Digital Disruption: Exploring the Influence of Social Media on Consumer Shopping Habits in Bangalore, India

Dr K R Kumar*
Professor, MBA Program
NSB Academy Bangalore, India
Dr S Madhivanan
Associate Professor, MBA Program
NSB Academy Bangalore, India
Dr B N Sivakumar
Professor, MBA Program
NSB Academy Bangalore, India
Dr Chaitanya Suresh Kittur
Associate Professor, MBA Program
NSB Academy Bangalore, India
Correspondence Author:
Dr K R Kumar, krkquality@gmail.com

ABSTRACT:
This study examines the influence of digital marketing and social media marketing on consumer buying behaviour in Bangalore city, India, focusing on students from MBA/PGDM program in Bangalore. The research aims to understand how digital platforms affect purchasing decisions, identify the key factors driving these changes, and evaluate the overall impact of digital marketing strategies. A sample of 121 students was surveyed using structured questionnaires. The findings indicate a significant relationship between social media engagement and consumer behaviour, with social media platforms serving as crucial touchpoints for product discovery and decision-making. The study also reveals that peer reviews, influencer endorsements, and targeted advertisements play pivotal roles in shaping consumer preferences. These insights suggest that marketers should leverage social media marketing to enhance brand visibility and influence purchasing decisions. This research contributes to the growing body of literature on digital marketing's effectiveness and offers practical recommendations for marketers aiming to optimize their strategies in the digital age.

Keywords: Digital Marketing, Social Media, Consumer Behaviour, Online Advertising

INTRODUCTION

Digital marketing and social media marketing have revolutionized how businesses interact with consumers. In recent years, the proliferation of internet connectivity and the widespread adoption of smartphones have transformed the marketing landscape, especially in urban centres like Bangalore. This city, known for its vibrant tech industry and youthful population, presents a unique environment to study the impact of digital marketing on consumer behaviour. The concept of digital marketing encompasses all marketing efforts that use electronic devices or the internet. Businesses leverage digital channels such as search engines, social media, email, and websites to connect with current and prospective customers. Social media marketing, a subset of digital marketing, specifically refers to the use of social media platforms to promote products and services. Platforms like Facebook, Instagram, Twitter, and LinkedIn have become essential tools for marketers due to their extensive user bases and advanced targeting capabilities.

The rise of social media has significantly altered consumer behaviour. Consumers now have access to a wealth of information about products and services at their fingertips. They can read reviews, compare prices, and interact with brands directly. Social media platforms also facilitate peer-to-peer communication, allowing consumers to share their experiences and opinions with a broader audience. This shift has empowered consumers, making them more informed and selective in their purchasing decisions. Bangalore, often dubbed the Silicon Valley of India, is an ideal setting for this research. The city's demographic is predominantly young and tech-savvy, making it a fertile ground for digital marketing initiatives. Understanding how these initiatives influence consumer behaviour in Bangalore can provide valuable insights for marketers looking to tap into this dynamic market.

This study aims to explore the extent to which digital marketing and social media marketing influence consumer buying behaviour among students at MBA/PGDM students in Bangalore. The research will investigate the specific factors that drive consumer engagement on digital platforms and how these factors translate into purchasing decisions. By focusing on a student demographic, the study also aims to capture the preferences and behaviours of a significant segment of the consumer market. The objectives of this research are threefold. First, it seeks to identify the key components of digital marketing that resonate most with consumers. Second, it aims to assess the effectiveness of social media marketing in

influencing purchasing decisions. Third, it intends to provide actionable insights for marketers to refine their digital strategies and enhance consumer engagement. This introduction sets the stage for a comprehensive analysis of digital marketing's impact on consumer behaviour in Bangalore. The subsequent sections will delve into the literature review, research methodology, data analysis, and findings, culminating in practical suggestions and a conclusive summary.

LITERATURE REVIEW

Kaplan, A. M., & Haenlein, M. (2010) the various aspects of social media marketing and its impact on consumer behaviour, providing foundational insights into how brands can effectively use social media platforms. Tuten, T. L., & Solomon, M. R. (2017) the relationship between digital marketing strategies and consumer engagement, emphasizing the role of interactive content in driving consumer behaviour. Ashley, C., & Tuten, T. (2015) the effectiveness of different digital marketing tactics, including social media advertising, influencer partnerships, and content marketing.

Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014) the influence of social media on consumer behaviour, with a focus on how digital marketing strategies can enhance brand loyalty. Kumar, V., Choi, J. B., & Greene, M. (2017) the impact of digital marketing on consumer purchasing patterns, highlighting key trends and future directions. Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014) consumer brand engagement in social media contexts, offering insights into the drivers of engagement and their effects on consumer behaviour.

Powers, T., Advincula, D., Austin, M. S., Graiko, S., & Snyder, J. (2012) the changing dynamics of consumer behaviour in the digital age, emphasizing the role of social media in shaping purchase decisions. Hudson, S., & Thal, K. (2013) the impact of social media interactions on consumer behaviour, particularly in the context of travel and tourism.

Duffett, R. G. (2015) the influence of social media marketing on young consumers, providing insights into the effectiveness of various digital marketing strategies. Kim, A. J., & Ko, E. (2012) the impact of social media marketing on luxury brand consumer behaviour, offering valuable perspectives on consumer engagement and purchase intentions. Sun, Y. and Wang, S. (2020) to observe consumers' attitudes toward and intentions to purchase green products on social media and to explore the relationships among social media marketing, perceived consumer effectiveness (PCE), product knowledge, subjective norms, perceived behavioural control, price consciousness and attitudes toward and intentions to purchase green products. In addition, this research attempts to further understand these relationships in different consumer groups. The empirical results suggest that attitude, subjective norms and perceived behavioural control positively affect purchase intentions, while price consciousness negatively affects purchase intentions. Product knowledge positively affects consumers' attitudes and purchase intentions, and PCE positively affects consumers' attitudes. As expected, social media marketing positively affects subjective norms, product knowledge and PCE and negatively affects price consciousness. However, there is no significant relationship between PCE and purchase intentions. According to the results of multigroup structural equation modeling analysis, the effects differ significantly among different consumer groups.

Patial et al (2024) the impact of social media and materialism on impulsive buying decisions and real estate. Furthermore, the paper examines whether social media correlates with materialism and provides insights that will facilitate a better economic climate. The findings reveal how impulsive buying behaviours are influenced by materialism and social media among young immigrants. The data support two hypotheses since it confirms that social media affects the number of materialistic wants possessed by respondents and that the higher their levels of materialism, the more likely they are to make impulsive buying decisions, especially when it comes to buying real estate.

Safeer, A.A. (2024) Social media marketing has become a powerful strategic tool for many brands, but scholarly research in this domain is still in its infancy. This study aims to examine the effects of social media marketing activities on consumer online impulse buying intentions via brand resonance and emotional responses by incorporating the direct and moderating effects of social network proneness toward fashion retail brands. The findings discovered that social media marketing activities significantly influenced brand resonance, consumer emotional responses and online impulse buying intentions. Likewise, brand resonance and emotional responses were positively associated with online impulse buying intentions and acted as decisive mediators. Social network proneness's direct and moderating effects significantly increased consumer online impulse-buying intentions toward fashion retail brands.

Ch et al (2021) the increasing significance of green marketing and its aspects, it develops a need for examining the impact of all these factors on green product buying behaviour. As social media marketing also has an enormous positive impact on green product buying behaviour, this study aims to provide a cohesive role of green marketing and social media marketing in determining green purchase behaviour. The findings suggest that attitude, eco-labels and green advertising had a significant influence on the decision to purchase green products. The influence of peer groups, behavioural intention

and price consciousness was also examined. Peer influence did not moderate the relation between green buying behaviour and environmental concern.

Palalic et al (2021) to investigate the impacts of social media on the Pakistani consumers' buying behaviour, which could be reflected in either complex buying, variety seeking, dissonance reducing or habitual buying. Entrepreneurs need to know how their loyal and prospective customers feel, think and how do they decide on purchasing certain products and services. Social media is found to have a partially significant impact on Pakistani consumers' buying behaviour; word of mouth and content credibility are the two factors that influence Pakistani consumers' buying behaviour. Entrepreneurs should make an effort to be differentiated from others while keeping customers aware of the products they provide. In addition, customers should not spend too much time when comparing brands; rather, businesses should make it more captive.

