

# Social Media Influence and Online Purchasing Behaviour among Working Professionals

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**A. Muhammed Ali**

*III BBA Aviation Management  
Department of Business Administration  
Nehru Arts and Science College (Autonomous), Coimbatore*

**S.K. Sreekuttan**

*III BBA Aviation Management  
Department of Business Administration  
Nehru Arts and Science College (Autonomous), Coimbatore*

**K. Shobana**

*Assistant Professor  
Department of Business Administration (Logistics & Aviation)  
Nehru Arts and Science College (Autonomous), Coimbatore*

## Abstract

*In the digital era, social media platforms have become powerful marketing tools influencing consumer attitudes and purchasing decisions. Working professionals, due to their income stability and digital exposure, form a significant segment of online consumers. The present study examines the influence of social media platforms on the online purchasing behaviour of working professionals. The study analyses how factors such as social media advertising, influencer marketing, peer reviews, brand engagement, and promotional content affect purchase intention. A descriptive research design was adopted, and primary data were collected from 400 working professionals using a structured questionnaire based on a five-point Likert scale. The findings reveal that social media advertisements and peer reviews significantly influence buying decisions, while trust and perceived credibility play a crucial role in converting intention into actual purchase. The study highlights that although social media enhances product awareness and interest, concerns regarding authenticity and data security still impact consumer confidence. The research suggests that marketers should focus on transparent communication, personalized content, and trust-building strategies to strengthen online purchasing behaviour among working professionals.*

**Keywords:** Social Media Marketing, Online Purchase Behaviour, Working Professionals, Digital Advertising, Consumer Attitude, Influencer Marketing

## Introduction

Social media platforms such as Facebook, Instagram, LinkedIn, and YouTube have transformed the way consumers interact with brands and make purchasing decisions. Working professionals actively use these platforms for networking, information gathering, and entertainment. Exposure to advertisements, influencer endorsements, online reviews, and promotional campaigns significantly shapes their perception and buying behaviour. With increasing digitalization and smartphone usage, online purchasing has become convenient, time-

saving, and accessible. Hence, understanding the impact of social media influence on working professionals is essential for businesses aiming to enhance their digital marketing strategies.

### **Need of the Study**

Working professionals represent a financially independent and digitally active consumer group. Their purchasing power and brand preferences are influenced by online interactions and social media engagement. Studying their online purchasing behaviour helps marketers design targeted campaigns and improve customer engagement strategies. The study also helps identify challenges such as trust issues, misleading advertisements, and privacy concerns that may hinder online transactions.

### **Statement of the Problem**

Although social media platforms have become dominant marketing channels, not all online promotions successfully convert into actual purchases. Working professionals are exposed to a high volume of digital content, leading to information overload and selective attention. The problem lies in understanding the extent to which social media influence translates into purchase intention and identifying the key factors affecting their online buying decisions.

### **Objectives of the Study**

- To know the level of social media usage among working professionals.
- To study the influence of social media advertisements on purchase intention.
- To identify key factors affecting online purchasing behaviour.
- To provide suggestions to enhance digital marketing effectiveness.

### **Research Methodology**

The study adopts a descriptive research design. Primary data were collected from 220 working professionals using a structured questionnaire with a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Secondary data were gathered from journals, reports, websites, and government publications. Convenience sampling technique was used. The independent variables include social media advertising, influencer marketing, peer reviews, brand engagement, and promotional offers, while the dependent variable is online purchasing behaviour. Statistical tools such as percentage analysis, mean score analysis and ranking method, were used for data analysis.

### **Review of Literature**

Wan et al. (2025) examined how social media involvement and self-disclosure impact consumer purchase intention on social networking sites. Their findings suggest that active engagement, such as posting opinions or sharing experiences, increases users' trust and reduces information uncertainty, which in turn strengthens online buying intention.

