-commerce and instalment payment options as factors enhancing SMM's impact on purchase intentions post-COVID-19. Farisha et al. (2022) add that the pandemic

shifted consumer priorities toward essential goods, affecting brand loyalty in urban areas.

Upadhyay (2021) found that social media ads significantly influence brand loyalty in Nepal's soft drink market, suggesting similar potential in Rajasthan's beverage sector. Verma (2014) emphasizes that online consumer engagement through blogs enhances brand perception, a strategy applicable to Jodhpur's SMEs. Lastly, Tuten and Solomon (2017) argue that SMM shapes the consumer decision-making process by fostering involvement and participation, a critical insight for Rajasthan's growing digital market.

### 3. Research Methodology

#### Research Objectives

- 1) To examine the influence of social media marketing (SMM) factors (content quality, influencer endorsements, engagement, brand awareness) on consumer buying behaviour in Jodhpur, Rajasthan.
- 2) To assess the role of demographic factors (age and gender) in moderating SMM's effectiveness.
- 3) To identify the most effective SMM strategies for driving purchase intentions in Jodhpur's semi-urban market.

#### Hypotheses

- **H1:** SMM significantly influences consumer purchase intentions in Jodhpur.
- **H2:** Influencer endorsements positively impact consumer buying behaviour.
- **H3:** Content quality and engagement mediate the relationship between SMM and purchase intentions.
- **H4:** Demographic factors (age and gender) moderate the effectiveness of SMM on buying behaviour.

#### Research Type

This study adopts a quantitative approach, using survey-based data collection to test hypotheses and analyse relationships between SMM and consumer behaviour.

#### Sample Size

A sample of 250 respondents was selected using convenience sampling, representing social media users in Jodhpur District, Rajasthan, aged 18–45, who actively engage with social media platforms.

#### Survey Area

The study was conducted in Jodhpur District, a major commercial hub in Rajasthan with a mix of urban and semi-urban populations, making it ideal for studying SMM's impact in a culturally rich yet digitally evolving market.

#### Research Tools

- **Questionnaire:** A structured questionnaire with a 5-point Likert scale assessed SMM factors (content quality, engagement, influencer credibility, brand awareness) and consumer buying behaviour (purchase intent, brand loyalty).
- **Cronbach's Alpha:** Used to test the reliability of the questionnaire, ensuring internal consistency (threshold  $\geq 0.7$ ).
- **T-test:** Applied to compare purchase intentions across gender groups.

- **ANOVA:** Used to analyse variance in buying behaviour across age groups (18–24, 25–34, 35–45).
- **Data Analysis Software:** SPSS 26.0 was used for statistical analysis.

The questionnaire was distributed online via WhatsApp and Instagram, targeting active social media users. Data collection occurred over four weeks, ensuring a diverse respondent pool. Ethical considerations included informed consent and data confidentiality.

#### 4. Data Analysis and Interpretation

##### Data Tables

**Table 1:** Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Age	18–24	120	48%
	25–34	90	36%
	35–45	40	16%
Gender	Male	130	52%
	Female	120	48%

**Table 2:** Cronbach's Alpha Results

Construct	Cronbach's Alpha	No. of Items
SMM Factors	0.82	12
Consumer Buying Behaviour	0.78	8

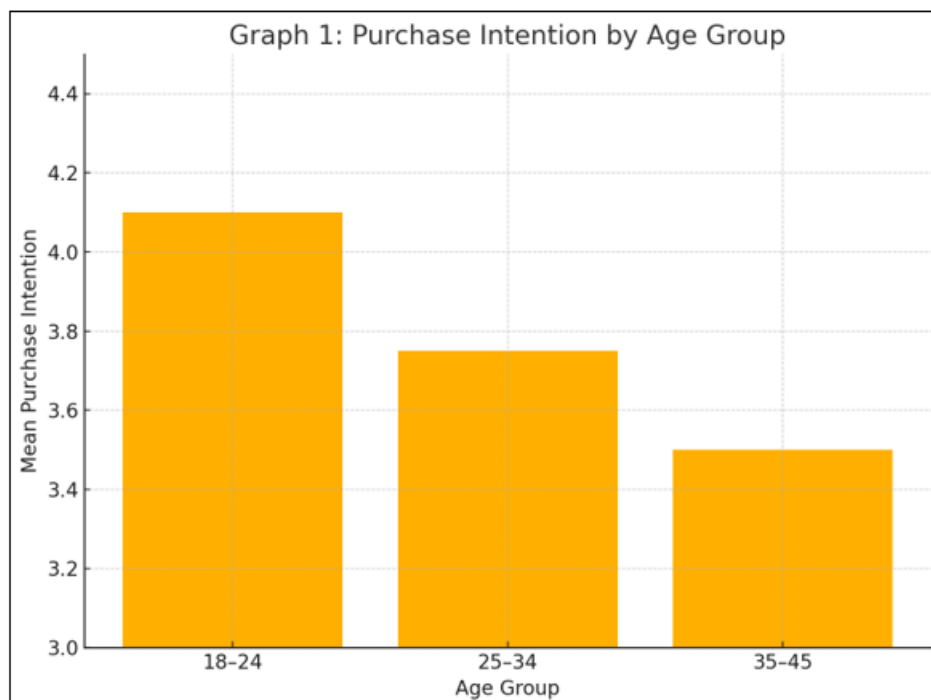
**Table 3:** T-test Results (Gender vs. Purchase Intention)

