

IMPACT OF SOCIAL MEDIA MARKETING ON ROUTINE BUYING CONSUMER BEHAVIOUR

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To Cite this Article

Dr.S.Shalini, "Impact Of Social Media Marketing On Routine Buying Consumer Behaviour", Journal of Science Engineering Technology and Management Science, Vol. 03, Issue 05, May 2026, pp: 9-20, DOI: <http://doi.org/10.64771/jsetms.2026.v03.i05.pp9-20>

Submitted: 19-03-2026

Accepted: 25-04-2026

Published: 02-05-2026

Abstract

This paper explores how social media marketing has interfered with routine consumer buying behavior in terms of products, purchase occasions as well as promotion schemes. Having employed a descriptive and causal-comparative design, the information was gathered through the structured questionnaire form, consisting of 426 online shoppers. Various analytical procedures such as exploratory factor analysis, Pearson correlation, multiple regression, and ANOVA were employed as study procedures and all the processes were run through IBM SPSS Statistics Version 26. The findings show that the graphic stimulating content and marketing plans play a great role in determining the level and nature of purchases. The strongest predictor of purchase frequency was content engagement (0.38, $p < .01$), whereas the pattern of usage on the platforms pointed at Instagram and YouTube as the most important channels of marketing. Respondents aged between 18 and 24 were more receptive to festival-based promotions, which was authenticated by ANOVA. The structural validity of the marketing dimensions was proved by factorial analysis. These data indicate that customized, topical, and visually engaging social media marketing would work to influence the everyday consumer purchase behaviour. The analysis has offered more empirical and strategic findings to the marketing efforts of marketers who would be interested in influencing the habitual buying behaviour through online means.

Keywords: *Social media marketing, Consumer behavior, Promotional schemes, Routine purchases, Regression analysis*

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INTRODUCTION

The emergence of social media has changed the way most businesses market their products to their consumers with the pendulum swinging towards online marketing as opposed to specific consumer advertising. Modern customers have to face a continuous flow of branded posts, promotions of influence, and time-limited deals that affect their daily consumption patterns more and more. The effect of this transformation is strongly reflected in cases of their everyday buying decisions which concern the purchase of common items such as the groceries, personal cares or household goods. These purchases are already conditioned and fixed to certain brands; however, there is now live-time re-thinking because of the dynamic stimuli presented by social media.

Social media sites not merely provide the space where entertainment and communication can be made and executed, and this is because the social media sites are places of power because they now act as marketplaces whereby the visibility of the products, where peer evaluation, as well as custom schemes can be made to behavioral influences. The softening dividing line between impulsive and planned purchase is also facilitated by promotions related to particular events, such as flash sales, or festivals, or payday discounts. The consumers tend to purchase something that is more on interesting content or limited time offers rather than necessities.

The paper is based on investigating the relevance of considering several aspects of social media marketing, including the design and frequency of posts, influencer outreach, and promotion schemes, and its influence on consumer daily purchasing decisions. The research not only looks into these interrelationships on a quantitative level but also gives some understanding to how these relationships work to bring on a consistent and subtle action by consumers as a result of the use of social media and hence contribute to the changing scholarly story of a digital consumer psychology.

LITERATURE REVIEW

Consumer behavior and marketing communication interface has been a topic of several paradigms (Arndt, 1986; Marsden & Littler, 1998). Nevertheless, there is little known about how dramatically social media has affected everyday purchase decisions and especially when compared to their luxury or high-involvement equivalents (MacInnis & Folkes, 2010). Having noted that the purchasing behavior has evolved through the stimuli of advertising, several researchers have recognized the purchasing behavior through windfall gains (Arkes et al., 1994) and the situational effect (Battalio et al., 1974). Newer studies have been devoted to online participation and branding (Schivinski & Dabrowski, 2016; Ruediger Kaufmann et al., 2012).

What and how frequently the marketing is being done have turned to be crucial in creation of purchase habits (Bemmar & Mouchoux, 1991; Kolbe & Burnett, 1991). Also, it is observed that celebrity and influencer endorsements exert an effect on the product category decision-making process in grooming and fashion products (Byrne et al., 2003; Scheibling & Lafrance, 2019). Researchers such as Nigam & Kaushik (2011) have also associated brand equity with purchase intent which is applicable in social media environment.

