The Role of Social Media in Shaping Amazon Consumer Preferences in Mangaluru City

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Abstract- In the digital era, social media has emerged as one of the most influential tools shaping consumer behavior and online purchasing decisions. E-commerce companies extensively rely on digital platforms to influence buying preferences and enhance customer engagement. This study examines the role of social media platforms such as Facebook, Instagram, Twitter, and YouTube in shaping Amazon consumer preferences in Mangaluru City. Using a quantitative research design, primary data were collected from 102 respondents through a structured questionnaire. The study analyzes the influence of social media advertisements, influencer marketing, user-generated reviews, and promotional offers on consumer decision-making. The findings reveal that young adults are the most active users of Amazon's social media content. Product reviews, unboxing videos, and discounts significantly impact purchase intentions. The study concludes that social media plays a crucial role in improving brand awareness, trust, and consumer engagement, suggesting that localized and interactive marketing strategies can further strengthen Amazon's market presence.

Index Terms— Amazon, Consumer Behavior, Influencer Marketing, Online Shopping, Social Media Marketing

I. INTRODUCTION

The rapid advancement of digital technology has transformed the marketing environment across the globe. Social media platforms have become essential communication channels connecting businesses and consumers. Platforms such as Instagram, Facebook, YouTube, and Twitter enable organizations to promote products, communicate directly with customers, and influence purchasing behavior.

Amazon, as one of the world's leading e-commerce companies, uses social media extensively to attract and retain customers. Through advertisements, influencer collaborations, and user-generated content, Amazon enhances product visibility and consumer trust.

In cities like Mangaluru, increasing internet penetration, smartphone usage, and digital literacy have accelerated the adoption of online shopping. Consumers frequently rely on online reviews, influencer opinions, and social media promotions before making purchasing decisions.

Research Problem Although Amazon is widely used, limited localized studies examine how social media influences consumer preferences in smaller urban centers such as Mangaluru. Most studies are conducted at national or metropolitan levels, overlooking regional behavioral differences.

Objectives of the Study
1. To examine the impact of social media advertisements on Amazon purchase decisions.
2. To analyze the influence of influencer marketing on consumer trust.
3. To study the role of social media reviews in shaping buying behavior.
4. To evaluate consumer perception of Amazon's brand image through social media.

II. LITERATURE REVIEW

Kaplan and Haenlein (2010) defined social media as a group of internet-based applications that allow the creation and exchange of user-generated content. They emphasized its role in strengthening consumer interaction and engagement.

Chevalier and Maylin (2006) identified that online product reviews significantly influence sales volume on e-commerce platforms. Positive reviews increase consumer confidence and purchase likelihood.

Mangold and Faulds (2009) described social media as a hybrid promotional tool integrating traditional marketing communication with consumer-to-consumer interaction.

Duffett (2017) found that influencer credibility strongly impacts consumer attitudes and purchase intentions, especially among younger consumers.

Kapoor et al. (2018) highlighted that consumer engagement through likes, comments, and shares enhances brand loyalty and trust.

III. RESEARCH METHODOLOGY

Research Design
The study adopted a descriptive and quantitative research design.

Sources of Data
Primary data were collected using a structured questionnaire distributed among Amazon users in Mangaluru City. Secondary data were obtained from journals, websites, reports, and research articles.

Sample Size and Technique
A convenience sampling technique was used. A total of 102 valid responses were collected from individuals actively using social media and Amazon.

Tools Used
Percentage analysis and graphical interpretation were used for data analysis.

IV. DATA ANALYSIS AND INTERPRETATION

Demographic Profile
- 76.47% of respondents were aged between 18–25 years.
- 66.67% were students.
- 58% were female and 42% male.

Social Media Usage
- Instagram was the most preferred platform (38.2%).
- 61.76% had clicked on Amazon social media advertisements.
- 36.27% always checked social media reviews before purchasing.

Influencing Factors
- 30.39% were influenced by reviews and unboxing videos.

- 34.31% considered social media recommendations very important.
- 28.43% were attracted mainly by discounts and offers.

Trust Factors
User-generated content was found to have a strong influence on trust and brand credibility.

V. FINDINGS

1. Youth are the most active users of Amazon social media promotions.
2. Reviews and influencer content significantly influence purchase behavior.
3. Discounts remain the strongest motivating factor.
4. Social media improves brand awareness and trust.
5. Consumers depend heavily on peer opinions before purchasing.

VI. SUGGESTIONS

- Amazon should adopt localized marketing campaigns.
- Collaboration with regional influencers can increase credibility.
- Interactive content such as polls, reels, and contests can enhance engagement.
- Continuous monitoring of customer reviews is essential.

VII. CONCLUSION

The study concludes that social media has a significant influence on Amazon consumer preferences in Mangaluru City. It plays a crucial role in shaping awareness, perception, and purchase intention. As digital consumption continues to rise, effective social media strategies will remain essential for sustaining competitive advantage.

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