Kocarslan and Stoycheva (2025) explored the role of digital literacy in moderating the relationship between social media use and online purchase intention. They found that users with higher digital literacy exhibit greater confidence in navigating social media commerce, which enhances their likelihood of purchasing online.

Jabeen et al. (2024) investigated the effect of social media advertising and perceived risks on customer online buying behaviour. Their study highlights that while social media ads positively influence consumers, perceived risk factors such as data privacy and financial security still negatively affect purchase decisions, pointing to the importance of credible and trustworthy marketing communications.

Ayesha (2024) reviewed current trends in social media's impact on consumer behaviour and emphasized that interactive content and digital engagement strategies play a stronger role than

traditional advertising in influencing purchase behaviour. Personalized, peer-centred content is particularly effective in capturing consumer interest.

Mat Sani et al. (2025) focused on consumer behaviour in the food and beverage sector, demonstrating that social media engagement directly influences purchase decisions, particularly when brands actively interact with audiences through comments, stories, and user-generated content. This pattern reflects broader tendencies applicable across industries.

Amath and Kajendra (2025) found that fashion purchase intentions among consumers are significantly shaped by social media exposure, especially through visually driven platforms like Instagram and TikTok, which reaffirms the visual and interactive nature of social commerce.

## Results and Discussion

**Table No.1 Frequency of Social Media Usage**

S.No	Variables	Category	No. of Respondents	Percentage
1	Age	Daily	148	67
		Weekly	50	23
		Occasionally	22	10
		Total	220	100

**Source: Primary Data**

The majority (67%) of respondents use social media daily, showing high exposure to online advertisements and promotional content. This suggests that social media platforms have strong potential to influence purchasing behaviour among working professionals.

**Table No. 2 Mean Score Analysis - Influence of Social Media Factors**

Factors	Mean Score	Rank
Peer Reviews & Ratings	4.30	1
Influencer Recommendations	4.12	2
Social Media Advertisements	3.95	3
Promotional Offers & Discounts	3.82	4
Brand Engagement (Likes/Comments)	3.58	5

**Source: Primary Data**

Peer reviews and ratings (Mean = 4.30) rank first, indicating that working professionals strongly depend on online feedback before making purchase decisions. Influencer recommendations and advertisements also play a considerable role. Brand engagement has relatively lower impact compared to informational factors.

**Table No. 3 Mean Score Analysis**

S. No	Statement	Agree (%)
1	Social media ads increase my product interest	70
2	I have purchased products after seeing them on social media	66
3	I trust influencer recommendations	62
4	I compare online reviews before purchasing	76
5	I am concerned about online payment security	60

**Source: Primary Data**

About 70% of respondents stated that social media advertisements increase their interest in products, and 66% have made purchases influenced by social media exposure. A high percentage (76%) compare reviews before purchasing, showing rational decision-making behaviour. However, 60% express concern about online payment security, indicating that trust remains a critical factor in online purchasing.

### Overall Findings of the Study

- Social media usage among working professionals is high.
- Peer reviews and influencer recommendations significantly influence purchase decisions.
- Social media advertising effectively generates product awareness and interest.
- Security concerns still affect consumer confidence in online transactions.

### Conclusion

The study shows that social media strongly influences the online purchasing behaviour of working professionals. Peer reviews and influencer recommendations are the most impactful factors, while social media ads create awareness and interest. Although many respondents have purchased products online, concerns about payment security remain a barrier.

### Recommendations

- Implementing secure payment gateways and displaying trust badges can reduce consumer concerns and increase confidence in completing online transactions.
- Positive feedback from other users acts as social proof, helping working professionals make informed purchasing decisions.
- Collaborating with trustworthy and relevant influencers can increase brand credibility and positively impact purchase behaviour.
- Personalized offers and discounts can attract attention and motivate users to make purchases, enhancing marketing effectiveness.
- Awareness campaigns about cybersecurity, secure payment methods, and safe online habits can reduce hesitation and improve overall trust in e-commerce platforms.

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