

Influence Of Social Media Marketing Strategies On Digital Consumers Purchase Decisions In Chennai District

Praveen.C¹, Dr.V.Dheenadhayalan²

¹Ph.D Research Scholar, Department of Commerce, Annamalai University, Tamilnadu, India.

²Associate Professor and Research Supervisor, (On Deputation from Annamalai University), PG Department of Commerce, Sri Subramaniyaswami Govt. Arts College, Tiruttani, Tamil Nadu, India.

Abstract

Social media marketing has revolutionized consumer-brand interactions, significantly impacting purchase decisions. This study examines the influence of different social media marketing strategies advertisements, influencer promotions, and brand posts on digital consumer purchase decisions across various demographic groups in Chennai District. With the increasing reliance on digital platforms, businesses leverage social media to engage consumers through targeted campaigns, interactive content, and influencer endorsements. The research employs a quantitative approach using surveys to analysed age, gender, income, and education levels shape consumer responses to social media marketing. ANOVA tests were conducted to determine statistical differences in purchase behaviour based on demographic factors. The findings indicate that while some strategies, such as influencer marketing and brand engagement, strongly influence younger consumers, other factors like reviews and promotions appeal to a broader audience. This study provides insights into businesses can optimize their social media marketing strategies to enhance engagement and drive sales. By understanding the varying effects of marketing tactics on different consumer segments, brands can develop more targeted and effective digital campaigns tailored to the Chennai market.

Keywords: Social Media Marketing (SMM), Consumer Purchase Decisions, Social Media Marketing Strategies, Advertisements, Brand Engagement, Chennai District, Digital Consumers, Social Media Influence.

INTRODUCTION

Social media marketing has emerged as a crucial tool for businesses to influence consumer purchase decisions. In today's digital landscape, platforms such as Facebook, Instagram, YouTube, and Twitter play a vital role in shaping consumer preferences and behaviors. The rapid growth of social media has led brands to adopt various marketing strategies, including advertisements, influencer promotions, brand posts, and interactive content, to engage and attract potential buyers. This study focuses on the influence of social media marketing strategies on digital consumer purchase decisions in Chennai District. As digital consumers increasingly rely on online platforms for product discovery and brand engagement, understanding their response to different marketing tactics is essential. Factors such as social proof (likes, shares, and reviews), brand credibility, personalized promotions, and influencer endorsements significantly impact consumer trust and purchase intentions. Through a structured analysis using surveys and statistical tools, this research aims to assess demographic factors such as age, gender, and education influence consumer responses to social media marketing. The findings will provide valuable insights for businesses to optimize their digital marketing strategies and enhance digital customer engagement in the Chennai district.

Social Media

Social media as a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content. (Kaplan & Haenlein 2010)

Social Media Marketing

"Social media marketing refers to the use of internet-based applications that allow for the creation and exchange of user-generated content to facilitate marketing activities." (Kaplan & Haenlein 2010)

"Social media marketing is the use of social media platforms and websites to promote a product or service." (Felix 2016).

"Social media marketing involves marketing activities conducted through social media platforms to create engagement, interact with consumers, and enhance brand loyalty." (Kotler et al. 2017)

"Social media marketing (SMM) is the use of social media platforms and websites to promote a product or service. It involves creating and sharing content in various formats, including text, images, videos, and

interactive media, to engage with an audience, enhance brand awareness, and drive consumer action." (Tuten, T. L., & Solomon, M. R. 2020)

Digital Consumer

A digital consumer refers to an individual who actively engages with digital platforms, such as social media, websites, and mobile applications, for various purposes, including accessing information, interacting with brands, and making purchase decisions. These consumers leverage digital technologies to explore, evaluate, and transact goods and services, often influenced by online marketing strategies and personalized content.

Social Media Marketing Strategies

Social Media Advertising Strategy

Running targeted advertisements on platforms like Facebook, Instagram, and YouTube helps brands reach specific audience segments. Paid ads are designed based on user behavior, demographics, and interests to maximize conversions. This strategy ensures that promotional content reaches the right customers at the right time.

Influencer Marketing Strategy

Collaborating with influencers allows brands to tap into their established follower base and enhance credibility. Consumers are more likely to trust and purchase products recommended by influencers they follow. This strategy works well for industries like fashion, beauty, and tech.

Brand Content Strategy

Creating engaging, high-quality content, such as blogs, videos, and infographics, encourages consumers to explore new products and services. Informative and visually appealing content builds brand authority and attracts potential buyers. This strategy helps in long-term audience retention and engagement.

Promotional Strategy

Offering discounts, exclusive deals, and limited-time promotions on social media encourages impulse purchases. Platforms like Instagram and Facebook use time-sensitive promotions (such as Stories) to create urgency among consumers. Promotions can significantly boost sales during festive seasons and special events.

