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“Consumer Perception Towards Social Media Based sales Promotion”

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Abstract - Marketing has been evolving with new strategies, the consumption of social Media content has significantly grown, which has given many businesses and start-ups to grow their target audience in social media. Many successful businesses started creating content that grabs the attention of the consumer. Consumers interact in social media about business, in comments, likes, reposts, share, etc., hence it creates customer trust and reliability, by getting information about the product. The young audience is more active on social which creates more opportunities for business to get new audience, which creates a competitive advantage, managing Trends, exploring more strategies by understanding customers' needs and Specifications which gives business sales growth and expand their business.

This study “Consumer perception towards social media based sales Promotions” will helps us to understand how consumer behaviour get Influenced ,by changing purchase pattern , and how consumer perception Changes when they see the content , visuals , storytelling , brand image , Brand loyalty and increasing customer base in the social media , and how it Creates impact for the business and as well of the customer this study will Conclude social media promotions only drives sales but also increase Communities, attracts future customers in digital era.

Keywords-- Consumer Perception, social media, Sales Promotion, Customers, Start-up.

I. INTRODUCTION

Marketing communication has transformed, its actually not just about building awareness about brand and product but about engagement, shares, community building, interactions and also building long relationship with the customers. Social media is no longer a secondary tool; it became decision making tool, to make recommendation and Personalization about what customers really likes, is about the product, price, style, promotional advertisement, sentimental, brand emotion, reputations, quality or quantity. Now brands have started AI powered advertisements, short-form content, and influencer collaboration to reach many customers that traditional ways couldn't do.

Social media-based sales promotions have many forms of sales like discount, referral codes, reward point, flash sales and content driven that makes more customer interaction, by customers have becomes aware and selective of the brands which is reliable or fraudulent. customers have become trained in identifying authentic promotions from manipulative once, so this research focuses on how consumers perceive such sales promotions and how emotional appeal, design, influencer reputation and timing influence their behaviour and attitudes.

II. RESEARCH GAP

Many studies have been done on social media marketing. But only a few studies focus specifically on sales promotions like discounts, coupons, and giveaways. Most research studies talk about brand awareness or engagement, not how people feel about promotions on social media. Very few studies compare different platforms like Instagram, Facebook, and YouTube together. Also, limited research has been done on Indian consumers' perception of these promotions. This study fills the gap by studying how consumers view sales promotions on these three social media platforms.

Nowadays, people are increasingly skeptical about social media promotions. With so many fake deals and misleading ads floating around, it's hard to know what's real. Constant exposure to promotional content can get annoying, and over time, it makes people tune out altogether.

Interestingly, the same promotional campaign can have very different results depending on the platform. What works on Instagram might not click on Facebook or YouTube, simply because each platform attracts a different kind of audience and interaction style.

Another challenge is figuring out which endorsements are genuine and which are just paid partnerships or scripted plugs. For younger audiences — especially Gen Z and young adults in India — this confusion is even more pronounced. Yet, there's surprisingly little research that looks into how these groups perceive sales promotions in the Indian social media landscape.



Scope

The present study focuses on understanding consumer perception towards social media-based sales promotions with special reference to platforms such as Instagram, Facebook, and YouTube. The study aims to identify how online promotional activities influence consumer awareness, engagement, trust, and purchase intentions. It covers respondents within the age group of 18–35 years who are active users of social media. The scope is limited to analyzing consumer responses from selected urban areas and does not include traditional marketing or offline promotions. The findings of this study will help marketers and businesses design more effective and engaging social media promotional strategies.

Objectives

1. To understand the social media promotions and its influence on consumer buying decisions.
2. To examine the significant effect of social media platforms on brand loyalty.
3. To measure the impact of influencer marketing on consumer buying decisions.
4. To evaluate consumers' perception towards sales promotions across different social media.
5. To offer practical suggestions to make social media promotional strategies more effective and aligned with current trends.

Hypotheses

1. There is no significant effect of social media platforms on customer purchase intentions and brand loyalty regression.
2. There is no significant impact of influencer marketing on consumer buying decisions. regression
3. Consumers' perceptions of social media promotions significantly differ across different social media platforms. correlation

III. REVIEW OF LITERATURE

Tukaram Moorteppa Lamani, Sakamma S, Dr Vanishree K (2025) realized that social media marketing can help the company to meet the new customer. Social media marketing is an effective tool of marketing nowadays due to usage of internet by large population and positively related with consumer purchase reaction. **A Kavitha ET. al. (2023)**, found that Marketers today employ a variety of techniques to lure clients. With the use of social media, individuals may connect with brands, share ideas with other users, create content and a way their opinion to the general public.