RESEARCH OBJECTIVES
1. To identify the key components of digital marketing that most effectively influence consumer buying behaviour.
2. To assess the impact of social media marketing on purchasing decisions among students in Bangalore.
3. To provide actionable insights and recommendations for optimizing digital marketing strategies to enhance consumer engagement.

RESEARCH METHODS
Research Design: The research employs a quantitative design, focusing on collecting and analyzing numerical data to identify patterns, trends, and relationships. The structured questionnaire is used as the primary data collection tool, allowing for systematic and consistent data gathering. The study is descriptive and explanatory, aiming to describe the current state of digital marketing influence on consumer behaviour and explain the relationships between various factors. Scaling Techniques: The questionnaire uses a combination of nominal, ordinal, and Likert scales to measure different variables. Nominal Scale: Used for demographic information such as gender, age, and academic year. Ordinal Scale: Used to rank preferences and usage frequency (e.g., frequency of social media use). Likert Scale: A 5-point Likert scale (ranging from "Strongly Disagree" to "Strongly Agree") is employed to measure attitudes and perceptions regarding the impact of digital marketing and social media marketing on purchasing decisions.

Sampling Methods: The study uses a purposive sampling method to select participants from the student population at MBA/PGDM students in Bangalore. Purposive sampling is chosen to ensure that the sample consists of individuals who are knowledgeable and experienced with digital and social media marketing. The sample size is 121 students, which provides a sufficient number of responses for statistical analysis while maintaining manageability.

Data Collection: Data collection is conducted through a structured questionnaire distributed both online and in person to students at MBA/PGDM program in Bangalore. The questionnaire is divided into three main sections. Demographic Information: Collects data on age, gender, academic year, and field of study. Digital and Social Media Usage Patterns: Includes questions about the frequency of social media use, preferred platforms, types of content engaged with, and time spent on digital media. Impact of Digital Marketing on Purchasing Decisions: Assesses perceptions and behaviours related to digital marketing influence, including peer reviews, influencer endorsements, and targeted advertisements.

The analysis is conducted using statistical software such as SPSS (Statistical Package for the Social Sciences). These tools facilitate the computation of descriptive statistics, hypothesis testing, and advanced analyses like T-Test, ANOVA, and correlation analysis. The use of these software packages ensures accuracy and efficiency in data analysis.

By employing a rigorous and structured approach to data collection and analysis, this study aims to provide comprehensive insights into the impact of digital marketing and social media marketing on consumer buying behaviour among students in Bangalore. The results will inform actionable recommendations for marketers seeking to optimize their digital strategies and enhance consumer engagement.

Hypotheses:
H_01: Influencer endorsements on social media do not positively influence purchasing decisions among students.
H_02: Targeted digital advertisements are not more effective in driving purchase intentions compared to traditional marketing methods.

Sample Size: The sample size for this study is 121 students from MBA/PGDM students in Bangalore. Respondents are exclusively students, providing a focused perspective on this demographic's consumer behaviour.

