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A Study on Social Media Addiction, Consumer Awareness of Digital Marketing and Influencer-Driven Buying Behaviour in Churu District

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ABSTRACT: The rapid growth of digital technologies and internet access has transformed the marketing landscape in India. Social media platforms have changed how consumers interact with brands, access information, and make purchasing decisions, making digital marketing a key component of modern business strategies. Therefore, the present study aims to examine social media addiction and dependency, assess digital marketing awareness, and analyze the impact of social media influencers on consumers' buying behavior in Churu district.

KEYWORDS: Social Media Addiction, Digital Marketing Awareness, Influencer Marketing, Consumer Buying Behavior, Churu District.

I. INTRODUCTION

In recent years, India has become one of the fastest-growing consumer markets, driven by rising income levels and expanding digital infrastructure. This shift has transformed the marketing landscape, moving from traditional approaches to more technology-driven strategies. Social media has emerged as a key platform influencing consumer behaviour, with influencers playing a significant role in shaping opinions through relatable and engaging content, making marketing more interactive and trust-based. Consumer buying behaviour is influenced by economic, personal, psychological, and socio-cultural factors, which are increasingly shaped by digital interactions. In this context, the present study examines social media addiction and dependency, consumer awareness of digital marketing, and the impact of influencers on buying behaviour in Churu district of Rajasthan, providing insights into evolving consumer patterns in a semi-urban and rural setting.

II. RESEARCH METHODOLOGY

Study Area: The present study is primarily concentrated in the Churu district, selected due to its growing exposure to digital platforms, increasing internet penetration, and active consumer engagement with social media.

Fig 1: Map of study area





Data Collection: In the present study, data were collected using a structured questionnaire and standardized Likert scales to analyse consumers’ perceptions, experiences, and behavioural responses. The questionnaire was carefully designed with clear and systematic questions aligned with the study objectives, covering digital marketing awareness, social media usage, addiction and dependency, and influencer impact on buying behaviour. This approach enabled efficient data collection from a large sample while ensuring consistency and accuracy in responses.

Data Analysis: In the present study, the collected data were analysed using SPSS (Statistical Package for the Social Sciences). To analyse the responses obtained from consumers, various statistical techniques were employed such as frequency and percentage.

III. RESULT AND DISCUSSION

A total of 800 consumers from Churu district participated in the study, providing a well-balanced sample. The gender distribution was equal, with 50% male and 50% female respondents. The age distribution was also fairly uniform, with the highest representation in the 25–30 and 31–35 age groups (20% each), while other groups each accounted for 15%. In terms of residence, 55% of respondents were from urban areas and 45% from rural areas, ensuring a balanced representation of both settings. All respondents (100%) reported following at least one social media influencer, indicating the widespread influence of influencer culture. Among the types of influencers followed, Technology, Gadgets, and Digital Reviews ranked highest (40%), followed by Fashion, Beauty, and Lifestyle (35%), Food and Travel (15%), and others (10%), reflecting diverse consumer interests.

Table 1: Gender-wise Distribution of Respondents

Gender	Frequency	Percent
Male	400	50
Female	400	50
Total	800	100

Table 2: Age-wise Distribution of Respondents

Age Group (in years)	Frequency	Percent
Below 25	120	15
25–30	160	20
31–35	160	20
36–40	120	15
41–45	120	15
Above 45	120	15
Total	800	100

Table 3: Location-wise Distribution of Respondents

Location	Frequency	Percent
Urban	440	55
Rural	360	45
Total	800	100



Table 4: Distribution of Respondents Based on Following Social Media Influencers

Do you follow any influencer on social media platforms?	Frequency	Percent
Yes	800	100
No	0	0

Table 5: Type of Social Media Influencers Followed by Respondents

What category or type of social media influencer do you usually follow?	Frequency	Percent
Fashion, Beauty, and Lifestyle	280	35
Food, Travel, and Leisure	120	15
Technology, Gadgets, and Digital Reviews	320	40
Others	80	10
Total	800	100

Social Media Usage Addiction and Dependency

The findings indicate a high level of cognitive preoccupation and habitual social media use among respondents. A majority (65%) reported thinking about social media even when not using it, and nearly 60% admitted to using it frequently without a specific purpose, reflecting usage dependency. While 50% stated they do not delay other activities, 25% reported behavioural interference, indicating partial loss of control. A significant 70% of respondents reported losing track of time while using social media, highlighting time mismanagement. Emotional dependency was moderate, with 45% feeling uneasy without access. Additionally, 65% of respondents found it difficult to reduce their usage, confirming the presence of dependency-related behaviour among a large segment of consumers.

