

## Role of Social Media Marketing on Consumer Trust and Purchase Intentions in Indian E-Commerce: An Empirical Study

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### Abstract

This study explores the role social media marketing plays in building consumer trust and buying behaviour in the Indian e-commerce market. With the increase in virtual boards and rise in the role of internet, social media has surfaced as a strong marketing strategy to create an impact on the consumer conduct. The research points out how two-way communication, user-generated content, virtual feedback and influencer marketing notably impacts customers behaviour and decision-making procedures. It also discovers the way social media enables brand consciousness, engagement and customer experience management, finally leading to busying behaviour. In addition, the study focuses on the significance of comprehending the growing customer choices, specifically among the younger generation and implementing online policies to be a part of the competition. The results imply that productive social media marketing policies are able to develop brand loyalty, build trust, and impact customer purchasing behaviour within the changing e-commerce ecosystem. The factors studying the Role of Social Media Marketing on Consumer Trust and Purchase Intentions in Indian E-Commerce are Social Media Engagement, Electronic Word of Mouth (eWOM), Purchase Intention and Brand Awareness. The study concludes that there is significant impact of Social Media Marketing on Consumer Trust and Purchase Intentions.

**Keywords:** Marketing, purchasing, generation, competition

### Introduction

The swift progress in social media has notably changed the marketing environment. Restructuring the way businesses engage with customers and create an impact on their buying decisions. Social media platforms have arisen as strong modes which allow companies to directly interact with their prospective customers, boost brand image and develop engaging communication platforms. These platforms allow companies to provide information in several ways leading to more engagement and developing the user experience (Islam & Sheikh, 2024).

In the past few years, the transition from conventional marketing to digital-driven approaches has hastened because of increase in use of internet and mobile phones. Social media marketing serves as a crucial factor in the present business practices, allowing organizations to collect consumer data, personalize engagement, and persuade the shopping experience more impactfully. Research points that social media-driven marketing practices have a very significant role in persuading and holding users by making deeper communication and developing brand loyalty (Saud et al., 2025).

Additionally, social media channels serve as a fast-paced environment where users constantly share their thoughts, feedback and experiences that considerably moulds user's mindset and trust. The peer pressure serves as a significant mode of communication, minimizing improbability and impacting the buying behaviour. The increasing trust on these digital content points the significance of user-generated data in the digital decision-making process (El-Shihy & Awaad, 2025).

The rise in demand for influencer marketing has fostered the role of social media on customer buying patterns. Influencers with high follower count and expertise and trustworthiness serve a crucial role in structuring user mindset and buying purpose. Research has shown that marketing content by brand or influencers notably influence user's loyalty and style of buying, making them important factors for modern marketing approaches (Kumar et al., 2024; Pan et al., 2025).

Moreover, according to recent research by Bajpai et al., (2025), shows that psychological and cognitive factors of user engagement with social media marketing. These research shows that social media interaction can initiate emotional and cognitive reactions, which directly impact the buying behaviour. The amalgamation of this information with marketing strategies allows organizations to create more productive promotional ads, which matches with user choices and decision-making practices.

As part of the Indian market, the swift development of virtual landscape and the rise in tech-driven young users have created huge openings for social media marketing. Organizations are progressively implementing these channels to engage with users, comprehend their choices and persuade them to purchase. Thus, examining the connections between social media marketing, user's loyalty and buying intent has become important for boosting productive marketing ideas.

Hence, this study focuses to scrutinize the role of social media marketing in moulding user's loyalty and buying purpose in the Indian e-commerce industry. By discovering the way virtual engagement, content strategies and customer point of view overlap, the study attempts to offer significant information within the growing underlying forces of user's behaviour in the digital environment.

### **Literature Review**

Social media use is now widely accepted as a potent instrument for promoting corporate marketing goals and tactics, notably in areas like customer relationship management, consumer engagement, and communications. Social media, for example, may be used purposefully to improve communication between businesses and customers, expanding the pool of customers that organisations may access (Kudeshia & Mittal, 2015). The ability to offer material provided vocally, graphically, artistically, or by using textual, visual, and voice data will also be a feature of social media platforms. Businesses have been excitedly anticipating using social media in several contexts for a variety of elements of their customer contacts, including making it simpler to gather information, connect with consumers, sell to consumers, and influencing consumer buying behavior (Kudeshia et al., 2015).

