

INFLUENCE OF SOCIAL MEDIA ENGAGEMENT ON IMPULSE BUYING BEHAVIOUR AMONG E-SHOPPERS OF CHENNAI CITY

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ABSTRACT

The rapid growth of social media has transformed the way consumers interact with brands and make purchase decisions, especially in the e-shopping environment. Social media platforms not only serve as communication channels but also as persuasive marketing tools that influence consumer emotions and behaviours. Impulse buying, which is often triggered by sudden urges rather than planned decisions, has been increasingly linked to social media engagement. Features such as ads, influencer endorsements, interactive content, and instant offers stimulate consumer interest and shorten the decision-making process. In Chennai City, where e-commerce adoption is steadily rising, social media plays a crucial role in shaping online shopping behaviour across different demographics. This study examines how consumer engagement with social media through likes, shares, comments, and interactions with promotional content impacts impulse buying behaviour. By understanding these influences, marketers can design more effective strategies to capture consumer attention and drive unplanned purchases in the e-shopping sector.

KEYWORDS: Marketing, Ads, E-Shopping, Consumers, Behaviour, E-Commerce