



Impact of Social Media Marketing on Consumer Buying Behaviour

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Abstract:

Social media has changed how consumers discover, evaluate and choose products. Most earlier studies look at one marketing tool at a time, such as influencers, reviews or targeted advertisements, so little is known about how these tools compare when examined together. This study examines the impact of social media marketing on consumer buying behaviour through five dimensions: overall social media marketing activity, influencer marketing, customer reviews and ratings, personalised advertising, and the frequency and quality of marketing content. Primary data were collected from 49 active social media users through a structured questionnaire on a five-point Likert scale. The data were analysed using frequency tables, Cronbach's alpha, Pearson's correlation and simple and multiple regression at the 5% significance level. All five dimensions showed a significant positive relationship with buying behaviour ($p < .001$). In the multiple regression, influencer marketing was the strongest predictor ($\beta = .889$), followed by customer reviews and ratings ($\beta = .413$). The findings show strong associations within this small convenience sample and should not be read as proof of causation.

Keywords: Social media marketing, consumer buying behaviour, influencer marketing, online reviews, personalised advertising, purchase intention.

1. INTRODUCTION

1.1 Background

Platforms such as Instagram, YouTube, Facebook and X have grown from places for social interaction into major commercial channels. Mangold and Faulds (2009) describe social media as a hybrid element of the promotion mix, because brands control part of the content while consumers create and share the rest. This two-way flow separates it from traditional media, where communication moved mainly from firm to consumer.

Consumer buying behaviour is the process of recognising a need, searching for information, evaluating alternatives and making a purchase. Social media now touches each of these stages. A consumer may discover a product in a short video, read ratings in the comments, follow an influencer's advice and click an advertisement shaped by earlier browsing. Because these influences are experienced together, it is useful to study them in a single framework and ask which of them matters most.

1.2 Literature Review

Social media marketing. Kaplan and Haenlein (2010) described the main types of social media and argued that firms must engage with users instead of simply broadcasting to them. Hutter et al. (2013), studying a car brand's Facebook page, found that engagement with the page raised brand awareness and purchase intention.

Influencer marketing. Freberg et al. (2011) described social media influencers as a new kind of independent third-party endorser who shapes audience attitudes. Lou and Yuan (2019) showed that informative content and a credible influencer raise followers' trust in branded posts, which in turn supports purchase intention.

Customer reviews and ratings. Hennig-Thurau et al. (2004) identified why consumers share opinions online, and Chevalier and Mayzlin (2006) found that online reviews were linked to differences in book sales, with negative reviews carrying notable weight. Reviews help buyers judge products they cannot inspect beforehand.

Personalised advertising. Tucker (2014) found that personalised social network advertisements were more effective when users had control over their privacy settings, suggesting that personalisation raises relevance but may be limited by privacy concern.

Content frequency and quality. De Vries et al. (2012) found that the design of brand posts, such as vividness and interactivity, affects how popular they become, indicating that how content is presented matters as much as how often it appears.

Theoretical lens. The Theory of Planned Behaviour (Ajzen, 1991) holds that behaviour follows intention, which depends on attitude, social norms and perceived control. Social media marketing can influence each of these: content shapes attitude, peers and influencers create social norms, and easy in-app buying raises perceived control.

1.3 Research Gap

Earlier studies usually focus on one tool, for example influencers or reviews, in a single product category or platform. Fewer studies place several social media marketing dimensions side by side to see which is most strongly associated with buying behaviour. This study addresses that gap by examining five dimensions in one framework.

1.4 Research Questions

1. How does social media marketing influence consumers' overall buying behaviour?
2. What is the effect of influencer marketing on buying behaviour?
3. How do customer reviews and ratings affect buying behaviour?
4. To what extent does personalised advertising influence buying behaviour?
5. Does the frequency and quality of marketing content influence buying behaviour?

1.5 Research Objectives

1. To examine the influence of social media marketing on consumers' overall buying behaviour.
2. To assess the effect of influencer marketing on buying behaviour.
3. To analyse the impact of customer reviews and ratings on buying behaviour.
4. To evaluate the extent to which personalised advertising influences buying behaviour.
5. To determine the influence of the frequency and quality of marketing content on buying behaviour.

1.6 Research Hypotheses

Table 1

No.	Alternative hypothesis (H _i)
H1	Social media marketing has a significant positive effect on consumers' buying behaviour.
H2	Influencer marketing has a significant positive effect on consumers' buying behaviour.
H3	Positive customer reviews and ratings have a significant positive effect on consumers' buying behaviour.
H4	Personalised advertising has a significant positive effect on consumers' buying behaviour.
H5	The frequency and quality of marketing content have a significant positive effect on consumers' buying behaviour.

For each hypothesis, the null hypothesis (H_0) states that there is no significant effect..

1.7 Variables of the Study

Table 2

Independent variables	Dependent variable
Social media marketing activity (SMM)	Consumer buying behaviour (BB)
Influencer marketing (IM)	Consumer buying behaviour (BB)
Customer reviews and ratings (CRR)	Consumer buying behaviour (BB)
Personalised advertising (PSA)	Consumer buying behaviour (BB)
Content frequency and quality (FQC)	Consumer buying behaviour (BB)

2. RESEARCH METHODOLOGY

Research design. The study uses a descriptive and causal (explanatory) design. It describes consumer perceptions and tests the relationship between each marketing dimension and buying behaviour.

Data source. Primary data were collected through a structured online questionnaire. Journal articles supported the literature review.

Sample. The population is active social media users. Respondents were reached through convenience sampling, and 49 responses were received. Minor differences in spelling and capitalisation (for example, “student” and “Student”) were standardised; no response was removed.

Instrument. The questionnaire has two parts. Part A records demographic details (age group, gender, qualification, occupation and monthly income or allowance). Part B contains 15 statements rated on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The first statement checks regular social media use; the remaining 14 are grouped into six constructs as shown in Table 1. Where a respondent skipped one item of a construct, the mean of the answered items was used.

Table 3. Measurement of constructs

Construct	Questionnaire statements (summary)	No. of items
SMM	Frequently see ads; helps awareness of new brands; attractive ads raise interest; promotions encourage purchase	4
IM	Influencers affect purchase decisions; products recommended by influencers are trusted more	2
CRR	Reviews and ratings shape perception; positive comments make purchase more likely	2
PSA	Ads can create desire to buy unplanned products	1
FQC	Content helps compare brands; leads to searching for more information	2
BB	Brand engagement raises purchase likelihood; influences final brand choice; overall impact on buying behaviour	3

(Source: primary data)

Tools of analysis. Frequency and percentage tables with bar charts describe each question. Cronbach's alpha (acceptable at 0.70 or above) tests reliability, Pearson's correlation measures association, simple linear regression tests H1 to H5, and multiple regression shows the relative importance of the five dimensions. All tests use the 5% level of significance ($p < 0.05$). Analysis was run using SPSS-style procedures.