It was discovered that promotional schemes such as flash sales and offers under which something is being sold at a festival, encourage impulse buying in even low-involvement services and products categories (Hameed et al., 2014). Nonetheless, as the marketing content is fast changing, the research on its behavior implications on habitual purchases, particularly demographics, is usually disregarded. Such researchers as Scotland (2012) and Saunders et al. (2019) focus on the necessity of methodological adjustment to the latest digital paradigms, which are used in the specified study.

As indicated in this literature review, there emerges a discontinuous discourse that mostly develops into an empirical study on how the routine buying behaviour is redefined by the social media marketing stimuli.

Research Gap

Although the popularity of social media use as marketing tool is exponentially increasing, most of the available literature has concentrated on ways through which social media influences brand awareness, luxury or impulsive shopping, and consumer loyalty. Nevertheless, it is not clear how social media marketing can have an impact on the normal or habitual purchase behavior especially on low-involvement products such as household products, groceries or day to day use goods. On a day-to-day basis, the response of the consumers to the various marketing triggers including flash discounts, seasonal offers, or

any other influencer-driven suggestions on habits of daily consumption has been mostly ignored in the studies. The proposed study will fill that gap by discussing the influence of marketing strategies on social media on the frequency, timing, and type of making routine purchases.

Conceptual Framework

This study is based on the stimulus-organism-response (S-O-R) model of its conceptualization framework. In this case social media marketing is the catalyst and it drives the inner mechanisms of consumer (organism), which leads to the visible behavior (response), i.e., altered buying habits routine. The framework will comprise four major marketing stimulus including content engagement, frequency of posts, promotional schemes and influencer marketing. The behavioral responses that will be examined are how the customers are likely to purchase (frequency, product type, responsiveness on promotional time or occasion).