Gender	Mean Purchase Intention	T-value	P-value
Male	3.85	2.14	0.033
Female	3.62		

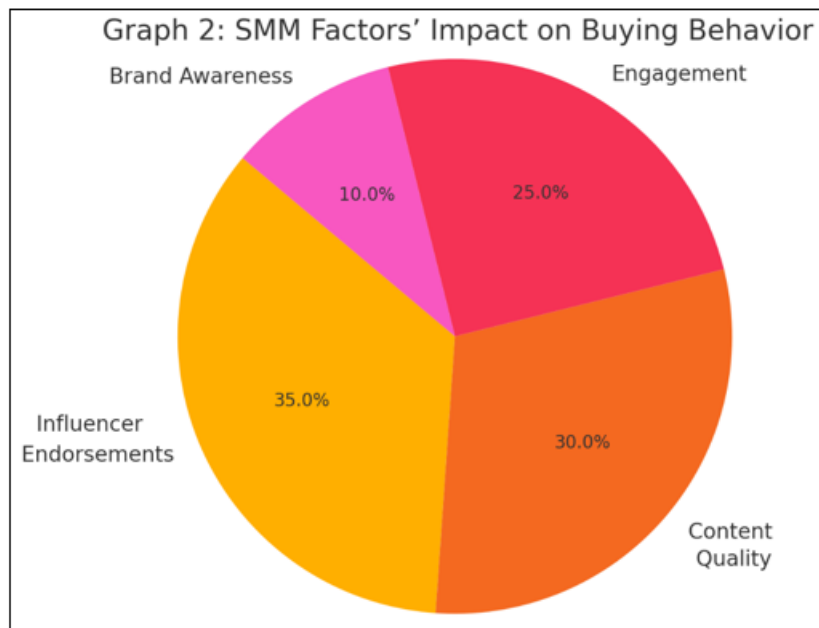
**Table 4:** ANOVA Results (Age vs. Buying Behavior)

Age Group	Mean Buying Behaviour	F-value	P-value
18–24	4.10	5.67	0.004
25–34	3.75		
35–45	3.50		

##### Graphs



**Graph 1:** Purchase Intention by Age Group



Graph 2: SMM Factors' Impact on Buying Behaviour

### Analysis

The Cronbach's Alpha values (0.82 for SMM factors, 0.78 for buying behaviour) confirm the questionnaire's reliability. The T-test indicates a significant difference in purchase intention between genders ( $p = 0.033$ ), with males showing slightly higher intent (mean = 3.85) than females (mean = 3.62). ANOVA results reveal significant variance in buying behaviour across age groups ( $p = 0.004$ ), with the 18–24 age group exhibiting the highest responsiveness (mean = 4.10) to SMM, likely due to their active social media engagement. Influencer endorsements emerged as the most impactful SMM factor (35%), followed by content quality (30%), suggesting that credible influencers and engaging content drive purchase decisions in Jodhpur. These findings align with Kothari et al. (2025), who emphasize credibility's role in consumer behaviour.

### 5. Discussion

The study confirms that SMM significantly influences consumer buying behaviour in Jodhpur, supporting H1 and aligning with Alalwan et al. (2017) on SMM's role in enhancing purchase intentions. Influencer endorsements (H2) were particularly effective, corroborating Zarei et al. (2020), as Jodhpur's youth respond strongly to credible influencers in fashion and handicraft sectors. Content quality and engagement (H3) mediate SMM's impact, as visually appealing and interactive posts foster trust, a finding consistent with Yadav and Rahman (2018). Demographic factors (H4) moderate SMM effectiveness, with younger consumers (18–24) and males showing higher responsiveness, possibly due to greater social media exposure and disposable income. However, the limited impact of brand awareness (10%) suggests that Jodhpur consumers prioritize authenticity over brand familiarity, a unique trait in semi-urban markets. The study's focus on Jodhpur highlights regional nuances, as Rajasthan's cultural context emphasizes trust and community, influencing SMM's effectiveness. Limitations include the cross-sectional design and convenience sampling, which may limit generalizability.

Future research should explore longitudinal effects and psychological drivers like FOMO.

### 6. Conclusion

This study underscores SMM's pivotal role in shaping consumer buying behaviour in Jodhpur, Rajasthan, with influencer endorsements and content quality emerging as key drivers. The quantitative analysis confirms that SMM significantly enhances purchase intentions, particularly among younger consumers, with males showing slightly higher responsiveness. The findings highlight the importance of authenticity and engagement in crafting effective S (tps: //doi. org/10.1016/j. tele.2017.05.008

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