Ethical considerations. Participation was voluntary and anonymous, and the data are used only for academic purposes.

3. DATA ANALYSIS AND INTERPRETATION

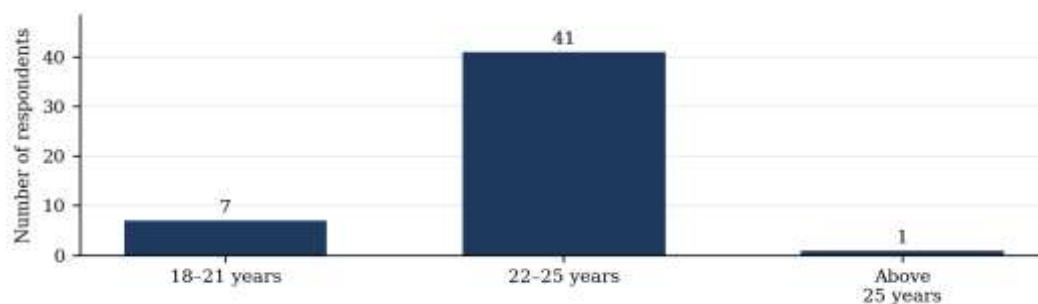
This section presents the responses of the 49 respondents. Each question is shown as a frequency table, a bar chart and a short interpretation. The chart and table use the same counts.

3.1 Age group of the respondents

Table 4

Response	Frequency	Percentage
18–21 years	7	14.3%
22–25 years	41	83.7%
Above 25 years	1	2.0%
Total	49	100%

(Source: primary data)



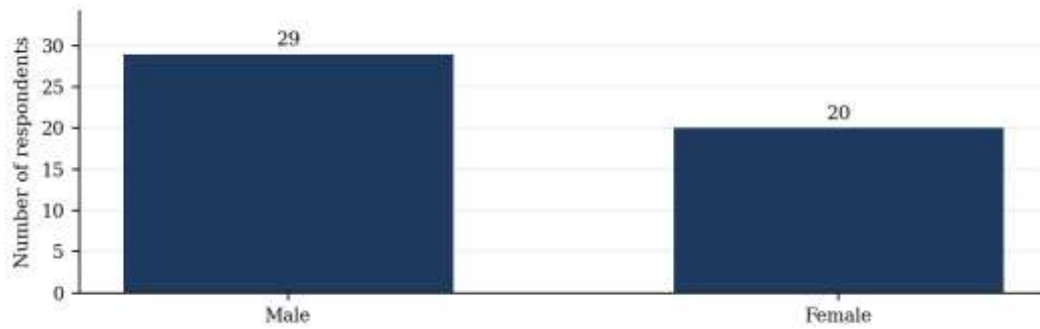
The sample is strongly concentrated in the 22–25 age group, which accounts for 83.7% of the 49 respondents. A further 14.3% are aged 18–21 and only one respondent is above 25. The findings therefore mainly reflect the views of young adult social media users.

Question 2: gender of the respondents.

Table-5

Response	Frequency	Percentage
Male	29	59.2%
Female	20	40.8%
Total	49	100%

(Source: primary data)



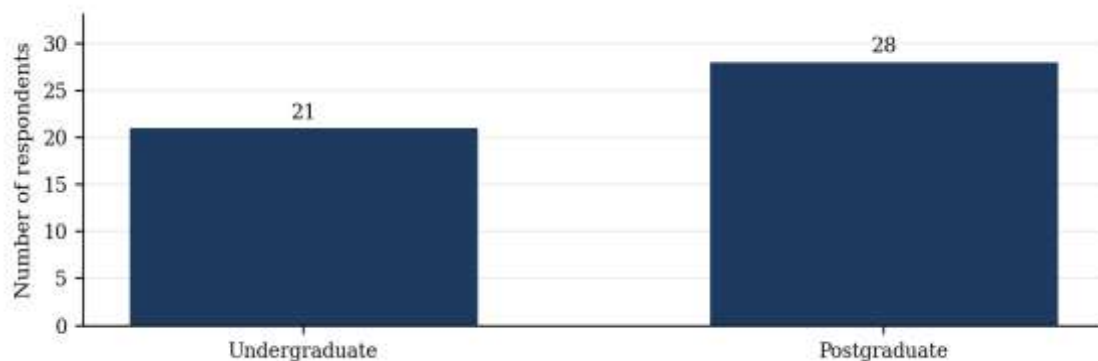
Male respondents form the larger group (59.2%), while females account for 40.8%. The gender mix is reasonably balanced, so the results are not driven by one gender alone.

Question 3: Current educational qualification of respondents.

Table-6, Figure-3

Response	Frequency	Percentage
Undergraduate	21	42.9%
Postgraduate	28	57.1%
Total	49	100%

(Source: primary data)



Postgraduate students make up 57.1% of the sample and undergraduates 42.9%. All respondents are therefore currently enrolled in or have reached higher education.

Question 4: Occupation of the respondents.

Response	Frequency	Percentage
Student	31	63.3%
Business owner	10	20.4%
Self-employed	8	16.3%

Response	Frequency	Percentage
Total	49	100%

(Source: primary data)

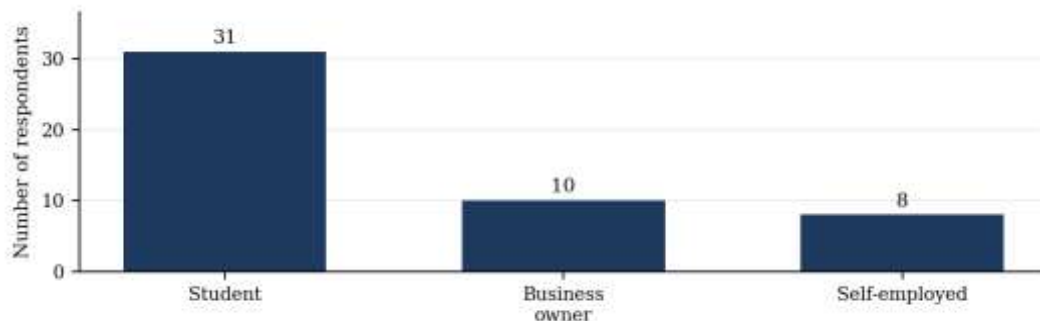


Table-7, Figure 4. What is your occupation?

