



## **IMPACT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION AMONG COLLEGE STUDENTS IN TIRUCHIRAPPALLI DISTRICT, TAMIL NADU**

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### **Abstract**

*The rapid evolution of digital communication technologies has transformed traditional marketing practices, enabling businesses to engage consumers through highly interactive online platforms. Social media marketing has emerged as one of the most influential promotional strategies, particularly among younger consumers who actively participate in digital ecosystems. This study investigates the impact of social media marketing on purchase intention among college students in Tiruchirappalli District, Tamil Nadu. The study focuses on major dimensions of social media marketing, including advertisement attractiveness, influencer credibility, electronic word-of-mouth, promotional offers, and customer engagement.*

*A descriptive research design was adopted, and primary data were collected from 300 college students using a structured questionnaire through convenience sampling. Statistical tools such as percentage analysis, reliability analysis, correlation, regression, and ANOVA were employed using SPSS and Microsoft Excel for data interpretation. The findings reveal a statistically significant positive relationship between social media marketing and purchase intention. Influencer credibility and electronic word-of-mouth emerged as the strongest determinants influencing student buying behaviour. The regression model indicates that social media marketing factors explain a substantial proportion of variance in purchase intention among respondents.*

*The study concludes that businesses targeting young consumers must strategically leverage social media platforms to enhance brand awareness, consumer trust, and purchasing decisions. The findings provide valuable insights for marketers, academicians, and policy makers interested in digital consumer behaviour and modern commerce practices.*

**Keywords: Social Media Marketing, Purchase Intention, Consumer Behaviour, Digital Marketing, College Students, Influencer Marketing, Electronic Word-of-Mouth.**

### **Introduction**

The emergence of digital technology has significantly altered the way businesses communicate, promote products, and influence consumer behaviour. Over the last decade, social media has evolved from a communication platform into a powerful marketing ecosystem where businesses interact directly with consumers in real time. Social media platforms such as Instagram, YouTube, Facebook, and WhatsApp have become integral components of digital marketing strategies due to their extensive reach, engagement capabilities, and ability to influence consumer perceptions.

Traditional marketing methods primarily relied on one-way communication channels such as television, newspapers, radio, and print advertisements. In contrast, social media marketing enables two-way interaction between businesses and consumers, allowing for personalized communication,



immediate feedback, and dynamic engagement. This interactive nature makes social media particularly effective in shaping consumer attitudes and purchase intentions.

Purchase intention refers to the probability or willingness of a consumer to buy a product or service after evaluating available information. It represents a critical stage in the consumer decision-making process and is influenced by several internal and external factors, including advertising effectiveness, social influence, brand reputation, trust, and peer recommendations. Among younger consumers, purchase intention is increasingly shaped by digital content consumption and online social interactions.

College students constitute a significant segment of digitally active consumers. They spend considerable time on social media platforms for communication, entertainment, information gathering, and shopping-related activities. Their exposure to sponsored advertisements, influencer recommendations, customer reviews, and promotional campaigns affects how they evaluate brands and make purchase decisions. Because of their technological adaptability and high social media engagement, college students represent an important target market for digital marketers.

In India, smart phone penetration, affordable internet access, and widespread digital literacy have accelerated social media adoption among young consumers. The rapid growth of e-commerce and digital payment systems has further strengthened the connection between social media engagement and online purchasing behaviour. Social commerce—where purchasing decisions are directly influenced by social platforms—has become increasingly prominent in urban and semi-urban regions. Tiruchirappalli District, popularly known as Trichy, is one of Tamil Nadu's major educational hubs, hosting numerous arts, science, engineering, and professional colleges. The student population in this region represents a diverse and digitally connected demographic. Despite increasing social media usage among college students in Trichy, limited empirical research has examined how social media marketing specifically influences their purchase intention.

This study aims to address this gap by examining the relationship between social media marketing and purchase intention among college students in Tiruchirappalli District. The study evaluates key dimensions of social media marketing such as advertisement attractiveness, influencer credibility, electronic word-of-mouth, promotional offers, and customer engagement. Understanding these factors provides meaningful insights into digital consumer behaviour and helps marketers design more effective online promotional strategies.

The findings of this study contribute to both academic literature and practical marketing applications by highlighting the role of social media in shaping consumer purchase behaviour among young adults in emerging digital economies.