Through social media, the space for self-expression is expanding rapidly. This is done for several reasons, including their role as consumers when they study products, buy and utilise them, and talk to others about their experiences. In response to this important development, marketers have boosted their use of digital ad networks. In addition, by 2017, a third of all marketing budgets worldwide would be spent on digital media. Hence, consumer marketing will focus on the digital sphere in the future, notably media platforms and mobile devices. Consumers need to connect marketing efforts directly to their hearts (Srivastav & Mittal, 2021).

Social media provides a virtual venue for exchanging and discussing ideas among people who share similar interests. Social network users may create communities through constant communication. The long-term development and sharing of information promote the formation of strong social bonds. The user's subscribers have a favourable correlation with the amount of information they share on social networks. It is also observed that individuals love talking with others who share their interests online and that they enjoy expressing themselves,

exchanging ideas, giving back, creating, and joining communities of people. To accomplish the objectives of brand communication and branding, social media marketing, a subset of internet marketing, is employed in a variety of social media. To accomplish marketing objectives, social media marketing mostly focuses on posting and distributing various forms of information. On the other hand, social networks enable interaction between users and are a very successful Internet tool for information sharing (Kaplan, & Haenlein, 2010; Mangold, & Faulds, 2009).

Social media marketing has caused unanticipated shifts in the ways that companies engage with customers by advertising their goods or services. Ads are affected by consumer purchasing patterns. Understanding client desires becomes essential. It is critical to appreciate the needs of growing clientele groups. A growing customer segment in emerging economies is frequently young people. In addition, regardless of the level of development, digital technologies have already had the most influence on young people's lifestyles worldwide.

Advertising is the practise of disseminating information through impersonal, publicly funded communication in order to support/sell any notion, item, or service. A tool for promoting a company's services, information, and products that a company or market wanted to offer to clients was the advertising centuries ago. After when it, social media ads changed to convey a message about the value of a product or service in order to draw customers. Currently, businesses utilise a variety of advertising platforms, including as hidden, social, print, celebrity, broadcasting, surrogacy, and outdoor ads, among others, to promote their goods and notify consumers about the promotion of items (Deepika & Massand, 2025).

Social media is the most affordable tool for advertising any goods. Virtually all social media networks provide free profile creation and subscription. The company's contacts with a big audience are increasing the popularity of the advertised brand. You must build profiles on social networks and engage with them to get started. Just engaging with potential consumers will boost brand recognition and launch a company's reputation-building process. The more individuals who are aware of the company, the better. Each message that's going to spread will be provided by a new set of people, who may turn out to be potential clients. Consequently, we may draw the conclusion that advertisement on social media has a comparable impact as "sarafan radio" in terms of reaching a broad audience. It goes without saying that simply being on media platforms will assist to enhance brand awareness. If used often, it may also help to expand a company's audience. Advertising on social media offers a lot of target market concentration (Lim et al., 2024).

Internet media is a hot topic in marketing literature that investigates consumer behaviour in relation to how consumers react to various aspects of digital advertising. Customised suggestions are created based on past browsing histories. Retargeting can cause unfavourable reactions; however, this is lessened when customer preferences are narrowed down. The knowledge on psychological responses is directly compatible with the findings that tailored adverts on a website are more well-received when customers better sense ownership of the private information utilised for customisation.

Social media, commonly referred to as web 2.0, has altered how individuals communicate with one another and get information. We live in a brave new era where technology is advancing quickly and new software and applications are always being introduced to improve how things are done. Social media has emerged as the preferred platform for both public and private expression as well as interpersonal communication. The use of this means of communication to communicate directly with clients in a way that was previously impractical has opened numerous opportunities in these rapidly changing times, giving rise to social media advertising. Social media's introduction has created a new dimension that creates a network of relationships. Due to social media, there are several options for businesses to set trends and bring in clients. Based on research from social media websites, smart phones, and other consumer gadgets, many individuals worldwide have been able to submit information. As a result of some other processes or functions, businesses that connect with people for commercial purposes produce a large volume of digital exhaust data. Due to the internet's accessibility to the targeted market segment and financial resources, it appears that businesses have shifted their marketing strategies online by searching through help the business to grow, social media forums, and sales emails (Dwivedi et al., 2021).

