

CHAPTER – I
INTRODUCTION

1.1 INTRODUCTION

Social media has become one of the most powerful communication tools in the modern business environment. Platforms such as Facebook, Instagram, YouTube, WhatsApp, and other digital media channels are widely used by people for communication, entertainment, information sharing, and product-related searches. With the rapid growth of internet usage and smartphone availability, consumers are increasingly exposed to advertisements, brand promotions, product reviews, influencer recommendations, and online offers through social media platforms.

Social media marketing refers to the use of social networking platforms by businesses to promote their products and services, communicate with customers, create brand awareness, and influence consumer behaviour. Unlike traditional marketing methods, social media marketing allows direct interaction between businesses and consumers. Through posts, videos, reels, stories, paid advertisements, customer reviews, and promotional campaigns, marketers can reach a large number of customers within a short period of time.

Consumer purchase decision is the process through which customers identify their needs, search for information, evaluate alternatives, and finally decide to purchase a product or service. Social media plays an important role in each stage of this decision-making process. Many consumers depend on social media reviews, ratings, comments, product demonstrations, and recommendations from friends or influencers before making a purchase. Therefore, social media has become an important factor influencing the buying decisions of consumers.

In rural and semi-urban areas like in Kannur District, social media usage has increased significantly among different age groups. Local businesses, small shops, boutiques, restaurants, service providers, and online sellers are using social media platforms to attract customers and improve sales. Consumers in this area are also becoming more aware of products, prices, offers, and brand choices through social media. This shows the growing importance of social media marketing in influencing consumer preferences and purchase decisions at the local level.

The present study titled “A Study on the Impact of Social Media Marketing on Consumer Purchase Decisions with Special Reference to Kannur District” aims to understand how

social media marketing affects the buying behaviour of consumers. The study focuses on factors such as online advertisements, customer reviews, influencer promotions, brand awareness, product information, and offers shared through social media. This study is useful to understand the role of social media marketing in shaping consumer purchase decisions in Kannur District .

OBJECTIVES OF THE STUDY

- To study the influence of social media marketing on consumer purchase decisions.
- To understand the role of social media advertisements in attracting consumers.
- To examine how online reviews and comments affect consumer buying decisions.
- To identify the most commonly used social media platforms by consumers.
- To study the level of consumer trust towards products promoted through social media.

SCOPE OF THE STUDY

The scope of the present research is limited to understanding the impact of social media marketing on consumer purchase decisions in Kannur District. It covers consumers who use social media platforms such as Facebook, Instagram, YouTube, WhatsApp, and other online platforms for product information, advertisements, reviews, offers, and purchase-related decisions. The study focuses on factors such as social media advertisements, online reviews, influencer promotions, brand awareness, promotional offers, and consumer trust. It helps to understand how these factors influence the buying behaviour of consumers in the selected area. The study is mainly based on the responses collected from consumers in Kannur District

LIMITATIONS OF THE STUDY

- The study is limited to consumers in Kannur District only. The sample size is limited to 50 respondents, so the findings may not represent the opinion of all consumers.

- The study is based on the responses given by the respondents, so there may be personal bias in the information provided.
- The study mainly focuses on social media marketing and does not cover all other factors that influence consumer purchase decisions.

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