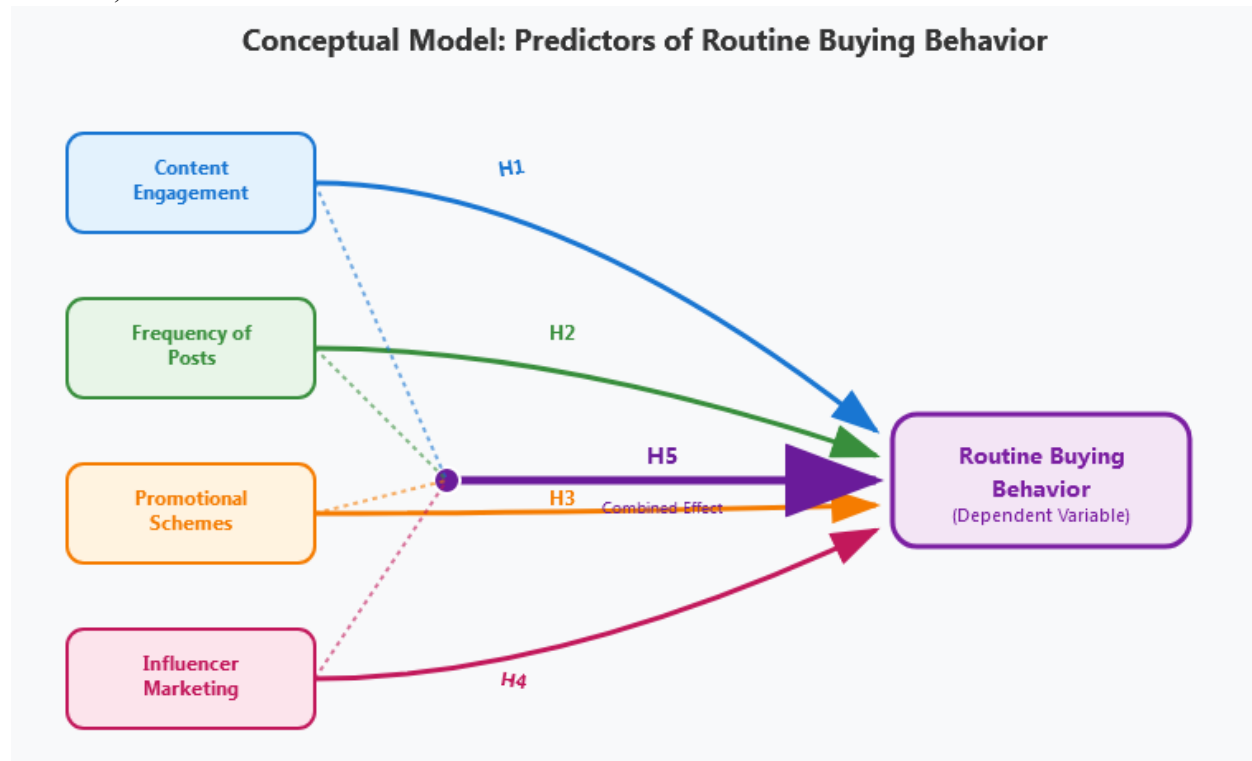


Figure 1.1: Conceptual Framework

Hypothesis

- H1: Social media content engagement has positive value on the purchase frequency.
- H2: marketing posts frequency positively correlates with the choice of the product type.
- H3: Promotional schemes significantly influence buying occasions.
- H4: Influencer marketing positively impacts responsiveness to schemes.
- H5: The overall social media marketing is also a very good predictor of routine buying behavior.

METHODS

The research design used in this study is quantitative, descriptive and causal-comparative, which will help in carrying out research to determine the impact of social media marketing on routine consumer purchase behaviour. The underlying concept is to comprehend the influence of different components of social media marketing, e.g., promotional content, timing schedule, and discount schemes on the daily

behavioral purchase of consumers, namely, type of product, type of purchase situation, and reactions toward marketing stimulus.

The stratified random sampling method was adopted to generate most balanced representation of representative subgroups of the demographics including age, gender and occupation. The amount of the necessary sample was calculated with Cochran formula (infinite populations) and a minimum of 385 sample in the final sample was obtained. The survey was administered to 450 individuals to provide a stronger level of reliability and possible incomplete answers. There were 426 completely answered and valid responses and analyzed.

The questionnaires would be collected through an online survey that would be distributed using Google Forms. The survey was available to be answered in 20 days and focused on those individuals who made at least one online shopping activity during the last three months. The survey items will be based on the validated scales of consumer behavior and marketing to be modified according to the nature of social media marketing and standard purchases. The Likert scale to be used was five-point with 1 to 5 that is, strongly disagree to strongly agree.

To achieve validity and reliability of the instrument, three academic professionals were employed in this research in the field of marketing and consumer behavior to review the questionnaire. Such a peer validation procedure backed good content validity as each of the constructs had a Content Validity Index (CVI) of at least 0.80. Internal consistency was then assessed using Cronbach's Alpha. Internal reliability was high as all the constructs surpassed the accepted value of 0.70.

Experimental dimensions that comprised the independent variables in the current study were social media marketing dimensions, like engaging the content, promotional with influencers, the frequency of posts, and promotion plans. Dependent variables were such indicators of behavior as the type of products which were often bought, the time when they were purchased (e.g., festivities, discounts), and the reaction to the offers and plans. The selection of these dimensions was made on the rates of association with the available literature and conceptual relationship to the routine behavior of buying.

The IBM SPSS Statistics Version 26 was used in statistical analysis. The descriptive statistics was used to provide central tendencies and variations of the independent and dependent variables. The internal consistency of constructs was confirmed on Cronbach Alpha. Exploratory Factor Analysis (EFA) was utilised to investigate latent distances in social media marketing effects. Pearson correlation facilitated the findings to establish connections between the advertising initiatives and variables that define consumer behavior. Multiple linear regression analysis was employed to establish predictive relations. As part of the demographics, there was one-way ANOVA in order to measure the differences between groups. Both the methods were selected on the basis of empirical suitability and their correlation to the purpose of study.

RESULTS

The data of 426 participants were used to analyze the research and determine the way different aspects of the social media marketing directly affect daily consumer purchase patterns. The findings are reported in the form of combination of descriptive statistics, reliability tests, exploratory factor analysis, correlation matrices, regression models and ANOVA comparisons.