RESULTS ANALYSIS

Table and Chart 1: Demographic breakdown

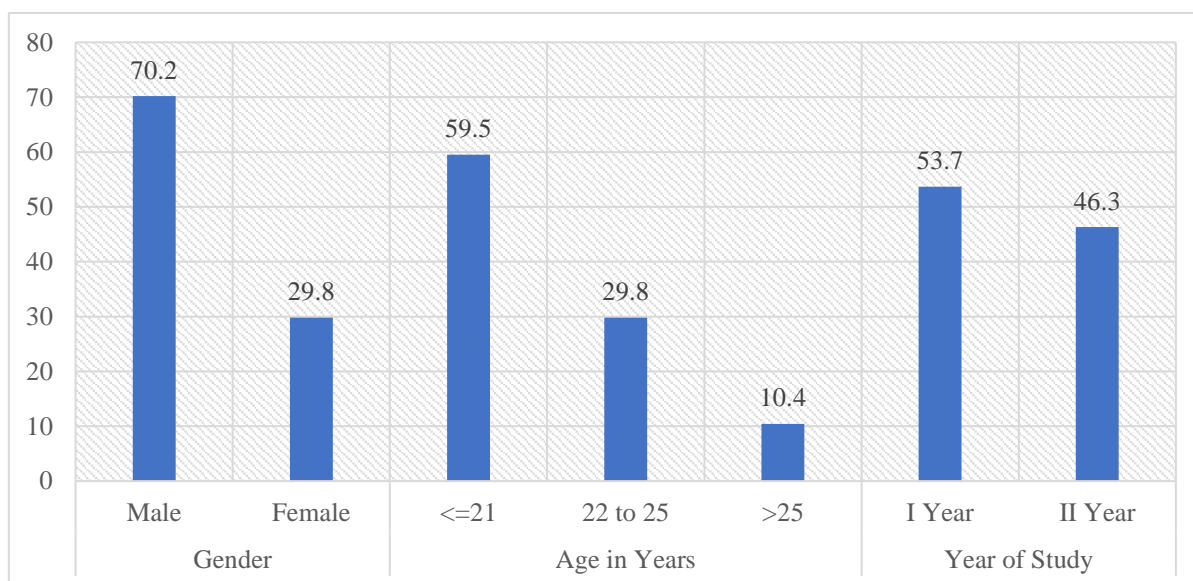|		Frequency	Percent
Gender	Male	85	70.2
	Female	36	29.8
Age in Years	<=21	72	59.5
	22 to 25	36	29.8
	>25	13	10.4
Year of Study	I Year	65	53.7
	II Year	56	46.3
Total		121	100

Table and chart 1 the demographic data collected from 121 students at MBA/PGDM students in Bangalore provides insights into the composition of the sample population in terms of gender, age, and year of study. The data revealed that 70.2% of the respondents were male (n = 85) and 29.8% were female (n = 36). In terms of age, 59.5% of the participants were 21 years old or younger (n = 72), 29.8% were between 22 to 25 years old (n = 36), and 10.7% were over 25 years old (n = 13). Regarding the year of study, 53.7% of the respondents were in their first year (n = 65), while 46.3% were in their second year (n = 56) of study at MBA/PGDM students in Bangalore.

Table 2: T-test for Gender Vs Social Media Engagement and Digital Marketing Strategies

	Gender	N	Mean	SD	t	Sig
Social Media Engagement	Male	85	3.07	1.51	2.403	0.018
	Female	36	3.13	1.5		
Digital Marketing Strategies	Male	85	2.52	1.33	2.662	0.009
	Female	36	2.03	1.12		

Table 2 a t-test was conducted to compare social media engagement between male and female students at MBA/PGDM students in Bangalore. The mean social media engagement score for male students (M = 3.07, SD = 1.51) was significantly different from female students (M = 3.13, SD = 1.5), t(119) = 2.403, p = 0.018. Male students reported slightly lower engagement in social media compared to female students. The mean digital marketing strategy score for male students (M = 2.52, SD = 1.33) was significantly different from female students (M = 2.03, SD = 1.12), t (119) = 2.662, p = 0.009. Male students reported higher engagement with digital marketing strategies compared to female students.

Table 3: Correlation Analysis of Independent Variables Vs Consumer Buying Behaviour

		Consumer Buying Behaviour	Social Media Engagement	Digital Marketing Strategies
Consumer Buying Behaviour	Pearson Correlation	1	.811**	.677**

**. Correlation is significant at the 0.01 level (2-tailed).

Table 3 a Pearson correlation analysis was conducted to examine the relationships between Consumer Buying Behaviour, Social Media Engagement, and Digital Marketing Strategies. The results indicated a strong positive correlation between Consumer Buying Behaviour and Social Media Engagement, $r(121) = .811$, $p<.001 r(121) = .811$, $p < .001 r(121) = .811$, $p<.001$. This suggests that higher levels of social media engagement are associated with increased consumer buying behaviour. Additionally, there was a moderate to strong positive correlation between Consumer Buying Behaviour and Digital Marketing Strategies, $r(121) = .677$, $p<.001 r(121) = .677$, $p < .001 r(121) = .677$, $p<.001$, indicating that effective digital marketing strategies are also associated with an increase in consumer buying behaviour. Both correlations were statistically significant at the 0.01 level (2-tailed), demonstrating a robust relationship between these variables.

$H_0 1$: Influencer endorsements on social media do not positively influence purchasing decisions among students.