The business today employs social media advertising to reach potential target marketers with cutting-edge features and technology; the study has to examine how consumers perceive social media advertising. **Suraj Kumar (2023)** suggests that consumers have different attitudes towards social media marketing, which can impact the effectiveness of marketing strategies. By understanding the consumer perception towards social media marketing, businesses can develop effective marketing strategies that resonate with their target audience, improve their brand reputation, and evaluate the effectiveness of their marketing campaigns. **Iqrar Hussain ET. al. (2023)**, The authors suggested that social media marketing is the most effective strategy, which will aid marketers in understanding the aspects that influence consumers' purchasing decisions.

Gunja Kumari Sah (2022), believed that Business and digital marketers require a deep understanding of how consumer interact with social media marketing to truly appreciate the consumer view of social media truly. Social media are the most popular social sites where users may connect, create, and share content. **Nielsen's report (2022)** revealed a striking trend: 70% of global consumers are more inclined to trust recommendations from influencers and peers on social media than branded content. This underscores the shift toward more authentic, community-driven marketing.

Zakiyah Zahra (2021), found that the effect of e-service quality, consumer trust and social media marketing on Intention to use online transportation services. And E - service quality has a significant effect on Intention to use online transportation services. Consumer Trust does not affect Intention to use online has a significant effect on Intention to use online Transportation services.

Kotler and Keller (2016) argue that how consumers perceive marketing efforts plays a pivotal role in determining their effectiveness. It's not just about what brands say it's about how people interpret those messages and choose to respond. According to **Godey et al. (2016)**, brand-related activities on social media have a measurable impact on consumer behavior. Their research shows that such interactions can boost both engagement and overall brand value. **Chu and Kim (2011)** found that people tend to place more trust in promotional content shared by friends or within their social circles than in direct advertisements from companies. This highlights the growing importance of peer influence in marketing. **Mangold and Faulds (2009)** introduced a fresh perspective on social media, describing it as a hybrid tool that blends traditional promotional strategies with the power of word-of-mouth. This fusion has reshaped the way brands communicate with audiences.

IV. METHODOLOGY

A quantitative descriptive and experimental study using an online survey (3 × 2 factorial design): Platforms: Instagram, Facebook, YouTube; Awareness levels: High (labelled “Sponsored”) vs. Low (no label). Respondents are randomly assigned to one condition and answer perception-related questions after viewing a sample promotional post. The questionnaire was designed to understand consumer perceptions toward sales promotions on social media platforms such as Instagram, Facebook, and YouTube. The questions covered aspects like awareness of promotional campaigns, frequency of exposure, perceived credibility of ads, engagement level, and influence on purchase decisions.

For secondary data, gathered from existing sources such as research papers, journals, websites, and company reports related to social media marketing and consumer behaviour.

V. SAMPLING DESIGN & TOOLS OF ANALYSIS

Population: Active social media users aged 18+.