Students are the largest occupational group at 63.3%, followed by business owners (20.4%) and self-employed respondents (16.3%). The sample is student-dominated, but it also includes some respondents with their own income.

Question 5: Approximate monthly personal income/allowance of respondents.

Response	Frequency	Percentage
Below ₹5,000	1	2.0%
₹5,000–₹10,000	3	6.1%
Above ₹20,000	23	46.9%
Prefer not to say	22	44.9%
Total	49	100%

(Source: primary data)

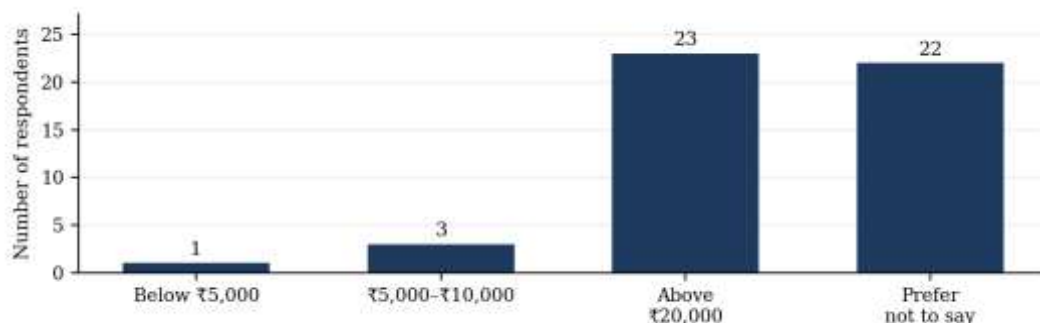


Table-8, Figure 5. What is your approximate monthly personal income/allowance?

46.9% of respondents reported a monthly income or allowance above ₹20,000, while 44.9% preferred not to disclose it. Only a small share reported lower amounts, so spending power in this sample is generally moderate to good among those who answered.

Question 6: Regular use social media platforms such as Instagram, YouTube, Facebook, or Snapchat by respondents.

Response	Frequency	Percentage
Strongly Disagree	1	2.0%
Disagree	4	8.2%
Neutral	11	22.4%
Agree	15	30.6%
Strongly Agree	18	36.7%
Total	49	100%

(Source: primary data)

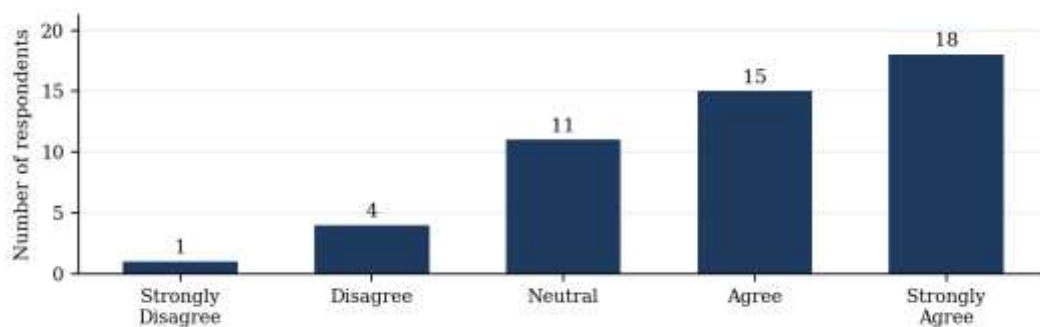


Table-9, Figure 6. I regularly use social media platforms such as Instagram, YouTube, Facebook, or Snapchat.

67.3% of respondents agreed or strongly agreed that they regularly use social media platforms, while 22.4% were neutral and 10.2% disagreed. Social media is therefore a regular part of daily life for most respondents, which makes them a relevant group for this study.

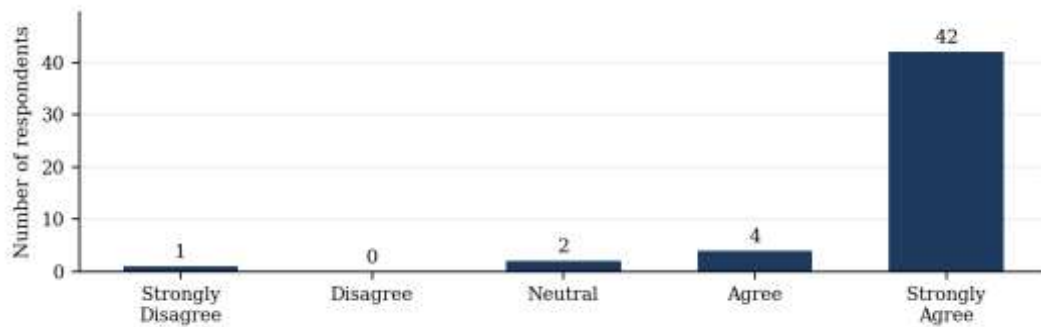
Question 7: Frequency to come across advertisements for products or services while using social media by respondents.

Table-10, Figure 7

Response	Frequency	Percentage
Strongly Disagree	1	2.0%
Disagree	0	0.0%
Neutral	2	4.1%
Agree	4	8.2%
Strongly Agree	42	85.7%

Response	Frequency	Percentage
Total	49	100%

(Source: primary data)



frequently come across advertisements for products or services while using social media.

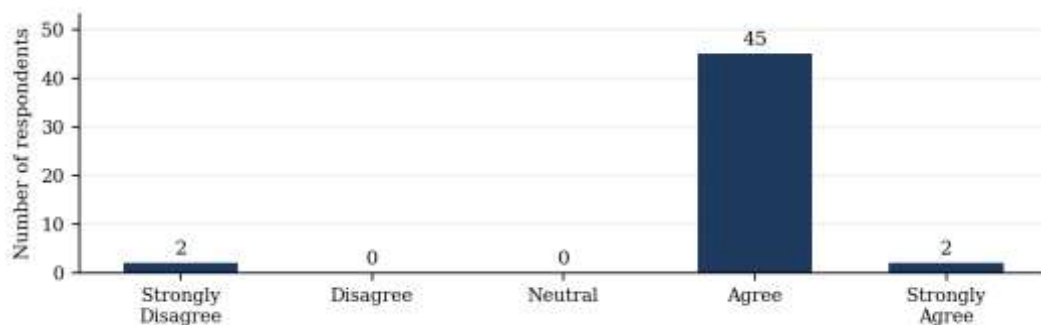
Exposure to social media advertising is almost universal in the sample: 42 respondents (85.7%) strongly agreed and 4 agreed that they frequently come across advertisements. Only 2.0% strongly disagreed.