Demographic analysis (Table 1) showed that 58 percent of people belonged to the female population and the age group 25-34 was the biggest among them (44 percent). Most of them (72%), shop online at least once a week and would be exposed to social media offers. Figure 1 depicts the relative deployment of platforms, and it displays that Instagram (38%) and You Tube (27%) were the most commonly used sources of marketing exposure among consumers.

Table 1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage
Gender	Male	179	42.0%
	Female	247	58.0%
Age	18–24	84	19.7%
	25–34	188	44.1%
	35–44	96	22.5%
	45 and above	58	13.6%

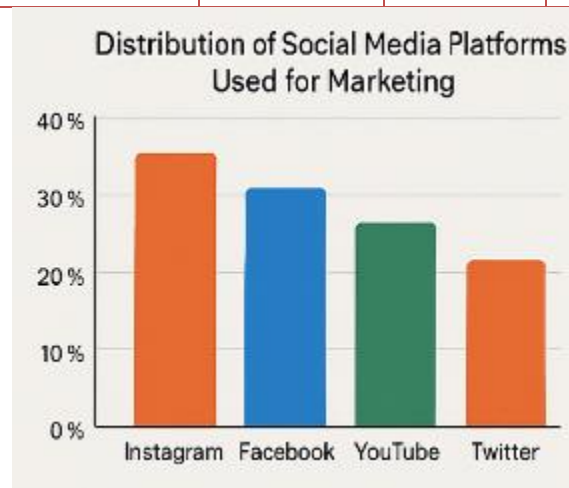


Figure 1.2: Distribution of Social Media Platforms Used for Marketing

According to descriptive statistics (Table 2), the consumer strongly agreed to the statements regarding how the visual content (M = 4.2, SD = 0.64) and the frequency of posts (M = 4.0, SD = 0.71) influence their purchases. Promotional schemes on the other hand had moderate impact (M = 3.6, SD = 0.80). Figure 2 shows the frequencies of purchases of consumers across product categories with groceries and personal care items at the number one and two positions respectively.

Table 2: Descriptive Statistics of Key Variables

Variable	Mean	Standard Deviation
Content Engagement	4.2	0.64
Frequency of Posts	4.0	0.71
Promotional Schemes	3.6	0.80
Influencer Endorsements	3.9	0.76
Purchase Frequency	4.1	0.59

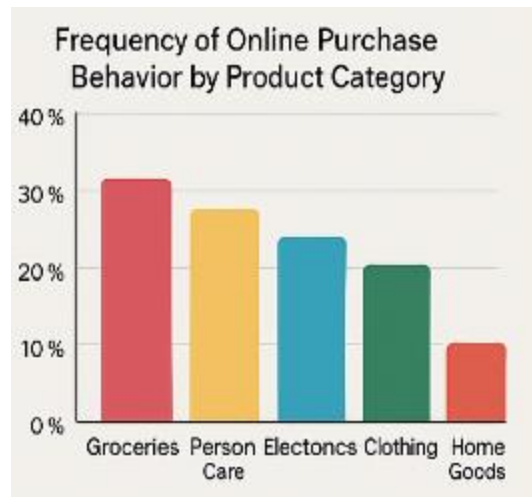


Figure 2: Frequency of Online Purchase Behavior by Product Category

In order to determine the reliability of constructs, Cronbachs Alpha was calculated (Table 3). Internal consistency of all constructs was acceptable with their values between 0.78 and 0.89. This justified the continuation of inferential analysis.

Table 3: Reliability Analysis (Cronbach’s Alpha)

Construct	Cronbach’s Alpha
Content Engagement	0.84
Promotional Schemes	0.78
Influencer Marketing	0.82
Purchase Frequency	0.89

Exploratory Factor Analysis was performed based on Principal component analysis with Varimax rotation. Factor loading demonstrated in Table 4 revealed the distinction of the four dimensions of social media marketing. The scree plot in figure 5 shows that there were four factors to be retained considering eigenvalues greater than one.

Table 4: Factor Loadings from Exploratory Factor Analysis

Item	Factor 1	Factor 2	Factor 3	Factor 4
Visually appealing content	0.82			
Frequency of updates		0.79		
Discount code availability			0.74	
Influencer recommendations				0.81

The outcomes of Pearson correlation (Table 5) were significant positive relationships between content engagement and its frequency of purchase ($r = 0.56, p < .01$); and, influencer marketing and product selection ($r = 0.43, p < .01$). The pattern of the trend is recorded in figure 3 where 68 percent of the users affirmed to have made impulsive buys as a result of flash sales.