A wide phrase used to describe and present social networking networks as an advertising tool is "online community marketing." Engaging people through social media is one technique to market things to a bigger audience that would not have been accessible by traditional advertising means. Those that employ traditional marketing strategies must alter their mindset in order to succeed in social media marketing. Social media has fundamentally changed how segments are formed throughout the performance of the promotional master plan. We should place more emphasis on each group's apparent behavioural preferences rather than on demographic like gender, age, and income levels. This may be examined by examining the likes and dislikes that individuals express for various market items on social media.

Due to the rise in middle-class customers, the Indian market has become one of the fastest expanding global marketplaces and is expected to reach millions of users within the next ten years. The creation and broad use of mobile internet have revolutionised how people communicate in both their personal and professional lives. Moreover, it uses a broadband internet connection to bring everyone together in one location. As a result, social media has not only changed daily life but has also greatly benefited company owners and corporations by making it easier for them to connect with their customers and learn about their preferences for particular items. So, with the aid of information technology improvements, a communication gap that formerly existed between the producers and customers has been diminished. Via social media websites, it has made it possible for customers to communicate, express their demands, and talk about their necessities, which has benefited both sellers and purchasers.

The main significance of consumer purchasing behaviour is the ability to predict consumer behaviour, including their inclinations, requirements, desires, wants, necessities, and lifestyle. Also, marketers must be aware of customer preferences. For marketers, understanding why a customer purchases a product is helpful since it enhances forecasting, targeting, and categorisation. Before putting a product on the market, it is essential to determine what type of items buyers want. Marketers today use the internet and social media for promotion along with the purchase of their goods and services thanks to technological advancements. Marketers take advantage of this in order to create a marketing strategy that might help them gain more customers. Because so many people today utilise social media for communication and interaction, using the social media ecosystem and reaching clients is relatively simple. Businesses now have a new channel through which to communicate with and affect customer purchasing behaviours thanks to social media marketing. These encounters aid marketers in determining the needs of consumers and imagining how their rivals could behave. New customer behaviours have also been created through social media marketing.

With the growth of social media advertising, the vast majority of companies have established their identities on these sites. Fashion retailers first use social media to increase brand awareness, but over the past ten years, social media marketing has developed substantially as more and more entrepreneurs have realised how important social media is for engaging with their target audience. Also, earlier research supports the notion that social media advertising is evolving in tandem with the fashion sector.

Social media is giving users new ways to connect with one another, affecting how they see things and how they feel about them. Due to social media's growing popularity, businesses have been forced to change their marketing approach and put customers back at the core of their operations so they can communicate with them directly. Numerous previous studies had looked at how social media can affect purchase decisions, the extent to which social media affects the craft food industry, and the importance of having a proper communication strategy in order to understand the enormous influence of social networking websites on consumer behaviour. The analysis of a few prior studies that are relevant to our research and illustrate how social media affects purchasing decisions is shown below. E-commerce websites can employ social media impact to support users' decision-making. When purchasing a specific new service from an e-commerce business, internet users frequently check reviews and other users' remarks to avoid risks. While pop-ups, floating advertisements, and web extensions are primarily unfavourable and go unnoticed by the user, blogs, videos, and branded multichannel advertising formats offer advantages.

Social media marketing enables electronic commerce. Virtual value chains are a defining feature of e-commerce. As a component of the online value chain, social media marketing clearly offers benefits over traditional value chains. The field of digital marketing is expanding. This is a result of easier access to the internet and more affordable smart gadgets. Social media is a major contributor to this expansion. Social media in general is being used by more people than ever before. Since then, the digitalization of corporate operations has affected customer behaviour and purchasing patterns across a range of marketplaces and categories.

Consumer behaviour is the culmination of all economic actors' evaluation, acquisition, use, and disposal of products and services. It comprises of two key components: the decision-making process and ultimate buying behaviour. Unlike the decision-making process, which is carried out under a variety of 6 factors and circumstances that are unseen to us, the purchasing behaviour is observable. Because it's a form of mental activity, it cannot be seen. Buy behaviour is the consequence of a consumer's choice, which we cannot see, but the result is the purchase the consumer makes.