### **Statement of the Problem**

The increasing reliance on social media for product discovery, brand communication, and consumer engagement has transformed purchasing behaviour among young consumers. Businesses invest substantial resources in social media advertising, influencer partnerships, and digital promotional campaigns with the expectation of increasing consumer purchase intention.

However, despite extensive social media usage among college students, not all marketing efforts translate into actual purchase decisions. The effectiveness of social media marketing depends on several factors such as credibility, trust, content quality, peer influence, and promotional



attractiveness. While global studies have established links between social media marketing and consumer behaviour, region-specific evidence remains limited.

Particularly in Tiruchirappalli District, there is insufficient empirical research examining how social media marketing influences purchase intention among college students. Therefore, this study seeks to analyze the extent to which social media marketing factors affect purchasing decisions among college students in the study area.

### Objectives of the Study

The present study aims to examine the influence of social media marketing on purchase intention among college students in Tiruchirappalli District. The specific objectives are as follows:

1. To analyze the social media usage pattern among college students in Tiruchirappalli District.
2. To identify the major social media marketing factors influencing students' purchasing decisions.
3. To examine the relationship between social media marketing dimensions and purchase intention.
4. To measure the impact of advertisement attractiveness, influencer credibility, electronic word-of-mouth, promotional offers, and customer engagement on purchase intention.
5. To provide suitable suggestions for businesses and marketers to improve digital marketing effectiveness among young consumers.

### Conceptual Framework

The study proposes that **Social Media Marketing (Independent Variable)** influences **Purchase Intention (Dependent Variable)** through multiple dimensions.

#### Independent Variables

1. Advertisement Attractiveness
2. Influencer Credibility
3. Electronic Word-of-Mouth(eWOM)
4. Promotional Offers
5. Customer Engagement

**Dependent Variable:** Purchase Intention

#### Conceptual Model

Social Media Marketing Dimensions



Consumer Trust&Brand Perception



Purchase Intention

The framework assumes that stronger social media marketing efforts improve trust, engagement, and brand awareness, thereby increasing purchase intention among college students.

The proposed conceptual model forms the basis for hypothesis development and statistical testing in this study.

**Research Gap:** Although extensive literature exists on social media marketing and purchase intention, several research gaps remain.



1. Most existing studies have been conducted in developed countries or metropolitan regions, with limited empirical evidence from semi-urban educational hubs in South India.
2. There is insufficient research focusing specifically on **college students in Tiruchirappalli District**, despite their high social media engagement and growing purchasing power.
3. Previous studies often examine broad consumer populations rather than student-specific behavioural patterns.
4. Limited research integrates multiple dimensions—advertisement attractiveness, influencer credibility, electronic word-of- mouth, promotional offers, and engagement—within a single empirical model.
5. Rapid changes in platform usage, especially the rise of Instagram Reels, short-form videos, and influencer commerce, necessitate updated regional studies.
6. The present study addresses these gaps by providing empirical evidence from college students in Tiruchirappalli District using a structured analytical framework.

### Hypotheses of the Study

Based on the conceptual framework and literature review, the following hypotheses were formulated.

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between social media marketing and purchase intention among college students.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between social media marketing and purchase intention among college students.

### Sub-Hypotheses

**H<sub>1a</sub>:** Advertisement attractiveness significantly influences purchase intention.

**H<sub>1b</sub>:** Influencer credibility significantly influences purchase intention.

**H<sub>1c</sub>:** Electronic word-of-mouth significantly influences purchase intention.

**H<sub>1d</sub>:** Promotional offers significantly influence purchase intention.

**H<sub>1e</sub>:** Customer engagement significantly influences purchase intention.

### Research Methodology

Research methodology provides the systematic framework used for collecting, measuring, and analyzing data. The present study adopts a quantitative research approach to examine the relationship between social media marketing and purchase intention.

### Research Design

The study follows a **descriptive research design**. Descriptive research is suitable because it helps analyze the characteristics, attitudes, and behavioural patterns of respondents regarding social media marketing and purchasing decisions. The design enables systematic measurement of variables and facilitates statistical analysis of relationships among them.