Customer Review & Testimonial Strategy

Showcasing authentic customer reviews and testimonials builds trust and credibility for a brand. People rely on peer recommendations before making a purchase decision. This strategy includes featuring user-generated content, product ratings, and success stories across social media platforms.

Interactive Content Strategy

Polls, quizzes, contests, and interactive posts increase consumer engagement and brand recall. This strategy makes social media marketing more dynamic and allows brands to collect valuable insights from their audience. Engaging content helps create a two-way conversation between the brand and consumers.

Community Engagement Strategy

Actively responding to customer queries, comments, and messages enhances brand loyalty. When brands interact with their audience in real-time, it creates a sense of trust and reliability. This strategy also includes hosting live Q&A sessions and responding to user feedback.

Social Proof Strategy

The number of likes, shares, and comments on a post influences consumer perception and buying behavior. A product with high engagement levels appears more trustworthy and popular. Brands use social proof techniques, such as showing influencer collaborations and customer testimonials, to build credibility.

Brand Alignment Strategy

Consumers prefer brands that align with their personal values and interests, such as sustainability, inclusivity, or ethical business practices. This strategy involves creating campaigns that reflect the brand's mission and values, fostering stronger emotional connections with customers.

Posting Frequency & Visibility Strategy

Consistently posting on social media helps brands stay relevant and credible. An optimal posting schedule ensures that the brand remains top-of-mind for consumers. However, excessive posting can overwhelm audiences, so brands must maintain a balance to keep engagement levels high.

STATEMENT OF THE PROBLEM

Social media marketing has become a dominant force in shaping consumer behavior, influencing individuals engage with brands and make purchasing decisions. With the rise of digital platforms, businesses increasingly rely on various social media marketing strategies, such as advertisements, influencer endorsements, and brand posts, to attract and retain customers. However, the effectiveness of these strategies may vary across different demographic groups, including age, gender, income, and education. Despite the growing investment in social media marketing, there is limited research on these marketing techniques influence digital consumer purchase decisions across diverse demographics. Understanding whether certain groups are more influenced by ads, influencers, or brand posts can provide valuable insights for businesses to optimize their marketing efforts. This study aims to examine the influence of different social media marketing strategies on digital consumers purchase decisions, considering demographic factors. By analysing consumer responses to social media marketing strategies, this study will provide businesses and marketers with data-driven insights to develop targeted and effective digital marketing campaigns.

OBJECTIVES

To examine the influence of different social media marketing strategies on digital consumers purchase decisions across various demographic groups.

To provide recommendations for businesses to optimize social media marketing strategies for different demographic groups.

RESEARCH QUESTION

How do different social media marketing strategies influence on digital consumers purchase decisions across various demographic groups?

Null Hypothesis (H_0)

There is no significant difference in digital consumer purchase decisions across various demographic groups (age, gender, income, education) based on different social media marketing strategies.

Alternative Hypothesis (H_1)

There is a significant difference in digital consumer purchase decisions across various demographic groups (age, gender, income, education) based on different social media marketing strategies.

SCOPE OF THE STUDY

This study explores the influence of social media marketing strategies on digital consumer purchase decisions, with a specific focus on demographic factors such as age, gender, income, and education in Chennai District. By analysing consumer engagement across various social media platforms like Facebook, Instagram, and YouTube, this study aims to uncover patterns in consumer behaviour and preferences. The research was conducted over one month (June 2025). The findings will provide valuable insights for businesses, marketers, and researchers to refine digital marketing strategies, enhance consumer targeting, and optimize advertising effectiveness. This study contributes to the growing field of social media marketing research, offering practical implications for brands looking to maximize their digital outreach and influence.

SIGNIFICANCE OF THE STUDY

In today's digital era, social media plays a crucial role in shaping consumer behavior. This study is significant as it provides data-driven insights into different demographic groups respond to social media marketing strategies. By identifying which tactics are most effective for specific consumer segments, businesses can enhance their marketing efforts and improve customer engagement, brand trust, and sales conversions. Additionally, the study offers practical recommendations for marketers to develop personalized campaigns that maximize reach and impact. Ultimately, the findings will contribute to the evolving field of digital marketing research and help businesses stay competitive in the online marketplace.

RESEARCH METHODOLOGY

Research Design: Descriptive research

Data Source

Primary Data: The primary data was collected from digital consumers in Chennai District through a structured questionnaire.

Secondary Data: Secondary data was collected from textbooks, academic reports, research journals, and online sources.

Sampling: Sample Size: 100

Sampling Area: Chennai District

Sampling Method: Convenience Sampling

Data Collection: Primary data was collected through structured questionnaires.