Another important component that is significantly impacted by customer characteristics and behaviour is the product's pricing. E-commerce businesses value the opinions of their customers on price by building strong connections with them. Also, the executives of the organisation take into account the customers' capacity to pay for their goods in particular quantities. The positioning or placement of the commodity is a further crucial element in the marketing process since it influences how customers feel and comprehend products. Social media is mostly used to promote products, hence the advertising for such products is likewise done in an abstract manner. Ultimately, e-commerce companies take into consideration internet marketing as a means of product promotion. During the digital advertising initiative, a variety of channels are available, including advertisements, online advertising, direct mail, advertising on social media, etc. As a result, companies may reach the greatest number of new clients while continuing to work with existing ones.

Social media as a phenomena is relatively young. User-driven online innovations, such as blogs, social media platforms, and image-sharing websites, have grown on the Internet during the past 10 years. These innovations, commonly described as social media, also promoted the development of a worldwide community, user reviews, and consumer information. "Nowadays, this tendency dictates how we use the computer and has given rise to well-known sites like Facebook, YouTube, Instagram, and Twitter where users can communicate, produce, and share content". The revolution of social media has opened up new channels for discovering and acquiring knowledge about the vast array of available goods and services. It has made it feasible for customers to easily and quickly converse with one another regarding brands. Consumer opinions on products and services are increasingly dominated by strangers in online forums, which has an impact on attitudes offline. As marketers have little influence over the subjects, timing, or amount of consumer dialogues actually occurring online, social media has granted individuals more power (Cai, 2025).

Though social media activity of customers is regularly monitored by marketers, little is known about how it influences their purchase behaviour. Many studies focus on how individuals act when completing an online purchase, but they seldom consider how the internet influences collective decision at different phases. This study looks at how the richness and accessibility of these new sources for information affect customers' decisions about complex transactions.

The world-famous aspect of social media is how quickly everything around us has changed. At the click of a button, everyone of us can share our thoughts and experiences with a wide audience. The ability to level companies and brands, contribute millions to charities, and even win the presidency is now possible with the click of a button. The most successful method for a company to advertise its goods or services is through "word of mouth" among its consumers. "Any good or negative comment made by potential, actual, or former consumers about a product or company that is supplied to a large number of customers" is what is referred to as online word of mouth. Because there is a type of continuing contradiction on the internet, customers can't trust the statements of marketers, but they do take word-of-mouth recommendations from other consumers into consideration. It is

unaffected by economic circumstances; it is generally accepted that other customers understand a product better than the customer does, for both its advantages and disadvantages.

Companies must thus develop fantastic customer experiences, ensuring that customers recognise and value them, and guarantee that word-of-mouth among customers is favourable. enable people to express their knowledge with others through communication technologies, which is frequently the reason why businesses nowadays offer their items to various media influencers on social media so they may promote their goods. Influencers drive sales and engage audiences by producing content for websites like YouTube, Instagram, Pinterest, and blogs. Influencers are excellent at conveying their reach since they have a large following and subscription base, making them a trusted source for millions of potential customers. Influencers understand their target and the most effective ways to interact with them, therefore how their followers and subscribers engage with them may reflect on the company. In social media, influencers are increasing the reach and effect of their word-of-mouth advertising because it travels so quickly and easily.

The first phase in the decision-making process for consumer purchases is knowledge of need the buyer recognises a need that may be satisfied by a product or service currently on the market. The demand, which may be recognised by internal cues (also including hunger or thirst) or tactile senses, informs the consumer of the disparity between their present state and a desired one (such as ads). Social media can have an impact on this stage by assisting the user in acknowledging his need or perhaps creating a new demand through exposure to an endless supply of adverts on social media platforms.