**Nature of Data:** The study uses both primary and secondary data.

**Primary Data:** Primary data were collected directly from respondents using a structured questionnaire.

**Secondary Data:** Secondary data were collected from:

1. Books
2. Journals



3. Research articles
4. Conference papers
5. Websites
6. Reports on digital marketing and consumer behavior

### Study Area

The study was conducted in **Tiruchirappalli District (Trichy), Tamil Nadu**, one of the major educational centers in South India. Trichy hosts several arts, science, engineering, and professional colleges, making it an appropriate location for studying digitally active college students.

### Population of the Study

The population consists of **college students studying in arts, science, commerce, engineering, and professional colleges** located in Tiruchirappalli District. The population includes students actively using social media platforms such as Instagram, YouTube, Facebook, and WhatsApp.

### Sampling Technique

The study adopted **Convenience Sampling Technique**.

Convenience sampling was selected because:

1. Respondents were easily accessible,
2. It reduced time and cost,
3. It enabled quick data collection from student groups.

Although non-probability sampling has limitations, it is widely used in behavioural and marketing research involving student respondents.

### Sample Size

A total of **300 respondents** were selected for the study.

The sample size was considered adequate for:

1. Correlation analysis
2. Regression analysis
3. Reliability testing
4. Hypothesis testing

The sample also satisfies commonly recommended minimum sample requirements for multivariate statistical analysis.

### Research Variables

The study consists of independent and dependent variables.

#### Independent Variables (Social Media Marketing Factors)

1. Advertisement Attractiveness
2. Influencer Credibility
3. Electronic Word-of-Mouth
4. Promotional Offers
5. Customer Engagement

#### Dependent Variable Purchase Intention

##### 1. Questionnaire Design



A structured questionnaire was designed consisting of three sections.

### **Section A: Demographic Variables**

This section collected respondents' personal details.

1. Age
2. Gender
3. Educational Qualification
4. Monthly Allowance/Spending Capacity

### **Section B: Social Media Usage Pattern**

This section examined respondents' digital behaviour.

Questions included:

1. Preferred social media platform
2. Daily social media usage hours
3. Frequency of online shopping
4. Type of products purchased online

### **Section C: Measurement Scale**

A5-point Likert Scale was used to measure respondent opinions.

| Scale             | Score |
|-------------------|-------|
| Strongly Disagree | 1     |
| Disagree          | 2     |
| Neutral           | 3     |
| Agree             | 4     |
| Strongly Agree    | 5     |

### **Social Media Marketing Items Advertisement Attractiveness**

1. Social media advertisements attract my attention.
2. Visual content influences my product interest.

### **Influencer Credibility**

1. Influencers affect my buying decisions.
2. Influencer reviews appear trust worthy.

### **Electronic Word-of-Mouth**

1. Online reviews increase product trust.
2. Peer recommendations influence purchases.

### **Promotional Offers**

1. Discounts encourage online purchases.
2. Limited-time offers create urgency.

### **Customer Engagement**

1. Brand interaction improves trust.
2. Social media engagement increases interest.



### Purchase Intention Items

1. Intend to purchase products promoted on social media.
2. I compare products online before purchase.
3. I recommend products discovered on social media.
4. Social media increases my willingness to purchase.

### 2. Data Collection Procedure

The questionnaire was distributed among college students through:

1. Printed forms
2. Class room circulation
3. Digital survey links
4. Google Forms

Responses were screened for completeness before analysis. Only valid and complete responses were included.

### Statistical Tools Used for Analysis

The collected data were coded and analyzed using:

1. Microsoft Excel
2. SPSS Statistical Software

The following statistical tools were applied:

**Percentage Analysis:** Used to summarize demographic characteristics.

**Mean Score Analysis:** Used to identify important influencing variables.

**Reliability Analysis:** Used to test internal consistency of measurement scale.

**Correlation Analysis:** Used to measure relationship strength between variables.

**Multiple Regression Analysis:** Used to examine predictive impact of independent variables.

### ANOVA

Used to test overall model significance.

### Reliability Analysis

Reliability analysis measures consistency and internal stability of questionnaire items. Cronbach's Alpha was used to test reliability. The acceptable threshold for Cronbach's Alpha is **0.70 or above**.

### Reliability Statistics

| Variable               | Number of Items | Cronbach's Alpha |
|------------------------|-----------------|------------------|
| Social Media Marketing | 10              | 0.873            |
| Purchase Intention     | 4               | 0.842            |
| Overall Scale          | 14              | 0.861            |



### Interpretation

The Cronbach's Alpha value for the overall scale is **0.861**, which exceeds the recommended threshold of 0.70.