Question 8: Social media marketing helps me become aware of new products and brands responses by respondents.

Table No11, Figure8

Response	Frequency	Percentage
Strongly Disagree	2	4.1%
Disagree	0	0.0%
Neutral	0	0.0%
Agree	45	91.8%
Strongly Agree	2	4.1%
Total	49	100%

(Source: primary data)



Social media marketing helps me become aware of new products and brands.

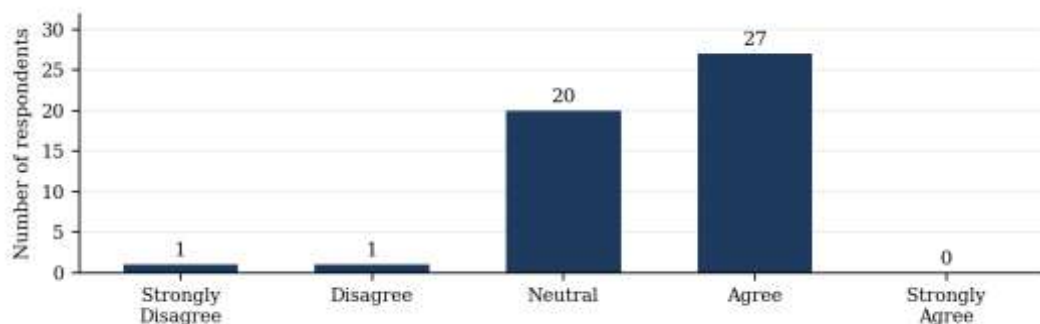
An overwhelming 95.9% agreed or strongly agreed that social media marketing helps them become aware of new products and brands, with 'Agree' being the dominant response (45 respondents). Social media clearly works as a discovery channel for this group.

Question 9: Attractive social media advertisements increase my interest in a product responses of respondents.

Table-12, Figure 9

Response	Frequency	Percentage
Strongly Disagree	1	2.0%
Disagree	1	2.0%
Neutral	20	40.8%
Agree	27	55.1%
Strongly Agree	0	0.0%
Total	49	100%

(Source: primary data)



Attractive social media advertisements increase my interest in a product.

55.1% agreed that attractive advertisements increase their interest in a product, while 40.8% were neutral and only 4.1% disagreed. This is one of the less decisive items, suggesting that attractive design raises interest for most respondents but not for everyone.

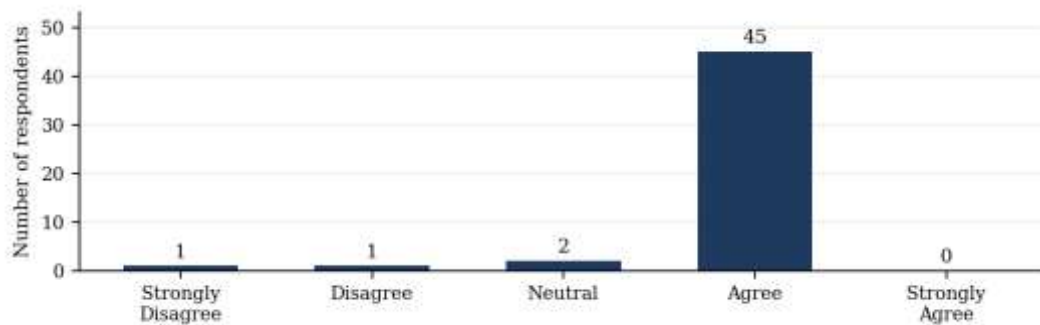
Question 10: Social media promotions and discounts encourage me to consider purchasing a product by respondents.

Table-13, Figure 10

Response	Frequency	Percentage
Strongly Disagree	1	2.0%
Disagree	1	2.0%
Neutral	2	4.1%

Response	Frequency	Percentage
Agree	45	91.8%
Strongly Agree	0	0.0%
Total	49	100%

(Source: primary data)



Social media promotions and discounts encourage me to consider purchasing a product.

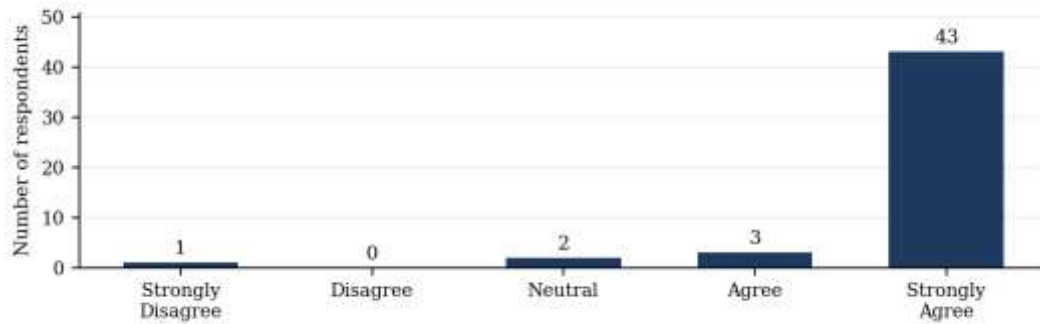
91.8% of respondents agreed that promotions and discounts on social media encourage them to consider a purchase. Neutral and negative responses together account for only 8.2%, showing that price-based offers are an effective trigger.

Question 11: Reviews and ratings shared on social media influence my perception of a product or brand by respondents.

Table-14, Figure 11

Response	Frequency	Percentage
Strongly Disagree	1	2.0%
Disagree	0	0.0%
Neutral	2	4.1%
Agree	3	6.1%
Strongly Agree	43	87.8%
Total	49	100%

(Source: primary data)



Reviews and ratings shared on social media influence my perception of a product or brand.