Digital advertising comprised one of the biggest significant innovations in business history when it was first introduced (SMM). Traditional marketing strategies have undergone tremendous change as a result of the digital explosion that has occurred over the past ten years, ushering in a new age for marketers. SMM gives marketers a fresh set of tools for interacting with customers and creatively integrating them into businesses, returning the focus of the business world to the customer. Fundamentally, marketers need to acknowledge the influence digital networks has had on consumer buying habits (CBDM). Consumer satisfaction is an important component of advertising since it enables businesses to develop strong and successful marketing strategies and plans. Businesses could, for instance, offer unique services or products that tend to be utilised at first only by a limited number of customers until their numbers gradually increase. Nowadays, companies employ social media strategies to shape consumer behaviour and win their allegiance.

This example of the connection between online activity and buying behaviour shows how social media affects consumers' perceptions of advertisements, businesses, and purchase intentions. It might moderate, but the consumer's choice won't necessarily be affected. Social media has the potential to impact brand perceptions and influence consumer behaviour. The consumer's choice to purchase a firm or product may be influenced by its credibility. The media platforms' friends who effectively promote a company's products or services through advertising or social media posts have a bearing on how customers perceive the brand & their purchase decisions. Effective social media marketing, however, has an impact on consumer brand perceptions and buy inclinations. Marketers may utilise this information to develop their marketing plans. Social media is a common tool used by marketers in their promotional initiatives. Customers may contact them easily thanks to this, and it also costs nothing for businesses to market their goods or services.

Social media is a potent tool for interacting with customers and being mindful. Dealers may actively communicate with their target audience thanks to social media. Customers are given comprehensive knowledge about the product and are able to compare it to other items, which encourages brand loyalty. People are increasingly using mobile phones and the internet, which has an effect on how consumers buy items. Social media plays a big part in how people decide which products to buy. The brand preferences, purchasing tendencies, and lifestyle choices of Gen-next users in India will differ, with the consequence being their social media. For piercing the new media sector, dealers must implement a well-designed marketing plan.

Products and customers have a long-term commitment. Also, social media gives everyone the opportunity for efficient communication, facilitates user interaction, and is regarded as a revolutionary instrument in the present

day. Social media benefits people in a useful way. Online marketers need to come up with innovative ways to keep clients happy in the current economy while also attracting the interest of potential customers by offering them fresh online shopping habits. Factors affecting customer impression include product variety, product quality, price, packaging, after-sale service, and payment security. Social media marketing influences consumers to make online purchases and enables business owners to utilise social media to provide efficient customer care and draw attention to their products.

Businesses or organizations may use social media to communicate with their customers rather than only for advertising. According to a different research, social media facilitates direct communication between a company representative and customers and future clients. Brands and services take advantage of the possibility that the majority of consumers utilise social media to research and buy things. Globally, the popularity of online buying is growing, which makes cross-cultural segmentation possible. If customers have any issues with a company's goods or services, they may quickly connect with them on social media and get in touch with them. There are problems with how businesses reply to inquiries and criticisms posted on social media. As a result, more customers could be convinced to buy products or services as a result of their responses and behaviours. Any little thing might influence a consumer's decision to buy a product.

The motivations behind social media use reveal details about a person's behaviour. The three main benefits or reasons why customers utilise the internet as a communication medium are information, entertainment, and social elements. Emotional and rational motivation fall into two main groups. Self-expression and interpersonal connection are examples of emotional motives. Users' social media activity have been found based on online customer behaviour. Today's consumers utilise the internet as an instrument to achieve their objectives. They may be influenced by evaluations, their occupation, or a group of old pals while making judgements. Customers resort to reviews shared on social media as secondhand resources to support their selections because they want to maximize the value of their money. Social media reviews have an impact on both expensive and inexpensive products. There are reviews for cosmetics, books, cars, hotels, and even nail polishes that can be read online. These reviews may promote sales or aid consumers' decision-making by making it appear more acceptable to spend the money on it.

Politics, jury fairness, and fair trials are only a few academic and professional areas that social media has an impact on consumers' judgements about products and services. Due to the Internet's accessibility, jurors are now able to utilise an interactive social media platform to aid in their judgement and deliberations within the framework of the judicial framework. Using social media, jurors can express their views on the ongoing legal dispute. They see some advantages in knowledge or any other information that could aid a jury in reaching a decision. The most significant platform for disseminating current news and information is Twitter. The veracity of this information may not be validated, but at the very least, it will provide the jury with an indication of what other people believe about the case.