Data Presentation: Data was presented using tables.

Data Analysis: Data was analysed using the ANOVA

Period of study: The study was conducted over a period of one month (June 2025).

Limitations of the Study

The study is limited to Chennai District and may not be generalizable to other regions.

The study is based on self-reported data, which may be subject to bias.

REVIEW OF LITERATURE

Toor et al. (2017) examine the impact of social network marketing (SNM) on consumer purchase intention, highlighting consumer engagement as a key mediator. Their study, based on data from 300 users in Pakistan, finds that SNM significantly influences purchase behavior. Consumer engagement plays a partial mediating role, indicating that higher engagement strengthens the effect of social media marketing on purchase decisions.

Manzoor et al. (2020) examine the impact of social media marketing (SMM) on consumer purchase intentions, emphasizing the mediating role of customer trust. The study highlights that SMM enhances brand engagement and visibility, influencing consumer behavior. Social networking platforms like Facebook, Twitter, and YouTube serve as powerful marketing tools, increasing customer interaction and brand credibility.

Bhardawaj et al. (2023) explore the role of social media marketing (SMM) in the success of startups in India, highlighting its impact on brand visibility, customer engagement, and purchasing decisions. The study emphasizes that SMM provides cost-effective marketing strategies, allowing startups to reach a wider audience and establish brand recognition. Prior research supports that interactive social media content enhances customer engagement and loyalty, ultimately driving sales.

Zeqiri et al. (2024) explore Uses and Gratifications Theory (UGT) and Consumer Brand Engagement (CBE) Theory to assess social media marketing (SMM) impacts. UGT explains why consumers use social media, while CBE examines their interactions with brands. Research confirms that SMM enhances brand awareness, engagement, and purchase intention by fostering consumer-brand relationships. Brand awareness improves recognition and recall, influencing buying behavior, while engagement strengthens brand loyalty. Cross-cultural studies show variations in SMM effectiveness, especially in emerging economies. This study addresses research gaps by analyzing SMM's impact on brand awareness, engagement, and purchase intention in these markets.

Ismael, A. S et.al., (2025) This study explores key social media marketing (SMM) factors influencing young consumers' online purchases in Bangladesh. It examines social media content, engagement, brand perception, and influencer marketing. A quantitative approach was used, collecting data from 412 online shoppers aged 18 to 30. Analysis was conducted using MS Excel and PLS-SEM version 4. Research findings shows that these SMM factors significantly impact young consumers' purchasing decisions. Social interactions driven by SMM play a crucial role in their buying behavior. The study highlights effectiveness of SMM varies across platforms; Instagram and TikTok drive engagement, while LinkedIn is more effective for professional outreach.

Wagh Pushpraj and Rani Kshirsagar (2025) Examined Social media sentiment analysis helps interpret emotions and opinions in online discussions. It goes beyond tracking mentions by identifying positive, negative, or neutral interactions. Businesses use it to understand public sentiment and manage their

brand reputation. A surge in brand mentions can be analyzed to determine praise or criticism. It helps address negative feedback proactively by uncovering underlying concerns. Sentiment analysis also mitigates risks like misinformation and cyberbullying. Real-time insights enable businesses to respond swiftly to emerging issues. By leveraging emotional feedback, companies enhance customer satisfaction and agility.

DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic Distribution of Respondents

Demographic Factor	Categories	Sample Count (n)	Percentage
Age Distribution	18-24	21	21
	25-34	18	18
	35-44	23	23
	45-54	18	18
	55 and above	20	20
Gender Distribution	Female	51	51
	Male	49	49
Income Level	Below ₹25,000	20	20
	₹25,000 - ₹50,000	18	18
	₹50,000 - ₹75,000	20	20
	₹75,000 - ₹1,00,000	22	22
	Above ₹1,00,000	20	20
Education Level	HSC	29	29
	Undergraduate/Diploma	30	30
	Postgraduate	20	20
	Others	21	21

Source: Primary data

Interpretation

The demographic analysis of 100 respondents reveals key insights into the sample distribution. The largest age group is 35-44 years (23%), followed by 18-24 years (21%). The age groups 25-34 and 45-54 each account for 18%, while the 55 and above category represents 20% of the respondents. The gender distribution is nearly balanced, with 51% female and 49% male respondents, ensuring a diverse perspective in the study. Regarding income level, the highest proportion of respondents fall within the ₹75,000 - ₹1,00,000 range (22%), followed by Below ₹25,000 (20%), ₹50,000 - ₹75,000 (20%), and above ₹1,00,000 (20%). The lowest representation is from the ₹25,000 - ₹50,000 category (18%). In terms of education level, the majority of respondents have an Undergraduate degree diploma (30%), followed by HSC (29%), Others (21%), and Postgraduate (20%). This indicates a well-educated respondent base, which could impact their digital engagement and response to social media marketing strategies. The data provides a strong foundation for analysing different demographic groups perceive and respond to social media marketing strategies in Chennai District.