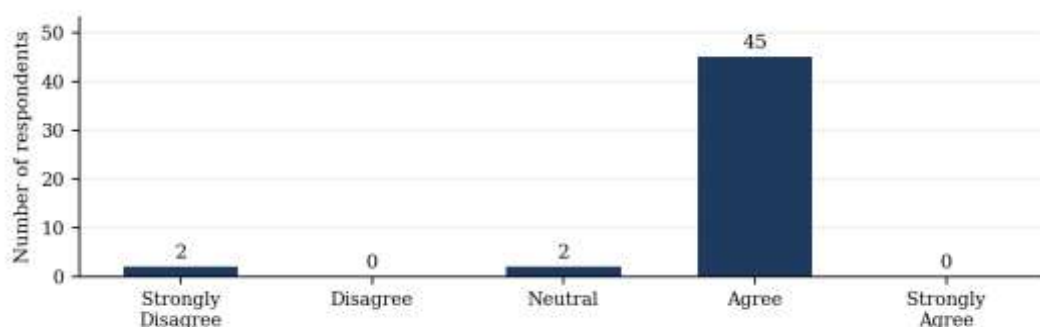
Reviews and ratings carry strong weight: 87.8% strongly agreed and a further 6.1% agreed that they influence their perception of a product or brand. Only one respondent strongly disagreed.

Question 12: I am more likely to purchase a product when I see positive comments or recommendations from other consumers on social media by respondents.

Table-15, Figure 12

Response	Frequency	Percentage
Strongly Disagree	2	4.1%
Disagree	0	0.0%
Neutral	2	4.1%
Agree	45	91.8%
Strongly Agree	0	0.0%
Total	49	100%

(Source: primary data)



I am more likely to purchase a product when I see positive comments or recommendations from other consumers on social media.

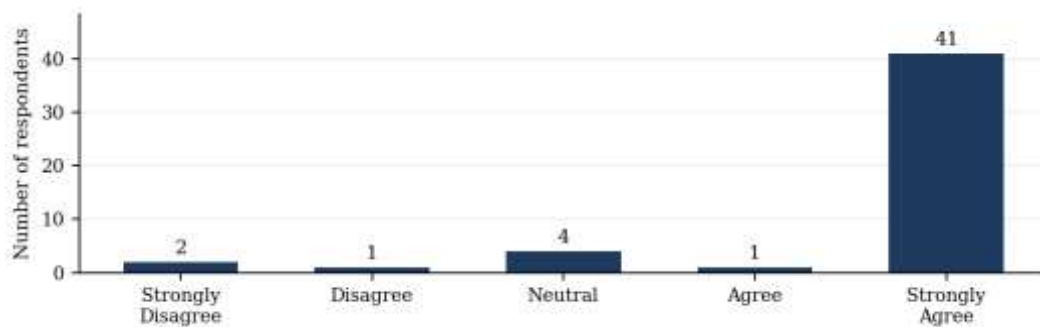
91.8% agreed that they are more likely to buy after seeing positive comments or recommendations from other consumers, while 4.1% strongly disagreed. Peer opinion therefore appears to strengthen purchase willingness for nearly all respondents.

Question 13: Influencers or content creators on social media influence my purchase decisions by respondents.

Table-16, Figure 13

Response	Frequency	Percentage
Strongly Disagree	2	4.1%
Disagree	1	2.0%
Neutral	4	8.2%
Agree	1	2.0%
Strongly Agree	41	83.7%
Total	49	100%

(Source: primary data)



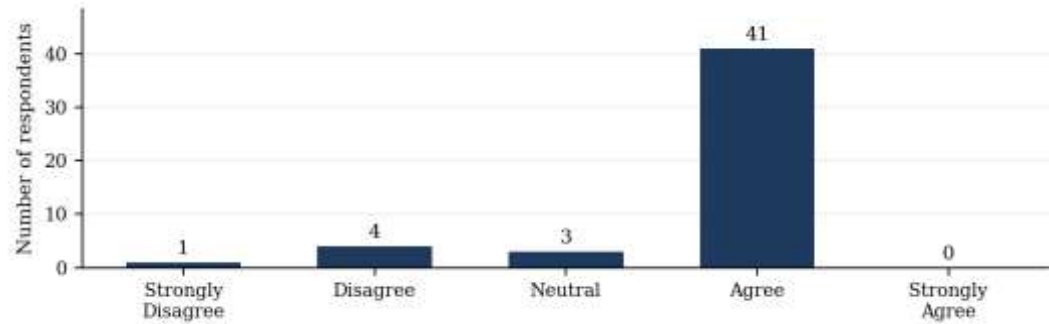
Influencers or content creators on social media influence my purchase decisions.

83.7% of respondents strongly agreed that influencers or content creators influence their purchase decisions, and 85.7% agreed or strongly agreed overall. Only 6.1% disagreed, which points to a strong perceived influencer effect.

Question 14: I trust products more when they are recommended by influencers or people I follow on social media by respondents.

Table-17, Figure 14.

Response	Frequency	Percentage
Strongly Disagree	1	2.0%
Disagree	4	8.2%
Neutral	3	6.1%
Agree	41	83.7%
Strongly Agree	0	0.0%
Total	49	100%



(Source: primary data)

I trust products more when they are recommended by influencers or people I follow on social media.

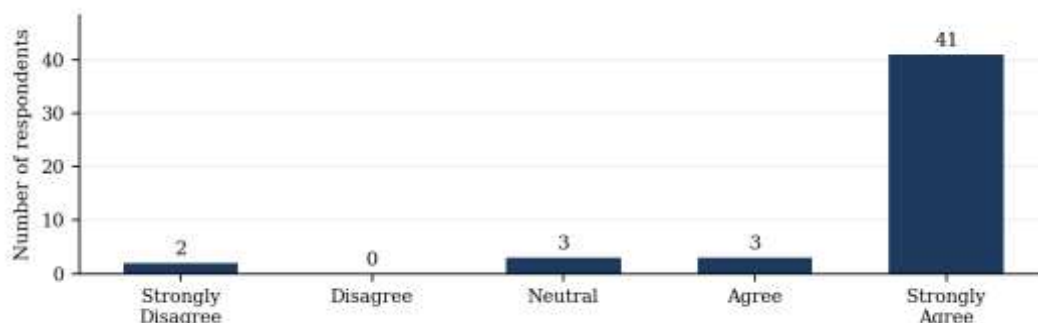
83.7% agreed that they trust products more when influencers or people they follow recommend them, while 10.2% disagreed and 6.1% were neutral. Trust in recommended products is high, although this item shows slightly more disagreement than the influence item before it.

Question 15: Social media content helps me compare different brands or products before making a purchase by respondents.

Table-18, Figure 15

Response	Frequency	Percentage
Strongly Disagree	2	4.1%
Disagree	0	0.0%
Neutral	3	6.1%
Agree	3	6.1%
Strongly Agree	41	83.7%
Total	49	100%

(Source: primary data)



Social media content helps me compare different brands or products before making a purchase.