Consumer behaviour on social networking sites is influenced in five different ways, including the sharing of purchase-related information among consumers to significantly lower risk, employing social orientation, communal relationships among groups, and comparison and assessment of various items and brands to adore different goods and brands. Via social media and other online social networks, buyers have the option of sharing their thoughts, views, experiences, and ideas with other existing and potential customers.

Social media is a potent tool for interacting with customers and being mindful. Dealers may communicate openly with your target audience thanks to social media. Customers are given comprehensive knowledge about the product and are able to compare it to other items, which encourages brand loyalty. People are increasingly using mobile phones and the internet, which has an effect on how consumers buy items. Social media plays a big part in how people decide which products to buy. The brand preferences, purchasing tendencies, and lifestyle choices of Century users in India will differ, with the consequence being their social media. Dealers need to launch a strategic marketing plan to penetrate the new media sector.

Products and customers have a long-term commitment. Also, social media gives everyone the opportunity for efficient communication, facilitates user interaction, and is regarded as a revolutionary instrument in the present day. Social media benefits people in a useful way. Online marketers need to come up with innovative ways to keep clients happy in the current economy while also attracting the interest of potential customers by offering them fresh online shopping habits. Factors affecting customer impression include product variety, product quality, price, packaging, after-sale service, and payment security. Social media marketing influences consumers to make online purchases and enables business owners to use social media for efficient customer service and product positioning.

**Objective**

1. To Explore the “Role of Social Media Marketing on Consumer Trust and Purchase Intentions in Indian E-Commerce”
2. To know the impact of Social Media Marketing on Consumer Trust and Purchase Intentions.

**Methodology**

323 participants were surveyed from different industry type. The method of sampling was “Random sampling” for collection of data and examination was done by “Explanatory Factor Analysis” for results.

**Findings**

Table 1 demonstrates demographic details, it shows that 60.06% are Male, 39.94% are female. Looking at the age, 36.22% are between 25 to 30 years of age, 31.27% are between 30 to 35 years of age, and 32.51% are above 35 years of age. With regards to Industry Type, 34.37% are Clothing & Apparel, 33.75% are Food & Beverages, and 31.88% are Others.

**Table. 1 Respondent’s Details**

<b>Variables</b>	<b>Participants</b>	<b>Percentage</b>
<b>Gender</b>		
Male	194	60.06%
Female	129	39.94%
<b>Total</b>	<b>323</b>	<b>100</b>
<b>Ages in years</b>		
25 to 30	117	36.22%
30 to 35	101	31.27%
Above 35	105	32.51%
<b>Total</b>	<b>323</b>	<b>100</b>
<b>Industry type</b>		
Clothing & Apparel	111	34.37%
Food & Beverages	109	33.75%