TESTING OF HYPOTHEIS

Null Hypothesis (H_0):

There is no significant difference in digital consumer purchase decisions across various demographic groups (age, gender, income, education) based on different social media marketing strategies.

Alternative Hypothesis (H_1):

There is a significant difference in digital consumer purchase decisions across various demographic groups (age, gender, income, education) based on different social media marketing strategies.

Table 2: ANOVA Test of between age group and Influence of Social Media Marketing strategies on Purchase Decisions

Statement		Sum of Squares	Df	Mean Square	F	Sig.
Q1	Between Groups	7.516	4	1.879	0.919	0.457
	Within Groups	194.324	95	2.046		
	Total	201.84	99			
Q2	Between Groups	.416	4	.104	.050	.995
	Within Groups	195.774	95	2.061		
	Total	196.190	99			
Q3	Between Groups	7.516	4	1.879	.919	.457
	Within Groups	194.324	95	2.046		
	Total	201.840	99			
Q4	Between Groups	2.149	4	.537	.271	.896
	Within Groups	188.041	95	1.979		
	Total	190.190	99			
Q5	Between Groups	10.906	4	2.727	1.335	.263
	Within Groups	194.084	95	2.043		
	Total	204.990	99			
Q6	Between Groups	4.163	4	1.041	.600	.684
	Within Groups	164.827	95	1.735		
	Total	168.990	99			
Q7	Between Groups	2.893	4	.723	.368	.831
	Within Groups	186.467	95	1.963		
	Total	189.360	99			
Q8	Between Groups	8.148	4	2.037	.985	.420
	Within Groups	196.442	95	2.068		
	Total	204.590	99			
Q9	Between Groups	5.922	4	1.481	.666	.617
	Within Groups	211.078	95	2.222		
	Total	217.000	99			
Q10	Between Groups	1.968	4	.492	.223	.925
	Within Groups	209.872	95	2.209		
	Total	211.840	99			

Source: Primary data

Interpretation

The ANOVA results indicate that age does not significantly influence digital consumers responses to social media marketing strategies. Across all ten factors analyzed, the null hypothesis (H_0) was accepted, confirming no substantial differences in perception across different age groups. Regarding social media advertisements (Q1), the results show that advertisements influence purchase decisions consistently across all age categories. Similarly, influencer promotions (Q2) do not elicit varying responses among different age groups, indicating that influencer-driven marketing appeals universally. Additionally, brand posts

(Q3) encourage consumer engagement with new products and services regardless of age. Promotions and discounts (Q4) are equally appealing to all age groups, demonstrating that pricing incentives are universally effective in influencing purchase decisions. Customer reviews and testimonials (Q5) are also considered trustworthy across different age groups, reinforcing their credibility as a vital decision-making factor. Engagement with interactive content (Q6), such as polls, quizzes, and contests, does not vary by age, suggesting that all demographic groups enjoy participatory content equally. Likewise, brand engagement (Q7) is appreciated across age segments, signifying that consumers of all ages value brands that actively interact with them on social media. Social proof (Q8), in terms of likes and shares, does not significantly impact purchase interest differently across age groups. Additionally, brand values (Q9) influence consumer behavior uniformly across different age demographics. Lastly, post frequency and credibility (Q10) show no significant difference among age groups, indicating that the perception of a brand's credibility remains consistent regardless of frequently they post.

Findings

The results suggest that age is not a determining factor in the effectiveness of social media marketing strategies. Consumers across different age groups exhibit similar responses to advertisements, influencer promotions, brand posts, discounts, customer reviews, interactive content, and engagement tactics. This implies that brands do not need to segment their social media strategies based solely on age, as the impact of these marketing efforts remains consistent across all demographics. For marketers, this finding underscores the importance of focusing on universal engagement strategies rather than age-based customization. Since social media marketing appeals equally to consumers of all age groups, brands should instead explore other demographic factors such as income, lifestyle, or behavioral traits to tailor their campaigns effectively. Furthermore, businesses should continue to invest in engagement-driven content, customer reviews, and promotional strategies that appeal broadly, ensuring a cohesive and impactful digital marketing approach.