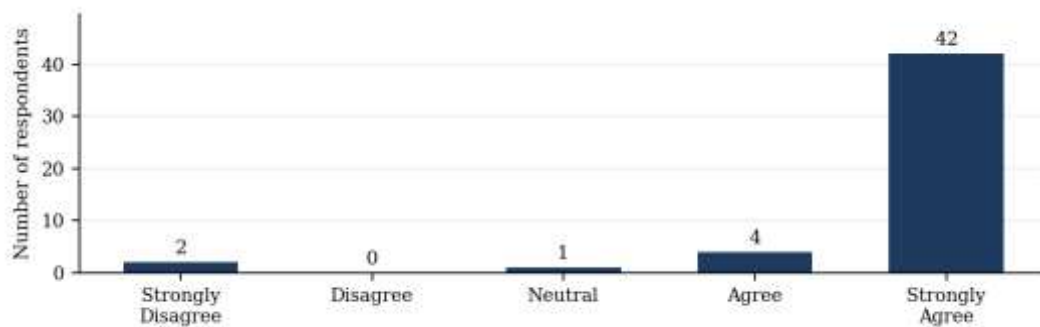
89.8% agreed or strongly agreed that social media content helps them compare brands before buying, with 83.7% choosing 'Strongly Agree'. Social media is thus used not only for discovery but also for evaluating alternatives.

Question 16: I sometimes search for additional information about a product after seeing it on social media.

Table-19, Figure 16

Response	Frequency	Percentage
Strongly Disagree	2	4.1%
Disagree	0	0.0%
Neutral	1	2.0%
Agree	4	8.2%
Strongly Agree	42	85.7%
Total	49	100%

(Source: primary data)



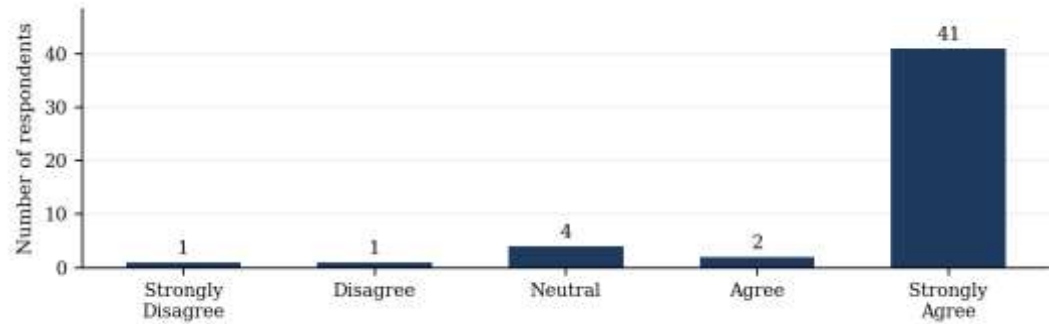
. I sometimes search for additional information about a product after seeing it on social media.

93.9% of respondents said they search for additional information after seeing a product on social media, and 85.7% strongly agreed. This shows an active information-search stage that follows initial exposure.

Question 17: Social media advertisements can create a desire to purchase products that I had not originally planned to buy.

Table-20, Figure 17

Response	Frequency	Percentage
Strongly Disagree	1	2.0%
Disagree	1	2.0%
Neutral	4	8.2%
Agree	2	4.1%
Strongly Agree	41	83.7%
Total	49	100%



(Source: primary data)

Social media advertisements can create a desire to purchase products that I had not originally planned to buy.

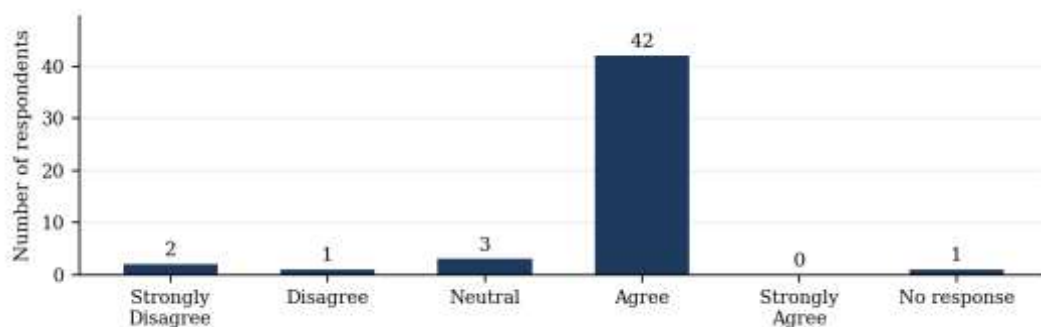
83.7% strongly agreed and 4.1% agreed that social media advertisements can create a desire to buy products they had not planned to purchase. 8.2% were neutral and 4.1% disagreed, indicating that impulse-type buying is widely reported.

Question 18: I am more likely to purchase from a brand that actively engages with customers on social media by respondents.

Table-21, Figure 18

Response	Frequency	Percentage
Strongly Disagree	2	4.1%
Disagree	1	2.0%
Neutral	3	6.1%
Agree	42	85.7%
Strongly Agree	0	0.0%
No response	1	2.0%
Total	49	100%

(Source: primary data)



. I am more likely to purchase from a brand that actively engages with customers on social media.

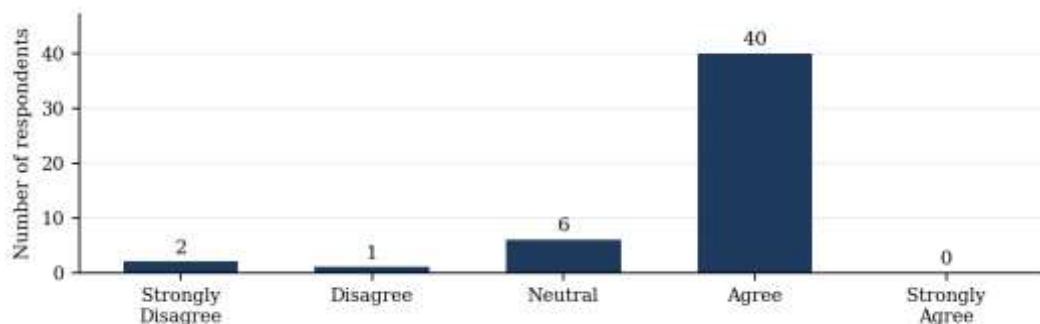
85.7% agreed that they are more likely to buy from a brand that actively engages with customers on social media; 6.1% were neutral, 6.1% disagreed and one respondent left the item blank. Active brand engagement is seen as a positive purchase cue.