Influencer Endorsements as a Driver of Consumer Behaviour
The strong correlation between social media engagement and consumer buying behaviour ($r = 0.811$, $p = 0.000$) suggests that students who engage more with social media are highly influenced in their purchasing decisions. Influencer endorsements, a key element of social media engagement, create a sense of trust, authenticity, and peer validation, leading to increased purchase likelihood. The psychological impact of influencers, combined with real-time engagement, likely enhances brand recall and purchase intention, reinforcing the rejection of $H_0 1$.

$H_0 2$: Targeted digital advertisements are not more effective in driving purchase intentions compared to traditional marketing methods.

This highlights the strategic importance of influencer partnerships for brands targeting student consumers. Effectiveness of Targeted Digital Advertisements Over Traditional Marketing

The moderate to strong correlation between digital marketing strategies and consumer buying behaviour ($r = 0.677$, $p = 0.000$) indicates that well-executed digital ads significantly impact purchase intentions. Unlike traditional marketing, targeted digital advertisements leverage data-driven insights, personalization, and behavioral tracking, making them more precise and impactful.

The ability to customize messaging, retarget interested consumers, and use AI-driven recommendations gives digital marketing an edge over traditional methods. The rejection of $H_0 2$ underscores the need for businesses to allocate more resources to digital advertising, especially when targeting younger, tech-savvy demographics.

FINDINGS
The analysis of the data collected from MBA/PGDM students in Bangalore revealed several key insights into the impact of digital marketing and social media marketing on consumer buying behaviour. Here are the detailed findings:

Social Media Engagement: A significant majority of respondents reported spending considerable time on social media platforms, with Instagram and Facebook being the most popular. Students primarily engaged with visual content, such as images and videos, more than text-based posts. This preference indicates the importance of visually appealing content in capturing consumer attention. Peer reviews and recommendations on social media platforms heavily influenced purchasing decisions. Students relied on the opinions of friends and online communities to make informed choices.

Influencer Impact: Influencer endorsements were found to be highly effective in shaping consumer opinions. Students trusted influencers who they perceived as authentic and relatable. Products recommended by influencers saw a higher likelihood of being purchased by students, especially in categories like fashion, electronics, and personal care.

Targeted Advertisements: Students demonstrated a high recall rate for targeted advertisements that appeared on their social media feeds. Personalization of ads based on browsing history and preferences contributed to this recall. Targeted

ads led to higher conversion rates compared to traditional marketing methods. Students were more likely to click on ads that resonated with their interests and needs.

Digital Marketing Strategies: Effective content marketing strategies, including blogs, how-to videos, and informative posts, successfully engaged students and influenced their buying decisions. Although less popular than social media, email marketing still played a role in influencing purchasing decisions, particularly when personalized and relevant offers were provided.

Brand Loyalty: Continuous engagement through social media platforms contributed to stronger brand loyalty among students. Brands that interacted regularly with their audience and provided valuable content maintained higher levels of consumer loyalty.

SUGGESTIONS

Based on the findings, several actionable suggestions can be made for marketers looking to optimize their digital marketing and social media strategies to enhance consumer engagement and drive sales among students in Bangalore. Create visually appealing content, including high-quality images and videos, to capture the attention of the target audience. Use platforms like Instagram and YouTube to showcase products in an engaging manner. Partner with influencers who align with the brand values and resonate with the target audience. Ensure that influencers provide authentic and relatable endorsements to build trust and influence purchasing decisions.

Implement targeted advertising campaigns that personalize ads based on user preferences and browsing history. Use data analytics to refine targeting strategies and increase ad relevance. Encourage satisfied customers to share their reviews and experiences on social media platforms. Highlight positive testimonials and create a community of brand advocates to influence potential buyers.

Develop a robust content marketing strategy that includes informative blogs, tutorials, and user-generated content. Provide valuable information that addresses the needs and interests of the target audience. Tailor email marketing campaigns to individual preferences and behaviours. Use personalized offers and relevant content to increase open rates and drive conversions. Interact regularly with the audience on social media platforms. Respond to comments, answer queries, and create interactive posts to foster a sense of community and enhance brand loyalty. Continuously measure the performance of digital marketing campaigns using analytics tools. Monitor key metrics such as engagement rates, conversion rates, and ROI to identify areas for improvement and optimize strategies accordingly.

