Influence of Social Media Marketing on Consumer Preferences for Online Purchase of Daily Use Goods in Greater Noida

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Abstract

This study explored the influence of social media marketing on consumer preferences for the online purchase of daily use goods in Greater Noida. With the rapid growth of digital connectivity and smartphone usage, social media platforms such as Facebook, Instagram, and WhatsApp have become critical tools for businesses to engage consumers. A structured questionnaire was administered to 180 respondents to assess their platform usage, purchasing frequency, and responsiveness to digital marketing content, including advertisements and influencer promotions. The results revealed that a significant proportion of consumers were influenced by social media content in their purchasing decisions, particularly those related to daily use products. Most respondents reported frequent online purchases and showed a preference for products endorsed by online reviews or influencers. These findings suggest that strategic social media marketing has the potential to effectively drive consumer behavior in urban markets. The study recommends that businesses develop targeted, platform-specific strategies to maximize consumer engagement and brand loyalty.

Keywords: Social Media Marketing, Consumer Preferences, Online Shopping, Daily Use Goods, Digital Advertising, Influencer Marketing, Buying Behavior.

1. INTRODUCTION

In recent years, the landscape of consumer purchasing behavior has undergone a significant transformation with the advent of digital technology and the widespread use of social media. Platforms such as Facebook, Instagram, WhatsApp, and YouTube have evolved beyond communication tools to become powerful marketing channels for businesses. Social media marketing has enabled companies to engage directly with consumers, build brand awareness, and influence purchasing decisions through targeted advertisements, influencer collaborations, and real-time feedback mechanisms.

Social media marketing has become a crucial component of consumer outreach tactics in metropolitan areas like Greater Noida, where smartphone usage and internet penetration have grown significantly. Customers' tastes and purchasing habits are shaped by the constant barrage of promotional content, product evaluations, and influencer recommendations they are exposed to, particularly when it comes to everyday necessities like groceries, toiletries, and household goods. This change in behavior has been further exacerbated by the ease of internet buying and compelling social media content.

The purpose of this study was to investigate how much social media marketing affected Greater Noida consumers' preferences for online purchases of everyday necessities. It looked into how different social media platforms function, how often people shop online, and how influencer content and ads affect consumer choices. The study's conclusions offer useful information that companies and marketers can use to improve their digital marketing tactics and better meet the demands of modern consumers.

2. LITERATURE REVIEW

Panda and Swar (2014) carried out an exploratory study to determine the main factors influencing the behavior of online shoppers. Their study showed that a number of criteria, including price comparisons, product diversity, ease, and time-saving features, had a big impact on online shoppers' judgments. They discovered that customer preferences were significantly influenced by psychological comfort and trust in online payment systems.

Mishra and Vashisht (2017) examined a number of variables influencing Gwalior City's e-shopping habits. Their results showed that factors including promotional offers, website usability, delivery efficiency, and customer service had a significant impact on consumer

behavior. They underlined that customers' digital literacy and internet usage frequency were major factors in the rise in online buying.

Hurriyati, Lisnawati, and Rhamdani (2017) centered on how e-commerce service utilization is affected by online customer reviews. Customer evaluations and ratings had a substantial impact on trust and purchase intentions, according to their research, which was presented at the 1st Annual Applied Science and Engineering Conference. Before making a purchase, consumers frequently turned to the opinions of their peers, particularly when there was no way to physically inspect the merchandise.

Al Karim (2013) examined the driving and impeding forces behind internet shoppers' pleasure. According to his research, effective customer service, transaction security, and service quality were the main factors influencing customer happiness. He did, however, also identify some significant barriers that prevented people from making online purchases, such as a lack of trust, worries about the quality of the products, and a fear of fraud.

Syriac and Raghuram (2016) examined the rise of e-commerce and its subsequent impact on the Indian retail market. Their study demonstrated that the growth of digital infrastructure and increased internet penetration significantly altered the retail landscape. They found that traditional retail formats were gradually adapting to omni-channel strategies to remain competitive in the face of e-commerce expansion.

3. RESEARCH METHODOLOGY

3.1. Research Design

The research design used in the study was descriptive. This strategy was selected because it allowed the researcher to monitor and characterize, without changing any variables, the connection between social media marketing and customer preferences. Understanding the current relationships between social media marketing tactics and consumer purchase behavior—particularly with regard to everyday use goods—was the main goal.

3.2. Population and Sampling

Residents of Greater Noida who were frequent users of social networking sites and had prior experience making everyday purchases online were part of the study's target audience. Participants were chosen using a convenience sampling technique, which made it simple for the researcher to find respondents who satisfied the fundamental requirements for inclusion.

There were 180 responders in the sample. According to the inclusion requirements, participants had to be at least eighteen years old, live in Greater Noida, be active on at least one social media platform, and have previously made purchases of necessities like food, toiletries, and household goods online.

3.3. Data Collection Method

A structured questionnaire with both multiple-choice and closed-ended items was used to gather primary data for the study. To reach a broad and pertinent audience, the survey was distributed online using Google Forms and disseminated via other social media channels.

The demographic profile of respondents (age, gender, and occupation), the frequency of social media use, the perceived impact of social media advertisements, the habitual patterns of online shopping for everyday items, and the degree to which influencer marketing, product reviews, and paid advertisements influenced consumer preferences were all covered by the questionnaire.

3.4. Tools for Data Analysis

Following data collection, SPSS (Statistical Package for the Social Sciences) was used to code and analyze the responses. A number of statistical methods were used to provide a meaningful interpretation of the data.