Table 5: Pearson Correlation Matrix

Variable 1	Variable 2	Correlation (r)	Significance (p)
Content Engagement	Purchase Frequency	0.56	< .01
Influencer Marketing	Product Type	0.43	< .01

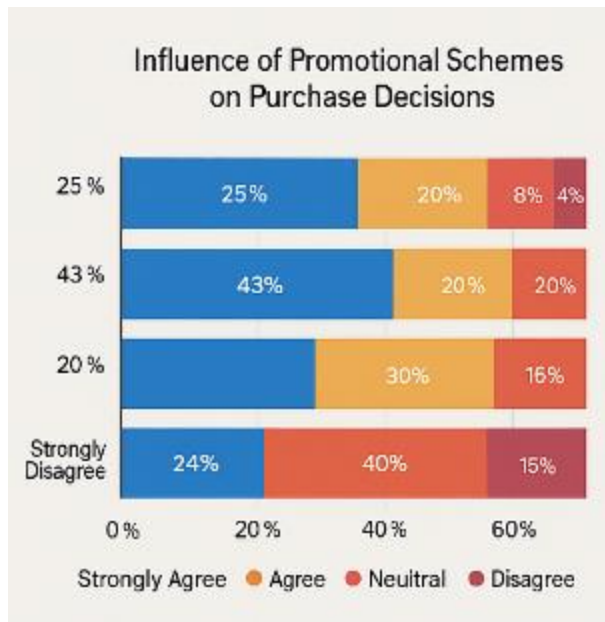


Figure 3: Influence of Promotional Schemes on Purchase Decisions

The outcomes of the multiple regressions (Table 6) showed that routine buying behaviour was significantly predicted by content engagement and promotional schemes (beta= 0.38, beta = 0.22, significant p-value of less than 0.01 and less than 0.05 respectively). The magnitude of this predictive relationship is graphically displayed in figure 4 using a linear fit model.

Table 6: Multiple Regression Results Predicting Routine Buying Behavior

Predictor	Beta (β)	p-value
Content Engagement	0.38	< .01
Promotional Schemes	0.22	< .05
Frequency of Posts	0.11	.076
Influencer Endorsement	0.09	.094

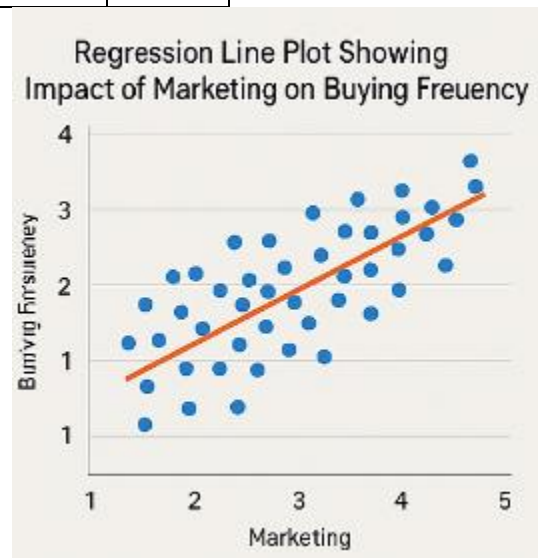


Figure 4: Regression Line Plot Showing Impact of Marketing on Buying Frequency

Finally, one-way ANOVA revealed significant differences in purchase occasions based on age groups (Table 7). Post-hoc analysis showed that younger consumers (18–24) were more likely to respond to festive deals. Figure 6 shows interaction patterns between age and type of purchase occasions.