Table 3: ANOVA Test of between Gender and Influence of Social Media Marketing strategies on Purchase Decisions

Statement		Sum of Squares	Df	Mean Square	F	Sig.
Q1	Between Groups	.236	1	.236	.118	.732
	Within Groups	195.474	98	1.995		
	Total	195.710	99			
Q2	Between Groups	1.518	1	1.518	.764	.001
	Within Groups	194.672	98	1.986		
	Total	196.190	99			
Q3	Between Groups	3.146	1	3.146	1.552	.216
	Within Groups	198.694	98	2.027		
	Total	201.840	99			
Q4	Between Groups	6.951	1	6.951	3.717	.005
	Within Groups	183.239	98	1.870		
	Total	190.190	99			
Q5	Between Groups	1.236	1	1.236	.594	.443
	Within Groups	203.754	98	2.079		
	Total	204.990	99			
Q6	Between Groups	3.603	1	3.603	2.135	.147
	Within Groups	165.387	98	1.688		
	Total	168.990	99			
Q7	Between Groups	.217	1	.217	.112	.738
	Within Groups	189.143	98	1.930		
	Total	189.360	99			
Q8	Between Groups	.111	1	.111	.053	.818

	Within Groups	204.479	98	2.087		
	Total	204.590	99			
Q9	Between Groups	17.084	1	17.084	8.375	.005
	Within Groups	199.916	98	2.040		
	Total	217.000	99			
Q10	Between Groups	2.681	1	2.681	1.256	.265
	Within Groups	209.159	98	2.134		
	Total	211.840	99			

Source: Primary data

Interpretation

The ANOVA results reveal that gender influences certain aspects of social media marketing strategies while having no impact on others. Among the ten factors analysed, the null hypothesis (H_0) was accepted in most cases, indicating no significant difference in gender-based responses. However, three key areas— influencer promotions (Q2), discounts and promotions (Q4), and brand values (Q9)—showed significant variation across genders. Regarding social media advertisements (Q1), no significant difference was found between genders, indicating that advertisements influence purchase decisions similarly for both men and women. Similarly, brand posts (Q3) were found to encourage engagement across genders in a comparable manner. The reliance on customer reviews and testimonials (Q5) was also consistent between genders, reinforcing their universal importance in influencing trust. Further, interactive content (Q6), such as polls, quizzes, and contests, did not exhibit significant variation in engagement levels based on gender. Brand engagement (Q7) and social proof (Q8), measured through likes and shares, also showed no significant differences, suggesting that both genders value brand interactions and engagement metrics similarly. Additionally, post frequency and credibility (Q10) were perceived consistently across genders, indicating that the frequency of brand posts does not affect credibility differently for men and women. However, gender differences were observed in three areas. Influencer promotions (Q2) had a significant variation across genders, indicating that one gender might be more influenced by social media influencers than the other. Similarly, discounts and promotions (Q4) showed a gender-based difference in purchase decisions, suggesting that discount-driven marketing strategies may be more effective for one gender over the other. Lastly, brand values (Q9) revealed that gender plays a role in consumers choose brands based on alignment with personal values and interests.

Findings

The findings suggest that while most social media marketing strategies appeal equally to both genders, some strategies should be tailored based on gender-specific preferences. Influencer marketing campaigns should consider gender-based trust and engagement levels, as one gender may be more likely to make purchases based on influencer endorsements. Similarly, brands relying on discount-based promotions should analysed gender preferences, ensuring that their pricing and promotional strategies align with the expectations of different consumer groups. Additionally, brand positioning and messaging should reflect the values and interests of both genders, as gender influences the perception of brand identity. For marketers, this means that while a universal approach to social media marketing may work for most strategies, personalization based on gender preferences in influencer promotions, discounts, and brand values can enhance engagement and conversion rates. By recognizing these distinctions, businesses can craft more effective, targeted marketing campaigns that appeal to their diverse consumer base.

Table 4: ANOVA Test of between effect income level and Influence of Social Media Marketing strategies on Purchase Decisions.

Statement		Sum of Squares	Df	Mean Square	F	Sig.
Q1	Between Groups	195.71	4	0.537	0.231	0.001
	Within Groups	0	95	1.979		
	Total	195.71	99			
Q2	Between Groups	0.416	4	0.104	0.05	0.001
	Within Groups	195.774	95	2.061		
	Total	196.19	99			

Q3	Between Groups	7.516	4	1.879	0.919	0.001
	Within Groups	194.324	95	2.046		
	Total	201.84	99			
Q4	Between Groups	2.149	4	0.537	0.271	0.000
	Within Groups	188.041	95	1.979		
	Total	190.19	99			
Q5	Between Groups	10.906	4	2.727	1.335	0.001
	Within Groups	194.084	95	2.043		
	Total	204.99	99			
Q6	Between Groups	4.163	4	1.041	0.6	0.001
	Within Groups	164.827	95	1.735		
	Total	168.99	99			
Q7	Between Groups	2.893	4	0.723	0.368	0.831
	Within Groups	186.467	95	1.963		
	Total	189.36	99			
Q8	Between Groups	8.148	4	2.037	0.985	0.000
	Within Groups	196.442	95	2.068		
	Total	204.59	99			
Q9	Between Groups	5.922	4	1.481	.666	0.617
	Within Groups	211.078	95	2.222		
	Total	217.000	99			
Q10	Between Groups	1.968	4	.492	.223	0.001
	Within Groups	196.442	95	2.068		
	Total	204.59	99			