The primary features of the data were summed up using descriptive statistics including frequency, percentage, and mean. The relationships between variables like social media exposure and customer buying preferences were investigated using the Chi-square test. To find

patterns and trends among various demographic groups, cross-tabulations were employed. The direction and degree of the association between the level of social media engagement and consumer purchasing decisions were also discovered with the aid of correlation analysis.

4. RESULTS AND DISCUSSION

To find out how social media marketing affected Greater Noida consumers' preferences for online purchases of everyday necessities, the data gathered from the structured questionnaire was examined. Descriptive statistics were used to tabulate and evaluate the 180 participants' responses. Four main themes were used to present the findings: the use of social media platforms, the frequency of online transactions, the effect of ads, and the influence of social media material like influencer marketing and reviews. These findings shed light on how customers viewed and reacted to various digital marketing initiatives.

4.1. Social Media Platform Usage

The following table showed the popularity of different social media platforms among respondents and their exposure to marketing content.

Table 1: Frequency of Social Media Platform Usage

Social Media Platform	Frequency	Percentage (%)
Facebook	120	66.7%
Instagram	105	58.3%
WhatsApp	90	50.0%
YouTube	60	33.3%
Twitter/X	30	16.7%
Others (e.g., Threads)	15	8.3%
Total	**180**	**100.0%**

With 66.7% of respondents claiming regular usage, Facebook was the most popular social media network, followed by Instagram (58.3%) and WhatsApp (50%) in Table 1. These platforms are important avenues for marketing outreach since they seem to control digital engagement. However, Twitter/X and other platforms such as Threads had relatively lower usage rates at 16.7% and 8.3%, respectively, whereas YouTube was used by 33.3% of respondents, indicating moderate engagement. According to this allocation, Facebook, Instagram, and WhatsApp should be given top priority by marketers aiming to reach and influence Greater Noida consumers' purchasing decisions.

Frequency of Online Purchase of Daily Use Goods

This table illustrated how often consumers purchased daily use items through online platforms.

Table 2: Frequency of Online Purchases

Purchase Frequency	Frequency	Percentage (%)
Once a week	72	40.0%
Twice or more a week	48	26.7%
Once a month	36	20.0%
Rarely	24	13.3%
Total	**180**	**100.0%**

The majority of respondents regularly made purchases of everyday items online, according to Table 2. In particular, more than two-thirds of the participants had made internet shopping a regular part of their routine, with 40% reporting making purchases once a week and another 26.7% doing so twice or more. Just 13.3% of respondents said they made purchases infrequently, while 20% said they did so once a month. These results indicated a significant degree of reliance on online channels for acquiring necessities, which is indicative of the ease of use and rising customer trust in digital retail services.

Impact of Social Media Advertisements

Respondents were asked whether social media advertisements had an impact on their

purchasing decisions.

Table 3: Influence of Social Media Ads on Purchasing Decision

Influence Level	Frequency	Percentage (%)
Strongly Influenced	51	28.3%
Moderately Influenced	69	38.3%
Slightly Influenced	36	20.0%
Not Influenced	24	13.3%
Total	**180**	**100.0%**

According to the findings, social media ads significantly influenced the shopping decisions of consumers. When purchasing everyday items online, 66.6% of respondents said they were "strongly influenced" (28.3%) or "moderately influenced" (38.3%) by these kinds of ads. In the meantime, only 13.3% said they were "not influenced" at all, while 20% said they were "slightly influenced". This implied that in the context of online retail, social media marketing tactics—like product promotions, targeted advertisements, and visual storytelling—were a powerful tool for influencing consumer preferences and purchase decisions.

Influence of Reviews and Influencer Content

This table examined the extent to which online reviews and influencer recommendations affected consumer choices.

Table 4: Role of Reviews and Influencer Promotions

Response Category	Frequency	Percentage (%)
Always Consider	57	31.7%
Often Consider	66	36.7%
Rarely Consider	39	21.7%
Never Consider	18	10.0%
Total	**180**	**100.0%**

When making online purchases of everyday items, the vast majority of respondents were swayed by reviews and influencer advertising, according to the data in Table 4. In particular, 68.4% of participants said they "always" or "often" thought about such content before making a purchase, demonstrating a high dependence on digital endorsements and social proof. Just 21.7% of customers "rarely considered" and 10% "never considered" these aspects, indicating that most consumers placed a high value on user-generated reviews and suggestions from influencers, while a small percentage remained unaffected by outside viewpoints. This demonstrated the increasing significance of influencer marketing and digital word-of-mouth in influencing customer preferences in the online retail sector.

Discussion

The results unequivocally showed that social media marketing significantly influenced Greater Noida customers' online buying habits. There was a high degree of interaction and exposure to marketing content on platforms like Facebook, Instagram, and WhatsApp. A significant percentage of customers admitted to being swayed by digital ads, reviews, and recommendations from influencers and made frequent purchases online.

These findings provided credence to the theory that social media marketing significantly influenced consumer preferences for everyday products. In order to increase customer engagement and sales conversions, it also underlined how important it is for companies to spend money on platform-specific, interactive, and authentic marketing techniques.

5.   CONCLUSION

The results of this study suggest that social media marketing has a major impact on Greater Noida consumers' preferences for online purchases of everyday necessities. Most customers were engaged on social media sites like Facebook, Instagram, and WhatsApp, where they frequently saw influencer material, product promotions, and tailored ads. The high frequency

of online purchases and the significant influence of ads and reviews on their judgments demonstrate how well these marketing tactics influenced their choices. The study confirmed that companies using social media marketing may effectively change consumer behavior by implementing captivating and trustworthy content tactics, especially for necessities.

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