This indicates:

1. Strong internal consistency
2. Reliable measurement instrument
3. Suitability for further statistical analysis

Therefore, the questionnaire instrument used in this study is statistically reliable and valid for empirical analysis.

### Data Analysis and Interpretation

This section presents the analysis of data collected from 300 college students in Tiruchirappalli District. Statistical tools such as percentage analysis, mean score analysis, correlation analysis, multiple regression analysis, and ANOVA were applied to examine the influence of social media marketing on purchase intention.

#### Demographic Profile of Respondents

**Table 12.1.1 Age Distribution of Respondents**

| Age Group   | Number of Respondents | Percentage |
|-------------|-----------------------|------------|
| 18–21 Years | 246                   | 82.0       |
| 22–25 Years | 54                    | 18.0       |
| Total       | 300                   | 100        |

### Interpretation

The majority of respondents (82%) belong to the age group of 18–21 years, indicating that younger college students constitute the dominant segment in the sample population.

**Table 12.1.2 Gender Distribution**

| Gender | Number | Percentage |
|--------|--------|------------|
| Male   | 138    | 46         |
| Female | 162    | 54         |
| Total  | 300    | 100        |

### Interpretation

Female respondents constitute 54% of the sample, while male respondents account for 46%.

**Table 12.1.3 Educational Qualification**

| Degree | Number | Percentage |
|--------|--------|------------|
| UG     | 228    | 76         |
| PG     | 72     | 24         |
| Total  | 300    | 100        |

**Interpretation:** Undergraduate students form the majority of respondents (76%).



## Social Media Usage Pattern

**Table1 2.2.1Preferred Social Media Platform**

| Platform  | Number | Percentage |
|-----------|--------|------------|
| Instagram | 126    | 42         |
| YouTube   | 84     | 28         |
| WhatsApp  | 54     | 18         |
| Facebook  | 36     | 12         |
| Total     | 300    | 100        |

**Interpretation:** Instagram is the most preferred platform among college students, followed by YouTube.

**Table12.2.2Daily Usage Hours**

| Usage Hours | Number | Percentage |
|-------------|--------|------------|
| Below2Hours | 42     | 14         |
| 2–4 Hours   | 102    | 34         |
| 4–6 Hours   | 111    | 37         |

| Usage Hours   | Number | Percentage |
|---------------|--------|------------|
| Above 6 Hours | 45     | 15         |

### Interpretation

Most respondents spend 4–6 hours daily on social media, indicating high digital engagement.

**Mean Score Analysis:** Mean score analysis identifies the most influential social media marketing factors.

**Table12.3Mean Scores of Independent Variables**

| Variable                     | Mean Score | Rank |
|------------------------------|------------|------|
| Influencer Credibility       | 4.40       | 1    |
| Electronic Word-of-Mouth     | 4.32       | 2    |
| Customer Engagement          | 4.24       | 3    |
| Advertisement Attractiveness | 4.12       | 4    |
| Promotional Offers           | 4.03       | 5    |

### Interpretation

Influencer credibility ranks first, indicating it is the most influential factor affecting purchase intention.

**Correlation Analysis:** Correlation analysis measures the relationship between social media marketing and purchase intention.

Since  $p\text{-value} < 0.05$ , the relationship is statistically significant.



This implies that increased exposure to effective social media marketing is associated with higher purchase intention among college students.

**Multiple Regression Analysis:** Regression analysis measures the predictive power of each independent variable on purchase intention.

**Model Summary**

| R     | R Square | AdjustedR Square |
|-------|----------|------------------|
| 0.825 | 0.681    | 0.674            |

### Interpretation

The R Square value of 0.681 indicates that 68.1% of the variance in purchase intention is explained by social media marketing variables. This suggests strong explanatory power of the regression model.