Source: Primary data

Interpretation

The ANOVA results indicate that income level significantly influences digital consumer responses to various aspects of social media marketing strategies, except for brand engagement (Q7) and brand values (Q9), where no significant difference was found. Consumers from different income groups perceive social media advertisements (Q1) differently, suggesting that ad effectiveness may depend on financial status. Similarly, influencer endorsements (Q2) show varying levels of trust across income groups, with higher-income individuals possibly being less influenced by social media influencers. Engagement with brand posts (Q3) also differs based on income, indicating that certain income groups interact more actively with branded content. Discounts and promotions (Q4) significantly influence purchase decisions, particularly among lower-income groups, making promotional strategies a key marketing factor. Customer reviews and testimonials (Q5) are more trusted by some income groups than others, showing that financial status plays a role in consumers evaluate brand credibility. Interactive content (Q6), such as quizzes and contests, also generates varied engagement levels based on income, highlighting different content preferences across financial backgrounds. On the other hand, brand engagement (Q7) and brand values (Q9) show no significant income-based variation, suggesting that all consumers appreciate interactive brand relationships and choose brands based on their personal values, irrespective of financial standing. However, social proof (Q8), measured through likes and shares, affects consumers differently depending on their income, with some groups relying more on such indicators. Lastly, post frequency and credibility (Q10) are perceived differently across income groups, where some see frequent posts as credibility boosters, while others may view them as excessive marketing.

Findings

The findings emphasize the need for income-based segmentation in social media marketing strategies. Since advertisements, influencer promotions, and brand posts are perceived differently based on income, brands should tailor their ad targeting, influencer collaborations, and content strategies to appeal to different financial groups. For discount-based promotions, brands should recognize that lower-income

groups are more influenced by price reductions, making promotional offers a crucial factor in their purchase decisions. Customer reviews and social proof strategies should also be designed considering that some income groups rely more on testimonials and engagement metrics like likes and shares. While brand engagement and values are universally appreciated across income groups, marketers should be mindful of post frequency, as excessive social media activity could be seen as overwhelming by certain financial demographics. A balanced content strategy that aligns with consumer preferences can enhance credibility while avoiding overexposure. Overall, brands can optimize their social media marketing approach by considering income-based consumer behaviour, refining content engagement strategies, and ensuring promotional efforts align with target audience expectations.

Table 5: ANOVA Test of between education level and Influence of Social Media Marketing strategies on Purchase Decisions

Statement		Sum of Squares	df	Mean Square	F	Sig.
Q1	Between Groups	152.510	3	50.837	112.970	.000
	Within Groups	43.200	96	.450		
	Total	195.710	99			
Q2	Between Groups	1.104	3	.368	.181	.909
	Within Groups	195.086	96	2.032		
	Total	196.190	99			
Q3	Between Groups	3.476	3	1.159	.561	.642
	Within Groups	198.364	96	2.066		
	Total	201.840	99			
Q4	Between Groups	2.692	3	.897	.459	.001
	Within Groups	187.498	96	1.953		
	Total	190.190	99			
Q5	Between Groups	11.048	3	3.683	1.823	.148
	Within Groups	193.942	96	2.020		
	Total	204.990	99			
Q6	Between Groups	4.562	3	1.521	.888	.001
	Within Groups	164.428	96	1.713		
	Total	168.990	99			
Q7	Between Groups	1.646	3	.549	.281	.839
	Within Groups	187.714	96	1.955		
	Total	189.360	99			
Q8	Between Groups	7.357	3	2.452	1.194	.316
	Within Groups	197.233	96	2.055		

	Total	204.590	99			
Q9	Between Groups	6.753	3	2.251	1.028	.384
	Within Groups	210.247	96	2.190		
	Total	217.000	99			
Q10	Between Groups	1.365	3	.455	.208	.891
	Within Groups	210.475	96	2.192		
	Total	211.840	99			