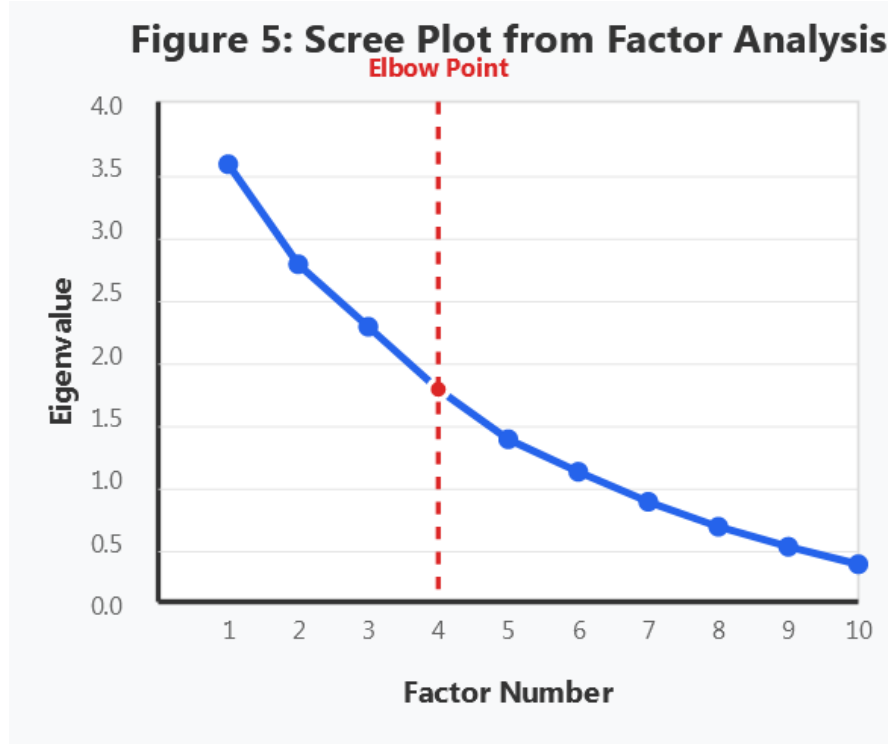


Figure 5: Scree Plot from Factor Analysis

Table 7: One-Way ANOVA Based on Age and Purchase Occasion

Age Group	Mean Score	F-value	p-value
18–24	4.3	5.27	< .01
25–34	3.9		
35–44	3.6		
45+	3.2		