CONCLUSION

This research highlights the significant impact of digital marketing and social media marketing on consumer buying behaviour among students in Bangalore. The findings indicate that social media engagement, influencer endorsements, and targeted advertisements play crucial roles in shaping consumer preferences and driving purchasing decisions.

The study underscores the importance of creating visually appealing content and leveraging the influence of trusted figures to enhance brand visibility and consumer trust. Targeted advertising and personalized marketing strategies are shown to be effective in capturing the attention of the target audience and increasing conversion rates.

Furthermore, the research reveals that continuous engagement and interaction with consumers on social media platforms contribute to stronger brand loyalty. By fostering a community of brand advocates and providing valuable content, marketers can maintain a loyal customer base and drive long-term success.

In conclusion, marketers targeting the student demographic in Bangalore should prioritize social media marketing and digital engagement strategies to stay competitive in the digital age. By implementing the suggestions outlined in this study, businesses can optimize their marketing efforts, enhance consumer engagement, and ultimately drive sales. This research provides valuable insights into the evolving landscape of consumer behaviour and offers practical recommendations for leveraging digital marketing to achieve business objectives.

STRATEGIC IMPLICATIONS

Brands should prioritize influencer collaborations, particularly micro-influencers, who are perceived as more relatable and trustworthy by student consumers. Investment in AI-driven and personalized digital ad strategies will yield higher returns compared to broad-spectrum traditional marketing. Consumer psychology plays a crucial role, and social proof (influencers) combined with real-time, personalized engagement (digital ads) can significantly boost conversions. The findings reinforce that social media is no longer just a brand awareness tool but a key driver of purchase decisions in the student segment.

REFERENCES

1. Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. Psychology & Marketing, 32(1), 15–27.
2. Ch, T. R., Awan, T. M., Malik, H. A., & Fatima, T. (2021). Unboxing the green box: An empirical assessment of buying behaviour of green products. World Journal of Entrepreneurship, Management and Sustainable Development, 17(4), 690–710. https://doi.org/10.1108/WJEMSD-12-2020-0169
3. Duffett, R. G. (2015). The influence of Facebook advertising on cognitive attitudes amid Generation Y. Electronic Commerce Research.
4. Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development, and validation. Journal of Interactive Marketing, 28(2), 149–165.
5. Hudson, S., & Thal, K. (2013). The impact of social media on the consumer decision process: Implications for tourism marketing. Journal of Travel & Tourism Marketing, 30(1–2), 156–160.
6. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. Business Horizons, 53(1), 59–68.
7. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. Journal of Business Research, 65(10), 1480–1486.
8. Kumar, V., Choi, J. B., & Greene, M. (2017). Synergistic effects of social media and traditional marketing on brand sales: Capturing the time-varying effects. Journal of the Academy of Marketing Science, 45(2), 268–288.
9. Palalic, R., Ramadani, V., Gilani, S. M., Gërguri-Rashiti, S., & Dana, L. (2021). Social media and consumer buying behaviour decision: What entrepreneurs should know? Management Decision, 59(6), 1249–1270. https://doi.org/10.1108/MD-10-2019-1461
10. Patial, R., Torres, T. M.-R., Berezan, C., Talwar, T., & Davidson, B. G. J. (2024). Exploring the influence of social media and materialism on impulsive real estate buying decisions among young immigrants in Canada. International Journal of Housing Markets and Analysis. https://doi.org/10.1108/IJHMA-02-2024-0021
11. Powers, T., Advincula, D., Austin, M. S., Graiko, S., & Snyder, J. (2012). Digital and social media in the purchase decision process: A special report from the Advertising Research Foundation. Journal of Advertising Research, 52(4), 479–489.
12. Safeer, A. A. (2024). Harnessing the power of brand social media marketing on consumer online impulse buying intentions: A stimulus-organism-response framework. Journal of Product & Brand Management, 33(5), 533–544. https://doi.org/10.1108/JPBM-07-2023-4619
13. Sun, Y., & Wang, S. (2020). Understanding consumers' intentions to purchase green products in the social media marketing context. Asia Pacific Journal of Marketing and Logistics, 32(4), 860–878. https://doi.org/10.1108/APJML-03-2019-0178
14. Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? Business Horizons, 57(6), 703–708.
15. Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.