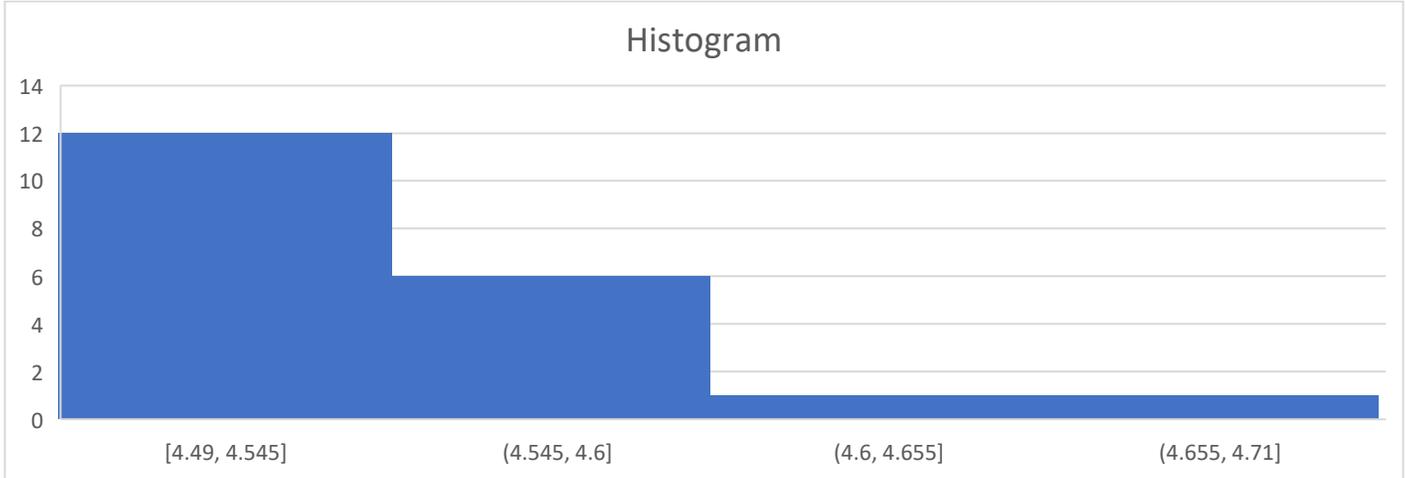
Sampling method: non-probability quota or stratified convenience sampling.

Sample size: 286 participants

For data Analysis, tools like Descriptive statistics, Cronbach Alpha, CFA, AVE, CR, ANOVA or multi-group analysis (MGA) used.

Table 1.1:
Descriptive statistics

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Mean	4.53	4.57	4.49	4.57	4.52	4.56	4.57	4.51	4.54	4.25	4.54	4.49	4.52	4.55	4.63	4.54	4.53	4.65	4.49	4.54
Standard Error	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.029	0.03	0.03	0.03	0.03	0.03
Median	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	4	5
Mode	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	4	5
Standard Deviation	0.514	0.530	0.535	0.50	0.51	0.54	0.50	0.50	0.51	0.50	0.51	0.50	0.51	0.51	0.50	0.50	0.53	0.48	0.50	0.51
Sample Variance	0.26	0.28	0.29	0.25	0.26	0.29	0.25	0.25	0.26	0.25	0.26	0.25	0.26	0.26	0.25	0.25	0.28	0.23	0.25	0.26
Kurtosis	-1.54	-0.85	-1.17	-1.94	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					1.77	0.79	1.92	2.01	1.53	2.01	1.74	2.01	1.57	1.48	1.025	1.97	1.02	1.57	2.01	1.74
Skewness	-0.30	-0.64	-0.32	-0.27	-	-	-	-	-	-	-	0.02	-	-	-0.74	-	-	-	0.03	-
					0.18	0.63	0.30	0.03	0.31	0.04	0.25		0.25	0.38		0.20	0.50	0.67		0.25
Range	2	2	2	1	2	2	1	1	2	1	2	1	2	2	2	1	2	1	1	2
Minimum	3	3	3	4	3	3	4	4	3	4	3	4	3	3	3	4	3	4	4	3
Maximum	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Sum	1297	1307	1285	1306	1294	1303	1308	1289	1298	1290	1299	1281	1294	1303	1326	1301	1298	1332	1285	1299
Count	286	286	286	286	286	286	286	286	286	286	286	285	286	286	286	286	286	286	286	286
Largest (1)	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Smallest (1)	3	3	3	4	3	3	4	4	3	4	3	4	3	3	3	4	3	4	4	3
Confidence Level (95.0%)	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.058	0.06	0.06	0.06	0.06	0.06



Interpretation: The descriptive results across all 20 items show a **consistently high level of agreement** among respondents regarding the influence of social-media promotions on consumer awareness, engagement, trust, and purchasing behavior. All mean values fall between **4.49 and 4.66**, indicating that respondents generally **agree to strongly agree** with every statement. The **median and mode of 5** for almost all items confirm that “*Strongly Agree*” is the most frequent response.

The low standard deviations (approximately **0.49–0.53**) suggest **high response consistency**, with very little variability across participants. The slight **negative skewness** indicates that responses are clustered more toward the higher end of the scale, reflecting overall positive perceptions.