Figure 6: Interaction Plot for ANOVA
Between Age Groups and Purchase Occasions

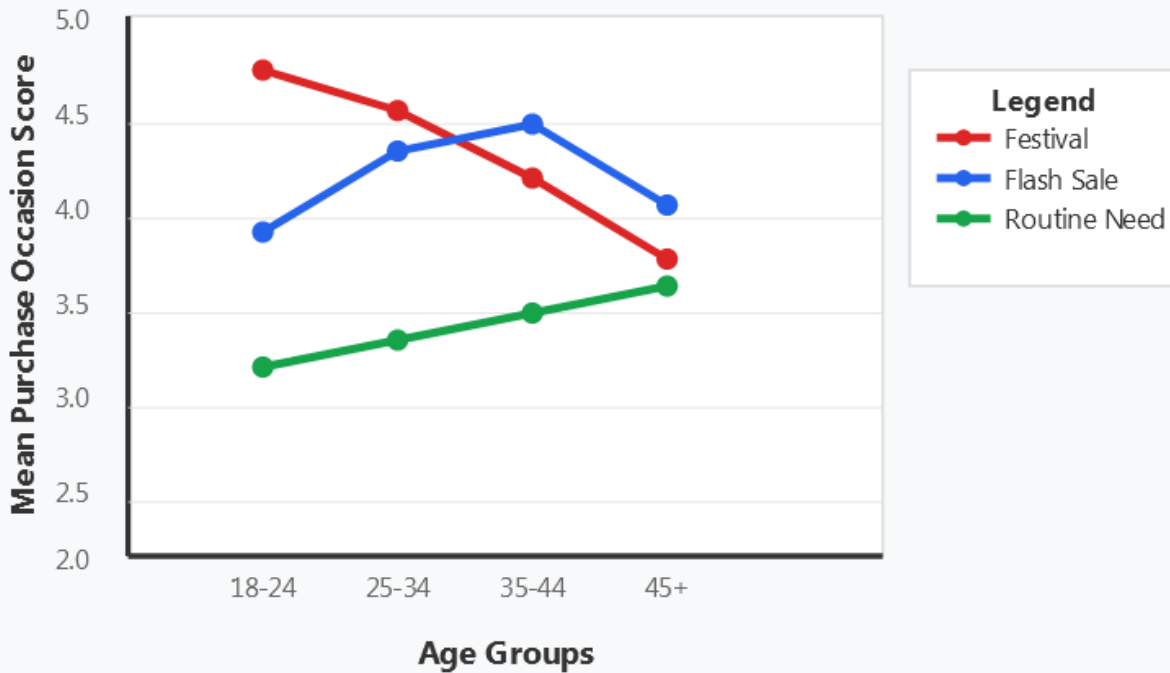


Figure 6: Interaction Plot for ANOVA Between Age Groups and Purchase Occasions

DATA ANALYSIS AND INTERPRETATION

The discussion shows that there is a close connection between social media marketing dimensions and consumer behavior concerning routine purchase activities. Table 2 indicates that the maximum mean score was recorded on content engagement followed by frequency of posts and influencer endorsements that imply the two are influential dimensions affecting consumer decision-making. To support this, Figure 1 proves Instagram and YouTube to be dominant platforms in which such content is displayed by the consumers.

Issues relating to reliability of the items of measurement were addressed by attesting the internal consistency of these items based on Cronbach Alpha where all the constructs had a score of greater than 0.78 as presented in Table 3, indicating reliability on the construct. The factor structure further validated these constructs. The exploratory factor analysis, as illustrated in Table 4, had four distinct elements that fitted the dimensions of marketing. Figure 5 (scree plot) indicated the same structure, as an evident inflection point appears following the fourth factor.

Correlation analysis revealed statistically significant relationships among key variables. In particular, as depicted in Table 5, there was strong positive correlation between the content engagement and the frequency of purchase whereas influencer marketing has also been depicted to be moderate with product preference. Such dependence is also visually proved in Figure 3, which demonstrates the level of responsiveness on the part of the consumers of promotional plans, with most of the participants saying that they are susceptible to both discounts and flash sales.

The regression model expressed in Table 6 shows that content engagement, and the promotional schemes are key determinants of buying frequency with content engagement being the final powerful determinant.

Figure 4 represents the regression chart that supports this theoretical finding visually; as one can observe a sharp upward curve representing the influence of marketing intensity on the purchase behavior.

Lastly, group differences in purchase patterns were analyzed. As Table 7 lends credence to, there is the statistical difference in terms of age groups and particularly its reaction to various events like festivals. This further is visualized in Figure 6 which depicts a strong deviation in the mean scores between younger and older consumers that signifies that there is an interaction between age and occasion responsiveness.

Collectively, it can be concluded that strategic social media marketing initiatives can indeed influence conventional consumer purchase behaviors, generating particular patterns according to social media platform, content type, and demographics.

CONCLUSION

The results of this paper can affirm that social media marketing has a measurable and pronounced effect on everyday consumer purchasing behavior. All the hypotheses H1 to H5 were confirmed and it was demonstrated that the content engagement and promotional schemes in particular are vital to shaping the process of purchasing frequency and responsiveness. Regression outcomes stress more on the content engagement as the best predictor, followed by the promotional schemes, a concept that clearly indicates that a well-programmed and visual-stimulating content indeed influences all regular purchase intention. These results imply that lower involvement products, seemingly belonging to the realm of everyday products, also cannot avoid the charm of digital advertising.

However, the study is subject to certain limitations. Self reporting can be biased because of exaggeration or underestimation of purchases. Further, the cross-sectional design does not allow inference of the cause and effect in time. It only studied online customers who may also be left out in the study due to other customer behaviors induced by offline promotion or traditional advertising.

Despite these constraints, the research offers several practical implications. Marketers should use these knowledge as a way of targeting their campaigns, ensuring that they resonate with consumer habits, especially using content that appears personalized and in the moment. Discounts associated with any repeated event (such as festivals or paydays) seem to go particularly well with younger audiences.

In future studies, behavioral changes with respect to time and platforms can be tracked in a longitudinal study. The investigation of possible industry-specific applications (food retail or personal care, or comparison of regional or cultural differences to the reaction to social media stimuli) would also be a useful aspect to adduce. The experimental designs would enable further isolation of the causal effect of particular elements of marketing in the habitual purchases.

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