Question 19: Social media marketing influences my final decision when choosing between competing brands.

Table-22, Figure 19

Response	Frequency	Percentage
Strongly Disagree	2	4.1%
Disagree	1	2.0%
Neutral	6	12.2%
Agree	40	81.6%
Strongly Agree	0	0.0%
Total	49	100%

(Source: primary data)



. Social media marketing influences my final decision when choosing between competing brands.

81.6% agreed that social media marketing influences their final choice between competing brands, while 12.2% were neutral and 6.1% disagreed. Influence therefore extends to the final decision stage and not only to awareness.

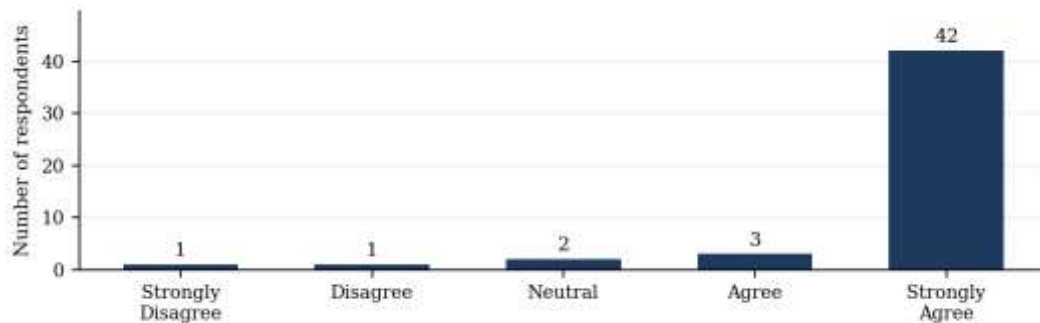
Question 20: Overall, social media marketing has a significant impact on my buying behaviour.

Table-23, Figure 20

Response	Frequency	Percentage
Strongly Disagree	1	2.0%
Disagree	1	2.0%
Neutral	2	4.1%
Agree	3	6.1%

Response	Frequency	Percentage
Strongly Agree	42	85.7%
Total	49	100%

(Source: primary data)



. Overall, social media marketing has a significant impact on my buying behaviour.

85.7% strongly agreed and 6.1% agreed that social media marketing has a significant impact on their buying behaviour; only 4.1% disagreed. This overall item supports the main finding of the study.

3.1 Reliability Analysis

Cronbach's alpha was computed for every construct that has more than one item. All values are above 0.70, so the scales have acceptable internal consistency. The personalised advertising construct has only one item, so alpha cannot be calculated.

Table -24, Cronbach's alpha

Construct	No. of items	Cronbach's alpha
SMM	4	0.857
IM	2	0.868
CRR	2	0.857
PSA	1	N/A (single item)
FQC	2	0.968
Buying behaviour (BB)	3	0.910

(Source: primary data)

3.2 Descriptive Statistics and Correlation

Table 3 gives the mean, standard deviation and Pearson correlations of the six constructs. Mean scores are high for every construct (4.01 to 4.68), and all correlations are strong and positive (0.79 to 0.97). Personalised advertising and content frequency and quality have the highest means, while influencer marketing has the strongest correlation with buying behaviour ($r = 0.97$).

Table 25, figure 21 Mean, standard deviation and correlation matrix

Variable	Mean	SD	SMM	IM	CRR	PSA	FQC	BB
SMM	4.01	0.54	1.00					
IM	4.15	0.82	0.79	1.00				
CRR	4.31	0.63	0.88	0.84	1.00			
PSA	4.65	0.88	0.80	0.97	0.88	1.00		
FQC	4.68	0.88	0.87	0.92	0.92	0.90	1.00	
BB	4.07	0.68	0.83	0.97	0.90	0.96	0.90	1.00

All correlations are significant at the 0.01 level ($n = 49$).

(Source: primary data)

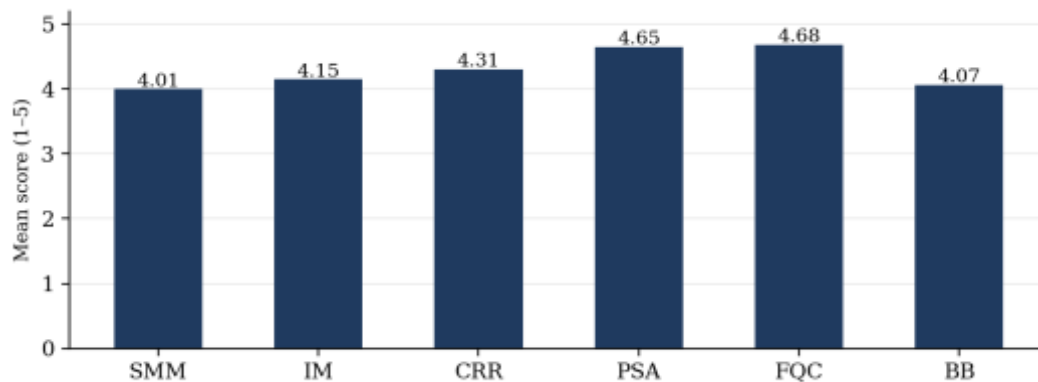


Table-25, Figure 21. Mean score of each construct (scale 1–5)

3.3 Hypothesis Testing

Each hypothesis was tested with a simple linear regression of buying behaviour on one dimension. With a single predictor, the standardised beta equals the correlation coefficient.

Table 26. Simple regression results

Hypo-thesis	Relationship	β	R^2	t-value	p-value	Decision
H1	Social media marketing → Buying behaviour	0.831	0.690	10.24	< .001	Accepted
H2	Influencer marketing → Buying behaviour	0.971	0.942	27.62	< .001	Accepted
H3	Reviews & ratings → Buying behaviour	0.898	0.806	13.99	< .001	Accepted
H4	Personalised advertising → Buying behaviour	0.962	0.926	24.25	< .001	Accepted

Hypo-thesis	Relationship	β	R ²	t-value	p-value	Decision
H5	Content frequency & quality → Buying behaviour	0.903	0.816	14.43	< .001	Accepted

Dependent variable: buying behaviour (BB). $n = 49$.