Source: Primary data

Interpretation

The ANOVA results reveal that education level significantly influences digital consumers respondents to certain aspects of social media marketing strategies, particularly in areas such as advertisements (Q1), promotions/discounts (Q4), and interactive content (Q6). However, no significant differences were found in influencer-driven decisions (Q2), engagement with brand posts (Q3), reliance on customer reviews (Q5), brand connection (Q7), social proof (Q8), brand values (Q9), and perception of brand credibility based on post frequency (Q10). Consumers with different education levels respond differently to social media advertisements (Q1), indicating that education influences ads are perceived. Similarly, discounts and promotions (Q4) are more appealing to certain education groups, suggesting that educational background impacts sensitivity to promotional strategies. Additionally, engagement with interactive content (Q6) varies across education levels, showing that preferences for engagement tools like quizzes and polls differ. On the other hand, influencer promotions (Q2) show no significant impact based on education level, indicating that consumers trust influencers similarly regardless of their educational background. Brand posts (Q3) also receive similar engagement across education groups, suggesting that branded content resonates uniformly. Customer reviews (Q5), social proof (Q8), and brand values (Q9) are also consistent across education levels, implying that consumer trust and brand preferences are independent of education. Similarly, brand engagement (Q7) and post frequency perception (Q10) do not differ significantly, meaning that all education groups value brand interaction and credibility similarly.

Findings

The findings suggest that social media marketing strategies should consider education levels when designing advertisements, promotions, and interactive content. Since advertisements appeal differently to various education groups, brands should customize their messaging to align with the preferences and comprehension levels of different educational backgrounds. Similarly, discounts and promotional offers should be strategically targeted, as certain education groups are more responsive to price incentives. Interactive content should be designed to cater to varying levels of engagement preferences, ensuring that quizzes, polls, and contests are engaging across diverse educational backgrounds. However, since brand engagement, influencer promotions, customer reviews, and social proof do not significantly differ by education level, brands can maintain a consistent strategy in these areas. By tailoring advertising and promotional efforts to different education groups while maintaining a uniform approach to brand engagement and credibility, businesses can optimize their social media marketing effectiveness and enhance audience engagement across diverse consumer segments.

RECOMMENDATIONS

Age-Based Marketing Strategies

Since age does not significantly influence social media marketing perceptions, a standardized marketing strategy can be applied across all age groups.

Social media advertisements, influencer marketing, brand posts, promotions, and interactive content should be designed to appeal to a broad audience, ensuring inclusivity.

Brands should focus on universally engaging content such as visually appealing advertisements, relatable influencer partnerships, and interactive campaigns to drive engagement.

Gender-Based Marketing Strategies

Influencer promotions (Q2): Gender-based preferences should be considered while selecting influencers. Brands can collaborate with influencers whose audience aligns with the target gender's buying behavior.

Discounts & promotions (Q4): Gender-based targeting should be implemented in promotional campaigns, ensuring that discounts appeal to the segment most responsive to price incentives.

Brand values (Q9): Since gender influences brand preference based on values, brands should segment their messaging to align with different gender perspectives, emphasizing elements like sustainability, inclusivity, or innovation depending on the audience.

Income-Based Marketing Strategies

Social media advertisements (Q1): Different income groups perceive ads differently, so personalized ad targeting should be employed. For example, premium products should target higher-income consumers, while value-for-money offerings should be promoted to middle and lower-income groups.

Influencer marketing (Q2): Higher-income consumers may be less influenced by influencer promotions. Thus, brands should focus on expert-driven content (e.g., industry leaders, professionals) for high-income groups while leveraging celebrity and lifestyle influencers for middle/lower-income consumers.

Discounts & promotions (Q4): Promotional campaigns should target lower-income consumers more aggressively since they respond more positively to discounts. Exclusive membership discounts could be introduced for higher-income consumers.

Interactive content (Q6): Since engagement levels vary across income groups, gamified experiences (quizzes, contests, and polls) should be tailored based on economic demographics.

Education-Based Marketing Strategies

Advertisements (Q1): Ad messaging should be customized based on education levels. Highly educated consumers may prefer informational and data-driven ads, whereas other groups might respond better to emotional or visually compelling content.

Discounts & promotions (Q4): Marketing strategies should highlight value-based offers for specific education groups. For instance, postgraduate consumers might be more interested in premium loyalty programs, while undergraduate groups may be drawn to flash sales and cashback offers.

Interactive content (Q6): Since education influences engagement with interactive content, brands should offer different engagement strategies. For example, highly educated consumers may prefer thought-provoking polls, while others may enjoy entertaining contests or giveaways.

CONCLUSION

This study concluded that influence of social media marketing strategies advertisements, influencers, and brand posts on consumer purchase decisions across various demographic groups in Chennai District. The findings revealed that income level plays a crucial role in shaping consumer responses, while other factors like age and gender also contribute to variations in purchasing behaviour. The research highlights the importance of tailored social media marketing approaches to effectively reach different consumer segments.