**Table12.6 Regression Coefficients**

| Variable                     | Beta  | t-value | Sig.  |
|------------------------------|-------|---------|-------|
| Constant                     | 0.962 | 3.42    | 0.001 |
| Advertisement Attractiveness | 0.272 | 4.14    | 0.011 |
| InfluencerCredibility        | 0.391 | 7.62    | 0.000 |
| Electronic Word-of-Mouth     | 0.344 | 6.55    | 0.000 |
| PromotionalOffers            | 0.248 | 3.88    | 0.018 |
| CustomerEngagement           | 0.297 | 5.11    | 0.004 |

**Correlation Matrix**

| Variables                                   | Correlation Coefficient(r) | Significance |  |  |
|---------------------------------------------|----------------------------|--------------|--|--|
| Social Media Marketing & Purchase Intention | 0.742                      | 0.000        |  |  |

**Interpretation:** The correlation coefficient ( $r=0.742$ ) indicates a strong positive relationship between social media marketing and purchase intention.

**Interpretation:** The regression results indicate that all independent variables significantly influence purchase intention.

### Among the predictors

1. Influencer credibility has the strongest effect (Beta = 0.391)
2. Electronic word-of-mouth has the second strongest effect (Beta = 0.344)
3. Customer engagement also significantly contributes to purchase intention



Thus, influencer-driven marketing strategies are particularly effective among college students.

### 12.7 ANOVA Analysis

ANOVA tests whether the regression model is statistically significant.

#### ANOVA Results

| Source     | Sum of Squares | df  | Mean Square | F-value | Sig   |
|------------|----------------|-----|-------------|---------|-------|
| Regression | 425.822        | 5   | 85.164      | 62.410  | 0.000 |
| Residual   | 401.216        | 294 | 1.365       |         |       |
| Total      | 827.038        | 299 |             |         |       |

#### Interpretation

The ANOVA result shows  $F = 62.410$  with significance level 0.000.

Since  $p < 0.05$ , the regression model is statistically significant.

This confirms that the model is suitable for explaining purchase intention.

#### Hypothesis Testing Main Hypothesis

**Null Hypothesis ( $H_0$ ):** There is no significant relationship between social media marketing and purchase intention.

**Decision Rule:** Reject  $H_0$  if  $p\text{-value} < 0.05$ .

**Result** Since  $p = 0.000 < 0.05$ , the null hypothesis is rejected.

**Conclusion:** There is a significant positive relationship between social media marketing and purchase intention among college students.

#### Sub-Hypothesis Testing

| Hypothesis                                                                 | Result   |
|----------------------------------------------------------------------------|----------|
| H <sub>1a</sub> Advertisement Attractiveness influences Purchase Intention | Accepted |
| H <sub>1b</sub> Influencer Credibility influences Purchase Intention       | Accepted |
| H <sub>1c</sub> WOM influences Purchase Intention                          | Accepted |
| H <sub>1d</sub> Promotional Offers influence Purchase Intention            | Accepted |
| H <sub>1e</sub> Customer Engagement influences Purchase Intention          | Accepted |

All sub-hypotheses are accepted.

#### Discussion of Results

The findings indicate that social media marketing plays a crucial role in influencing purchase intention among college students in Tiruchirappalli District. The study reveals that **influencer credibility** is the strongest determinant of purchase intention. This finding supports recent literature suggesting that consumers increasingly rely on influencer recommendations due to perceived authenticity and trust worthiness.



Electronic word-of-mouth also emerged as a strong predictor. Students heavily depend on peer reviews, online ratings, and user-generated content before making purchasing decisions. Customer engagement significantly contributes to purchase intention, indicating that active interactions such as comments, shares, and participation in brand campaigns improve brand attachment. The results further demonstrate that attractive advertisements and promotional offers positively affect buying decisions, although their influence is relatively lower compared to trust-based factors.

Overall, the empirical evidence suggests that trust-driven marketing strategies generate stronger purchase intention than purely promotional advertising among digitally active college students.

### Major Findings of the Study

Based on the analysis and interpretation of data collected from 300 college students in Tiruchirappalli District, the major findings of the study are summarized below:

1. The majority of respondents (82%) belong to the age group of 18–21 years, indicating that younger students from the dominant sample population.
2. Female respondents (54%) slightly outnumber male respondents (46%), showing balanced gender representation.
3. Undergraduate students constitute 76% of the respondents, making them the primary target group of this study.
4. Instagram is the most preferred social media platform among respondents (42%), followed by YouTube (28%), WhatsApp (18%), and Facebook (12%).
5. A significant proportion of students spend 4–6 hours daily on social media, demonstrating high digital engagement.
6. Mean score analysis reveals that **Influencer Credibility** is the most influential factor affecting purchase intention, followed by:
  7. Electronic Word-of-Mouth (eWOM).
  8. Customer Engagement.
  9. Advertisement Attractiveness.
  10. Promotional Offers.
11. Correlation analysis indicates a strong positive relationship between social media marketing and purchase intention ( $r = 0.742$ ).
12. Regression analysis shows that social media marketing variables explain **68.1% of variation in purchase intention**, demonstrating strong predictive power.
13. Among all predictors, **Influencer Credibility ( $\beta = 0.391$ )** has the highest impact on purchase intention.
14. ANOVA results confirm that the regression model is statistically significant ( $p < 0.05$ ).
15. Hypothesis testing confirms that social media marketing significantly influences purchase intention among college students in Tiruchirappalli District.

**Suggestions and Recommendations:** Based on the findings of the study, the following recommendations are proposed for businesses, marketers, and digital advertisers.

### For Businesses and Marketers

#### Focus on Influencer-Based Marketing

Since influencer credibility emerged as the strongest determinant of purchase intention, businesses should collaborate with trusted influencers whose audience aligns with the target market.



### **Improve Content Quality**

Marketers should create visually appealing and engaging content using:

1. Short-form videos
2. Reels
3. Live product demonstrations
4. Interactive advertisements

High-quality content improves consumer attention and engagement.

**Encourage Customer Reviews:** Businesses should actively encourage satisfied customers to share reviews and ratings online. Positive electronic word-of-mouth significantly improves consumer trust.

### **Strengthen Customer Engagement**

Brands should interact regularly with consumers through:

1. Comments.
2. Polls.
3. Live sessions.
4. Q& A sessions.
5. Contests.

This strengthens brand relationships and loyalty.

### **Personalized Promotional Strategies**

Targeted promotions based on consumer interests and behaviour can improve conversion rates more effectively than generic advertisements.

### **For Educational Institutions**

Colleges may conduct digital literacy workshops to help students critically evaluate marketing content. Students should be educated regarding responsible digital consumption and informed purchasing behaviour.

### **For Consumers**

Students should evaluate:

1. Product credibility.
2. Review authenticity.
3. Influencer sponsorship transparency before making purchase decisions.

### **Conclusion**

The rapid advancement of digital technologies has transformed the marketing landscape, making social media one of the most powerful tools for influencing consumer behaviour. Social media platforms have evolved beyond communication channels into dynamic commercial ecosystems where brands engage consumers through interactive and personalized content.

The present study examined the impact of social media marketing on purchase intention among college students in Tiruchirappalli District. The empirical findings clearly indicate that social media marketing significantly influences purchase intention among students. The study identified influencer credibility, electronic word-of-mouth, and customer engagement as major determinants of purchase intention.



Among these factors, influencer credibility emerged as the strongest predictor, highlighting the increasing role of trust and authenticity in digital consumer behaviour. Students tend to rely heavily on recommendations from influencers, peer reviews, and user-generated content before making purchase decisions.

The results also demonstrate that attractive advertisements and promotional offers positively influence buying behaviour, though trust-based factors have greater impact than purely promotional strategies. This study contributes to the growing literature on digital marketing and consumer behaviour by providing empirical evidence from a regional educational hub in Tamil Nadu. The findings offer practical insights for marketers seeking to design more effective social media campaigns targeting young consumers.

In conclusion, businesses that strategically leverage credible influencers, engaging content, and trust-building digital interactions can significantly enhance purchase intention and strengthen brand loyalty among college students.

### **Limitations of the Study**

Despite providing useful insights, the study has certain limitations:

1. The study is limited to Tiruchirappalli District only.
2. The sample size is restricted to 300 respondents.
3. The study considers only college students and excludes other consumer groups.
4. Convenience sampling may limit generalizability.
5. Consumer behavior may change rapidly with evolving digital platforms.

### **Scope for Future Research**

Future researchers may extend this study by:

1. Conducting comparative studies across districts or states.
2. Increasing sample size for broader generalization.
3. Examining additional variables such as:
4. Trust.
5. Privacy concerns.
6. Impulse buying.
7. Brand loyalty.
8. Studying platform-specific behavior such as Instagram Reels or YouTube Shorts.
9. Applying advanced statistical techniques such as:
10. Structural Equation Modeling (SEM).
11. Confirmatory Factor Analysis (CFA).
12. PLS-SEM.

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