(Source: primary data)

3.4 Multiple Regression

To see which dimension matters most when all five are considered together, buying behaviour was regressed on all five dimensions. The model explained 97.6% of the variance ($R^2 = 0.976$, adjusted $R^2 = 0.973$, $F(5, 43) = 345.7$, $p < .001$).

Table 27, Figure 22. Multiple regression results

Predictor	Standardised β	t-value	p-value	VIF
SMM	0.065	1.23	0.227	5.0
IM	0.889	7.89	< .001	22.5
CRR	0.413	5.36	< .001	10.5
PSA	0.042	0.40	0.691	20.0
FQC	-0.391	-4.40	< .001	14.0

(Source: primary data)

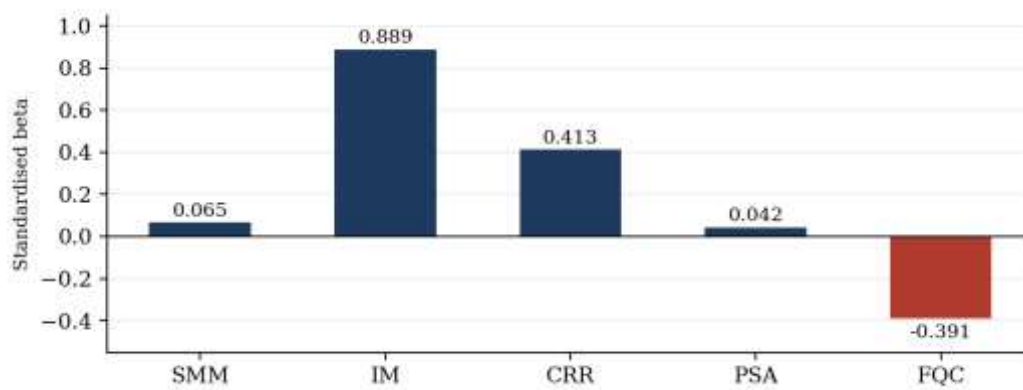


Table-27, Figure 22. Standardised beta of each dimension in the multiple regression

Influencer marketing had the largest effect ($\beta = .889$, $p < .001$), followed by customer reviews and ratings ($\beta = .413$, $p < .001$). Social media marketing activity and personalised advertising were not significant unique predictors once the other dimensions were included. Content frequency and quality showed a significant negative coefficient ($\beta = -.391$, $p < .001$). This sign should not be read as content harming buying behaviour: the variance inflation factors (5.0 to 22.5) are high, showing that the dimensions overlap strongly, and such overlap can reverse a coefficient's sign even though the simple relationship is positive.

3.5 Hypothesis-wise Interpretation

H1 (SMM → BB) is accepted. Social media marketing activity explains 69.0% of the variation in buying behaviour ($\beta = .831$, $p < .001$). This agrees with Hutter et al. (2013) and Kaplan and Haenlein (2010), who found that engagement with brands on social media builds awareness and purchase intention.

H2 (IM → BB) is accepted. Influencer marketing explains 94.2% of the variation ($\beta = .971$, $p < .001$) and remains the strongest predictor in the multiple regression. This is consistent with Lou and Yuan (2019), who report that trust in influencer content leads to purchase intention.

H3 (CRR → BB) is accepted. Reviews and ratings explain 80.6% of the variation ($\beta = .898$, $p < .001$) and stay significant in the multiple regression. This matches Chevalier and Mayzlin (2006), who found that reviews are linked to buying outcomes, possibly because reviews reduce the perceived risk of buying.

H4 (PSA → BB) is accepted. Personalised advertising explains 92.6% of the variation on its own ($\beta = .962$, $p < .001$), but it loses its unique effect in the multiple regression because it overlaps heavily with influencer marketing ($r = .97$). Tucker (2014) suggests that privacy concern may limit the effect of personalisation, which this study did not measure.

H5 (FQC → BB) is accepted. Content frequency and quality explain 81.6% of the variation ($\beta = .903$, $p < .001$) when tested alone. This supports De Vries et al. (2012), who stress that the way content is designed affects its impact.

3.6 Major Findings

Almost all respondents see social media advertisements often, and nearly all agreed that social media helps them discover brands, compare options, search for more information and make their final choice. All five hypotheses were accepted in the simple regressions. When the five dimensions were examined together, influencer marketing was clearly the strongest predictor, followed by customer reviews and ratings, while social media marketing activity and personalised advertising added little beyond them. The pattern suggests that what other people say and show, through influencers and reviews, matters more to these respondents than the volume of advertising they see.

3.7 Practical Implications

For marketers: invest in credible influencer partnerships, encourage and respond to genuine customer reviews, and focus on useful, well-designed content instead of posting volume.

For consumers: awareness that influencer posts, reviews and targeted advertisements are designed to persuade supports more deliberate purchase decisions.

For future research: product-specific, platform-specific and longitudinal studies with larger and more varied samples can extend these results.

3.8 Limitations of the Study

1. The sample is small ($n = 49$) and was drawn by convenience sampling, so the findings cannot be generalised to all consumers. Most respondents are young students aged 22–25.
2. Responses are concentrated in the “Agree” and “Strongly Agree” categories, so there is little variation in the data, and the dimensions are very highly correlated. This weakens the multiple regression estimates.
3. Personalised advertising was measured with a single item, which captures the desire created by advertisements and not personalisation directly.
4. Self-reported perceptions may differ from actual purchasing, and the study measures association at one point in time, so causation cannot be established.

4. CONCLUSION

This study examined how five dimensions of social media marketing relate to consumer buying behaviour among 49 social media users. The scales were reliable ($\alpha = .857$ to $.968$), and all five hypotheses were accepted: social media marketing activity ($\beta = .831$), influencer marketing ($\beta = .971$), customer reviews and ratings ($\beta = .898$), personalised advertising ($\beta = .962$) and content frequency and quality ($\beta = .903$) were each significantly and positively related to buying behaviour (all $p < .001$).

When the dimensions were compared together, influencer marketing ($\beta = .889$) and customer reviews and ratings ($\beta = .413$) emerged as the main drivers, and the full model explained 97.6% of the variance in buying behaviour. Social media marketing activity and personalised advertising were not significant unique predictors, and the negative coefficient for content frequency and quality is best explained by the strong overlap among the dimensions.

Overall, the results suggest that social media shapes buying behaviour most strongly through trusted voices, namely influencers and other consumers. Because the sample is small, convenience-based and mostly young, the findings describe this group of respondents and should be confirmed with larger and more diverse samples.

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