Others	103	31.88%
<b>Total</b>	<b>323</b>	<b>100</b>

**“Factor Analysis”**

**“KMO and Bartlett’s Test”**

**Table 2 “Kaiser-Meyer-Olkin Measure of Sampling Adequacy”**

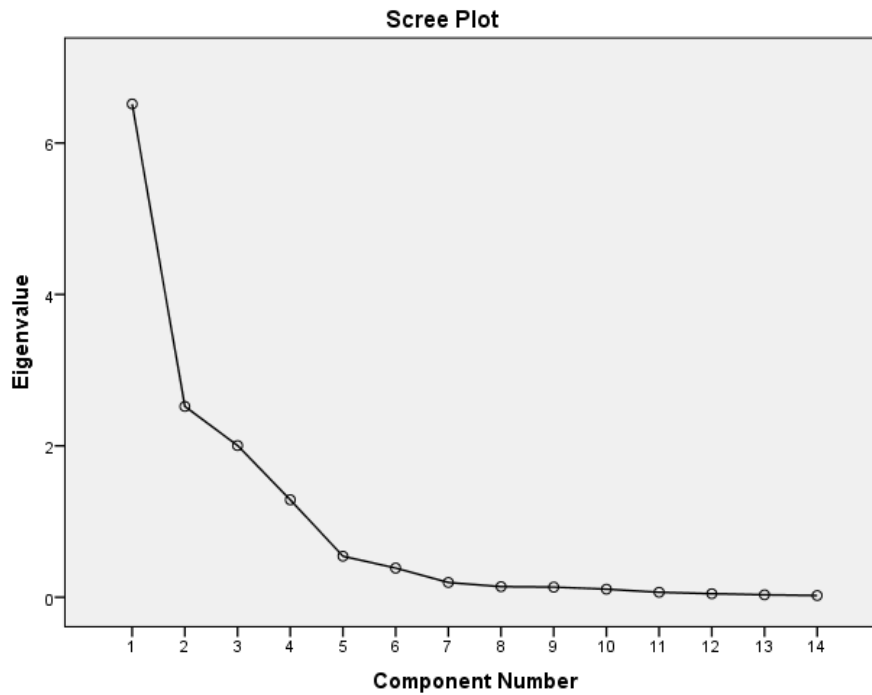
“Kaiser-Meyer-Olkin Measure of Sampling Adequacy”		.764
“Bartlett’s Test of Sphericity”	“Approx. Chi-Square”	5894.241
	df	91
	Significance	.000

“KMO and Bartlett’s Test”, value of KMO is .764 (Table 2).

**Table 3 “Total Variance Explained”**

“Component”	“Initial Eigenvalues”			“Rotation Sums of Squared Loadings”		
	“Total”	“% Of Variance”	“Cumulative %”	“Total”	“% Of Variance”	“Cumulative %”
1.	6.516	46.545	46.545	3.967	28.337	28.337
2.	2.520	18.003	64.548	3.600	25.717	54.055
3.	2.004	14.312	78.860	2.426	17.330	71.385
4.	1.288	9.198	88.058	2.334	16.673	88.058
5.	.542	3.873	91.931			
6.	.385	2.749	94.680			
7.	.195	1.393	96.074			
8.	.140	1.001	97.075			
9.	.134	.956	98.031			
10.	.107	.762	98.793			
11.	.066	.471	99.264			
12.	.047	.336	99.599			
13.	.033	.234	99.834			
14.	.023	.166	100.000			

The four factors contribute towards explaining total 87.680% of variance. Variance explained by Social Media Engagement is 28.337%, Electronic Word of Mouth (eWOM) is 25.717%, Purchase Intention is 17.330%, and Brand Awareness is 16.673%. (Table 3).



“Scree Plot”

Table. 4 “Rotated Component Matrix”

S. No.	Statements	Factor Loading	Factor Reliability
	<b>Social Media Engagement</b>		<b>.952</b>
1.	Social media posts of e-commerce brands capture attention	.952	
2.	Users feel connected with brands that are regularly engaged online	.917	
3.	Interactive content like polls and quizzes increase interest in products	.842	
4.	Customers usually follow brands that respond to online customer queries	.835	
	<b>Electronic Word of Mouth (eWOM)</b>		<b>.959</b>

1.	Customer reply on online reviews and comments before making purchase decisions	.963	
2.	Positive social media comments increase trust in brand	.895	
3.	Negative review on social media discourages customer from buying	.885	
4.	Social media discussions influence perception about product quality	.860	
	<b>Purchase Intention</b>		<b>.864</b>
1.	Customer like to purchase products promoted on social media	.913	
2.	Social media advertisements influence buying decision	.861	
3.	Customers prefer buying from brands they follow on social media	.730	
	<b>Brand Awareness</b>		<b>.840</b>
1.	Social media helps in recognizing e-commerce brands easily	.938	
2.	Social media campaigns improve in recalling brands	.932	
3.	Customers get familiar with brands through social media platform	.630	

### Factors of the study and its related variables

The first factor of the study is Social Media Engagement, the variables it includes are social media posts of e-commerce brands capture attention, Users feel connected with brands that are regularly engaged online, Interactive content like polls and quizzes increase interest in products and Customers usually follow brands that respond to online customer queries. Electronic Word of Mouth (eWOM) is the second factor, its variables are Customer reply on online reviews and comments before making purchase decisions, Positive social media comments increase trust in brand, Negative review on social media discourages customer from buying and social media discussions influence perception about product quality. Purchase Intention is the third factor, the variables it has are Customer like to purchase products promoted on social media, social media advertisements influence buying decision and Customers prefer buying from brands they follow on social media. Last and fourth factor is Brand Awareness, the variables are social media helps in recognizing e-commerce brands easily, social media campaigns improve in recalling brands and Customers get familiar with brands through social media platform.