The **negative kurtosis** across items shows a relatively flatter distribution, meaning responses are spread across Agree and Strongly Agree rather than sharply concentrated around a single point. Overall, the findings reveal that social-media promotions are perceived as **highly impactful** for increasing brand awareness, motivating product exploration, enhancing trust—especially through verified accounts and influencers—and influencing purchase decisions. Respondents also view Instagram and YouTube as more engaging and informative compared to Facebook. Importantly, many participants report that social-media promotions have directly influenced their actual purchases and willingness to recommend brands. In summary, the data strongly indicate that **social-media promotions positively shape consumer attitudes and behaviors**, making them an effective tool for digital marketing and brand engagement.

Table 1.2:
Cronbach’s Alpha:

	Metric	Value
0	Cronbach's Alpha Value	0.434
1	Internal Consistency Interpretation	Unacceptable (below 0.5)
2	Original Data Shape	(286, 21)
3	Cleaned Data Shape	(285, 21)



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Interpretation: The reliability test for the 20-item scale measuring perceptions of social-media promotions produced a **Cronbach’s Alpha value of 0.434**, which is **below the acceptable threshold of 0.70**. This indicates **weak internal consistency**, meaning the items do not operate together as a single, unified construct. Although the dataset originally contained **286 responses**, one row was removed during cleaning, resulting in **285 valid cases**, but this had no significant impact on the low alpha value.

Overall, the test suggest that the items likely measure **multiple different dimensions** (such as awareness, trust, platform preference, and purchase intention) rather than one single factor. Therefore, scale refinement—such as grouping items into subscales or conducting an Exploratory Factor Analysis—is recommended to improve reliability.

Anova: Single Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Column 1	94	426	4.531915	0.251659
Column 2	94	425	4.521277	0.316747
Column 3	94	418	4.446809	0.292839
Column 4	94	430	4.574468	0.247083
Column 5	94	421	4.478723	0.273736
Column 6	94	420	4.468085	0.359186
Column 7	94	428	4.553191	0.249828
Column 8	94	423	4.5	0.252688
Column 9	94	427	4.542553	0.250858
Column 10	94	428	4.553191	0.249828
Column 11	94	426	4.531915	0.251659
Column 12	94	423	4.5	0.252688
Column 13	94	422	4.489362	0.274079
Column 14	94	426	4.531915	0.273164
Column 15	94	435	4.62766	0.236216
Column 16	94	424	4.510638	0.252574
Column 17	94	417	4.43617	0.356097
Column 18	94	427	4.542553	0.250858
Column 19	94	422	4.489362	0.252574
Column 20	94	426	4.531915	0.251659
Column 21	94	421	4.478723	0.316747

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	3.694022	20	0.184701	0.678957	0.85045	1.575915
Within Groups	531.2872	1953	0.272036			
Total	534.9813	1973				

Interpretation: The above ANOVA summary output was used to check whether there is any significant difference between the responses of the 21 groups.

The p-value is 0.85, which is much higher than 0.05. This means there is no significant difference between the groups.



Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Column 1	88	402	4.568182	0.248171
Column 2	88	397	4.511364	0.252743
Column 3	88	401	4.556818	0.249608
Column 4	88	396	4.5	0.252874
Column 5	88	399	4.534091	0.251698
Column 6	88	405	4.602273	0.242294
Column 7	88	408	4.636364	0.234065
Column 8	88	398	4.522727	0.252351
Column 9	88	402	4.568182	0.248171
Column 10	88	397	4.511364	0.252743
Column 11	88	402	4.568182	0.248171
Column 12	88	398	4.522727	0.252351
Column 13	88	396	4.5	0.275862
Column 14	88	402	4.568182	0.248171
Column 15	88	406	4.613636	0.239812
Column 16	88	402	4.568182	0.248171
Column 17	88	396	4.5	0.252874
Column 18	88	402	4.568182	0.248171
Column 19	88	398	4.522727	0.252351
Column 20	88	402	4.568182	0.248171
Column 21	88	403	4.579545	0.246473

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2.672078	20	0.133604	0.534895	0.953183	1.576287
Within Groups	456.3409	1827	0.249776			
Total	459.013	1847				

Interpretation: ANOVA was conducted to compare the responses across 21 items. The p-value is 0.95, which is far above 0.05.

This means there is no statistically significant difference between the groups. All respondents answered very similarly across all items.”