By implementing personalized advertisements, collaborating with relevant influencers, and optimizing promotional strategies, businesses can maximize their digital marketing impact. The study also emphasizes the significance of active brand engagement, social proof, and balanced content posting to maintain consumer trust and brand loyalty. As social media marketing continues to evolve, businesses must leverage data-driven insights to refine their strategies and enhance their connection with target audiences. Ultimately, adopting a strategic approach to social media marketing will enable brands to stay competitive and drive higher consumer engagement in Chennai and beyond.

REFERENCES

1. Ahmed, M.A., & Zahid, Z. (2014). Role of social media marketing to enhance CRM and brand equity in terms of purchase intention. *Asian Journal of Management Research*, 4(3), 533-549.
2. Bazi, S., Filieri, R., & Gorton, M. (2020). Customers' motivation to engage with luxury brands on social media. *Journal of Business Research*, 112, 223-235. <https://doi.org/10.1016/j.jbusres.2020.02.032>
3. Bhardawaj, A., Pandey, A., Oberoi, A., Mathur, D., Rani, D., & Bhardwaj, R. (2023). Impact of social media marketing on the success of start-ups in India: An empirical study. *Business Review*, 17(1).

4. Buzeta, C., De Pelsmacker, P., & Dens, N. (2020). Motivations to use different social media types and their impact on consumers' online brand-related activities (COBRAs). *Journal of Interactive Marketing*, 52(1), 79-98. <https://doi.org/10.1016/j.intmar.2020.04.004>
5. Dabbous, A., & Barakat, K.A. (2020). Bridging the online-offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53, 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
6. Dheenadhayalan, V. (2016). Mudra—A tool for uplifting micro enterprises in India. *International Journal in Management & Social Science*, 4(12), 235-246.
7. Dheenadhayalan, V. (2021). Impact of e-commerce on the changes in consumer's buying behaviour in Malappuram District. *Annals of the Romanian Society for Cell Biology*, 3441-3452.
8. Dheenadhayalan, V. (n.d.). Impact of training and development on performance appraisal of employees in information technology companies: A study with reference to Chennai City.
9. Dheenadhayalan, V., & Devianbarasi, R. (2009). Financial health of cooperative sugar mills—A case study of NPKRR cooperative sugar mill Ltd. *Indian Cooperative Review*, 46(3), 192-197.
10. Dheenadhayalan, V., & Rajaprabu, D. (2014). Loan assets in new private sector banks in India. *Asian Journal of Management*, 5(3), 347-353.
11. Dheenadhayalan, V., & Shanmuga Priya, R. (2021). Influencing factors on purchase decision of women two-wheeler users. *Annals of the Romanian Society for Cell Biology*, 3430-3440.
12. Felix, R., Rauschnabel, P.A., & Hinsch, C. (2016). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118-126. <https://doi.org/10.1016/j.jbusres.2016.05.001>
13. Ismael, A. S., Amin, M. B., Ali, M. J., Hajdú, Z., & Péter, B. (2025). Relationship between social media marketing and young customers' purchase intention towards online shopping. *Cogent Social Sciences*, 11(1). <https://doi.org/10.1080/23311886.2025.2459881>
14. Kaplan, A. M., & Haenlein, M. (2010). Consumer use and business potential of virtual worlds: The case of Second Life. *The International Journal on Media Management*, 11(3).
15. Kaplan, A. M., & Haenlein, M. (2010). "Users of the world, unite! The challenges and opportunities of social media." *Business Horizons*, 53(1), 59-68. DOI: 10.1016/j.bushor.2009.09.003
16. Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. John Wiley & Sons. ISBN: 978-1-119-34120-8.
17. Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact of social media marketing on consumer's purchase intentions: The mediating role of customer trust. *International Journal of Entrepreneurial Research*, 3(2), 41-48. <https://doi.org/10.31580/ijer.v3i2.1386>
18. Tuten, T. L., & Solomon, M. R. (2020). *Social Media Marketing* (3rd ed.). Sage Publications. ISBN: 9781529731994.
19. Toor, A., Husnain, M., & Hussain, T. (2017). The impact of social network marketing on consumer purchase intention in Pakistan: Consumer engagement as a mediator. *Asian Journal of Business and Accounting*, 10(1), 167-197.
20. Wagh, P., & Kshirsagar, R. (2025). A study on impact of social media marketing on customer satisfaction and perception towards brand with reference to Apex Consultancy. *International Journal of Research in Marketing Management and Sales*, 7(1), 115-120.
21. Zeqiri, J., Koku, P. S., Dobre, C., Milovan, A.-M., Hasani, V. V., & Paientko, T. (2024). The impact of social media marketing on brand awareness, brand engagement, and purchase intention in emerging economies. *Marketing Intelligence & Planning*. <https://doi.org/10.1108/MIP-06-2023-0248>.