**Table 5 “Reliability Statistics”**

“Cronbach's Alpha”	“Number of Items”
.902	14

Total reliability of 14 items that includes variables for Factors exploring the “Role of Social Media Marketing on Consumer Trust and Purchase Intentions in Indian E-Commerce” 0.902 (Table 5).

**“Table 6 Model Summary”**

“Model”	“R”	“R Square”	“Adjusted R Square”	“Std. Error of the Estimate”
1	.862 <sup>a</sup>	.743	.739	.40637
Predictors: (Constant), Social Media Engagement, Electronic Word of Mouth (eWOM), Purchase Intention, and Brand Awareness				

The adjusted R-squared value is 0.739 with approximately 74% of the variation.

**“Table 7 ANOVA”**

“Model”	“Sum of Squares”	“df”	“Mean Square”	“F”	“Sig.”	
1	“Regression”	151.591	4	37.898	229.487	.000 <sup>b</sup>
	Residual	52.515	318	.165		
	Total	204.105	322			
a. Dependent Variable: Overall impact of Social Media Marketing on Consumer Trust and Purchase Intentions						
b. Predictors: (Constant), Social Media Engagement, Electronic Word of Mouth (eWOM), Purchase Intention, and Brand Awareness						

Value under significant column indicates a significant relationship between “Social Media Engagement, Electronic Word of Mouth (eWOM), Purchase Intention, and Brand Awareness” and Social Media Marketing.

**“Table 8 Coefficients”**

“Model”	“Un standardized Coefficients”		“Standardized Coefficients”	“t”	“Sig.”
	“B”	“Std. Error”	“Beta”		
(Constant)	3.947	.023		174.575	.000
Social Media Engagement	.364	.023	.457	16.072	.000
Electronic Word of Mouth (eWOM)	.052	.023	.065	2.298	.022
Purchase Intention	.290	.023	.364	12.787	.000
Brand Awareness	.502	.023	.630	22.156	.000
DV: Overall impact of Social Media Marketing on Consumer Trust and Purchase Intentions					

All the factors Social Media Engagement, Electronic Word of Mouth (eWOM), Purchase Intention, and Brand Awareness are showing significant impact of Social Media Marketing on Consumer Trust and Purchase Intentions.

Highest impact is shown by Brand Awareness with beta value .630 followed by Social Media Engagement (.457), Purchase Intention (.364), and Electronic Word of Mouth (eWOM) .065.

### **Conclusion**

In conclusion, social media marketing has vitally changed how businesses engage with customers and impact on their buying habits. The study shows that social media platforms serve a crucial role in building customer trust, brand loyalty and uplifting buying habits in the Indian e-commerce industry. Elements like user-generated content, virtual feedback, influencer marketing remarkably result in developing reliability and minimizing probable risk among users. The results point out that social media allows businesses to initiate frank and deep communication with prospective audience, thus encouraging solid connections and rising client interaction. In addition, the convenience and affordability of social media platforms makes it a beneficial mode for communicating with the large crowd and advertising brand consciousness. Nevertheless, the research also recognizes that customer habits in virtual sphere is dynamic and impacted by several factors, which includes emotional reactions, customization and peer pressure. Thus, marketers should take calculated steps which focus on customer requests, choices and credibility-enhancing initiatives. Altogether, social media marketing is not just a source of promotion but an essential element of the present marketing strategy. Businesses that rightfully implement social media are placed better to comprehend customer habits, develop consumer satisfaction and attain long-term growth within this cut-throat e-commerce environment. The factors studying the Role of Social Media Marketing on Consumer Trust and Purchase Intentions in Indian E-Commerce are Social Media Engagement, Electronic Word of Mouth (eWOM), Purchase Intention and Brand Awareness. The study concludes that there is significant impact of Social Media Marketing on Consumer Trust and Purchase Intentions.

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