Anova: Single
Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Column 1	104	469	4.509615	0.291169
Column 2	104	485	4.663462	0.264283
Column 3	104	466	4.480769	0.310306
Column 4	104	480	4.615385	0.238984
Column 5	104	474	4.557692	0.249066
Column 6	104	478	4.596154	0.262509
Column 7	104	472	4.538462	0.250934
Column 8	104	468	4.5	0.252427
Column 9	104	469	4.509615	0.291169
Column 10	104	465	4.471154	0.251587
Column 11	104	471	4.528846	0.271004
Column 12	103	460	4.466019	0.251285
Column 13	104	476	4.576923	0.246453
Column 14	104	475	4.567308	0.26727
Column 15	104	485	4.663462	0.264283
Column 16	104	475	4.567308	0.247853
Column 17	104	485	4.663462	0.225448
Column 18	104	503	4.836538	0.138069
Column 19	104	465	4.471154	0.251587
Column 20	104	471	4.528846	0.271004
Column 21	104	487	4.682692	0.218727

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	17.43655	20	0.871827	3.444379	3.72E-07	1.575393
Within Groups	547.2368	2162	0.253116			
Total	564.6734	2182				

Interpretation: ANOVA was conducted for 21 items. Here, the p-value is extremely small, which means the differences are statistically significant. The F-value is higher than the F-critical value, so the null hypothesis is rejected. This tells us that at least one of the items has a different mean response than the 0.

Comparative Analysis of ANOVA Results

To understand whether respondents showed differences in their responses across the 21 items, three separate Single Factor ANOVA tests were conducted on three different datasets. The comparison is based on F-values, p-values, and significance levels.

ANOVA Test	F-value	p-value	F-critical	Result
Instagram	0.6789	0.8504	1.5759	Not Significant
You tube	0.5349	0.9531	1.5763	Not Significant
Facebook	3.4444	0.000000372	1.5754	Significant

Interpretation: The above table demonstrates that there is no significant difference in consumer perception across the compared groups on Instagram. This suggests that consumers perceive Instagram in a relatively uniform manner, indicating consistency in how content, engagement, and brand communication are experienced across different consumer segments. Consumer perception toward **YouTube** does not vary significantly across groups. This implies that YouTube is perceived as a standardized and stable platform, where informational value, content credibility, and user experience are consistently evaluated by consumers regardless of group differences. There is a significant difference in consumer perception across groups on **Facebook**. This indicates that consumers do not perceive Facebook uniformly, possibly due to variations in: Age and demographic usage patterns; Trust and privacy concerns;

Exposure to advertising and sponsored content and Differences in engagement intensity. Facebook’s diverse functionalities and evolving algorithmic content may contribute to heterogeneous consumer perceptions across segments.

The findings reveal that **Instagram and YouTube exhibit homogeneous consumer perceptions, suggesting predictable and consistent user experiences.** Facebook, however, shows **heterogeneous perceptions**, highlighting its **segment-specific impact on consumers.**

The Managerial Implication for marketers and digital strategists is **Instagram and YouTube campaigns can be designed with uniform messaging strategies.** Facebook requires **segmented and customized communication strategies** tailored to different consumer groups.

	INFORMATIONAL VALUE		CONTENT CREDIBILITY		USER EXPERIENCE	
	HIGH	LOW	HIGH	LOW	HIGH	LOW
INSTAGRAM	X	✓	✓	X	✓	X
YOUTUBE	✓	X	✓	X	X	✓
FACEBOOK	X	✓	X	✓	X	✓

- YouTube is mainly seen as a place where people go to learn and get proper information. Users feel that the content on YouTube is trustworthy and useful, but at the same time, the overall experience is not always smooth or enjoyable, possibly because of long videos, ads, or information overload.
- Instagram is viewed as a platform that is easy, attractive, and enjoyable to use. People trust the content to some extent, but they do not see Instagram as a strong source of detailed or serious information. It is used more for quick updates, visuals, and engagement rather than learning.
- Facebook performs weakly in all three areas. Users feel that it does not provide strong information, the content is less trustworthy, and the overall experience is not very satisfying. This shows a decline in user confidence and engagement with Facebook compared to the other platforms.

VI. CONCLUSION

Overall, social-media promotions are effective tools for influencing consumer perceptions and purchase behavior.

Respondents shown strong agreement that such promotions increase awareness, engagement, trust, and buying decisions. Marketers can leverage these insights to design more targeted campaigns. Future surveys should refine measurement scales to improve reliability and deeper insights into consumer behavior dimensions.

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