Table 6: Thinking About Social Media When Not Actively Using It

Do you find yourself thinking about social media even when you are not actively using it?	Frequency	Percent
Disagree	160	20
Neutral	120	15
Agree	200	25
Strongly Agree	320	40
Total	800	100

Table 7: Frequent Use of Social Media Without Specific Purpose

Do you use social media frequently without having a specific reason or purpose?	Frequency	Percent
Disagree	160	20
Neutral	160	20
Agree	360	45
Strongly Agree	120	15
Total	800	100



Table 8: Delaying Other Activities to Check Social Media

Do you stop or delay other activities when you feel the need to check social media?	Frequency	Percent
Disagree	400	50
Neutral	200	25
Agree	200	25
Total	800	100

Table 9: Losing Track of Time While Using Social Media

Do you often lose awareness of how much time you spend on social media platforms?	Frequency	Percent
Disagree	160	20
Neutral	80	10
Agree	360	45
Strongly Agree	200	25
Total	800	100

Table 10: Feeling Uneasy or Stressed Without Access to Social Media

Does the idea of being unable to access social media make you feel uneasy or stressed?	Frequency	Percent
Disagree	240	30
Neutral	200	25
Agree	360	45
Total	800	100

Table 11: Difficulty in Reducing Social Media Usage

Have you found it difficult to reduce your social media usage despite trying to do so?	Frequency	Percent
Disagree	240	30
Neutral	40	5
Agree	400	50
Strongly Agree	120	15
Total	800	100

Consumer Awareness of Digital Marketing

The results indicate a high level of consumer awareness of digital marketing, particularly for website advertisements, social media promotions, and video-based ads, with around 80% of respondents recognizing these channels. Awareness of search engine and pop-up advertisements was moderate (around 60%), while email and SMS marketing showed comparatively lower visibility, with most respondents remaining neutral. The findings suggest that consumers are more responsive to interactive and internet-based advertising.



Table 12: Awareness of Online Advertisements While Browsing Websites

Are you aware of advertisements that appear while you browse websites or use the internet?	Frequency	Percent
Neutral	160	20
Agree	440	55
Strongly Agree	200	25
Total	800	100

Table 13: Familiarity with Search Engine Advertisements

Are you familiar with advertisements that appear on search engines such as Google?	Frequency	Percent
Neutral	320	40
Agree	360	45
Strongly Agree	120	15
Total	800	100

Table 14: Awareness of Promotional Activities on Social Media Platforms

Are you aware of promotional activities carried out through social media platforms like Facebook, Instagram, or Twitter?	Frequency	Percent
Neutral	160	20
Agree	440	55
Strongly Agree	200	25
Total	800	100

Table 15: Awareness of Email-Based Marketing and Promotional Messages

Are you aware of marketing and promotional messages sent through email?	Frequency	Percent
Neutral	520	65
Agree	280	35
Total	800	100

Table 16: Awareness of SMS-Based Advertising Messages

Are you aware of advertising messages received on your mobile phone through SMS?	Frequency	Percent
Disagree	120	15
Neutral	480	60
Agree	200	25
Total	800	100



Table 17: Awareness of Pop-up and Flash Advertisements on Digital Platforms

Are you aware of pop-up or flash advertisements displayed on websites and digital platforms?	Frequency	Percent
Neutral	320	40
Agree	360	45
Strongly Agree	120	15
Total	800	100

Table 18: Awareness of Video-Based Advertisements on Streaming Platforms

Are you aware of video-based advertisements shown on platforms such as YouTube and other streaming services?	Frequency	Percent
Neutral	160	20
Agree	440	55
Strongly Agree	200	25
Total	800	100

Impact of Influencers on Consumers’ Buying Behaviour

The results indicate that influencer content plays a significant role in attracting attention and shaping consumer behaviour. About 50% of respondents reported that promotional posts capture their attention, while 55% acknowledged that influencer messages influence their shopping behaviour. Around 60% stated that they purchase products recommended by influencers, highlighting their persuasive impact. However, many respondents remained neutral when it came to actively searching for or preferring influencer-endorsed products, suggesting a cautious approach. The findings also show that consumers are more influenced by influencers they follow, emphasizing the importance of trust and familiarity. Overall, social media recommendations play a substantial role in purchasing decisions, though other factors such as price and quality remain important.

Table 19: Influence of Frequent Promotional Posts on Consumer Attention

Do frequent promotional posts by influencers attract more of your attention?	Frequency	Percent
Disagree	80	10
Neutral	320	40
Agree	280	35
Strongly Agree	120	15
Total	800	100

Table 20: Influence of Influencer Promotional Messages on Shopping Behaviour

Do promotional messages shared by influencers influence the way you shop for products?	Frequency	Percent
Neutral	360	45
Agree	320	40
Strongly Agree	120	15
Total	800	100



Table 21: Tendency to Search for Products Promoted by Influencers

Do you look for products that are promoted or used by social media influencers?	Frequency	Percent
Disagree	160	20
Neutral	440	55
Agree	200	25
Total	800	100

Table 22: Purchase of Products Recommended by Influencers

Do you purchase products that are recommended by social media influencers?	Frequency	Percent
Disagree	120	15
Neutral	200	25
Agree	360	45
Strongly Agree	120	15
Total	800	100

Table 23: Preference for Influencer-Endorsed Products Among Similar Alternatives

When choosing between similar products, do you prefer those endorsed by influencers?	Frequency	Percent
Disagree	160	20
Neutral	440	55
Agree	200	25
Total	800	100

Table 24: Likelihood of Purchase When Promoted by a Followed Influencer

Are you more likely to buy a product if it is promoted by a social media influencer you follow?	Frequency	Percent
Neutral	360	45
Agree	320	40
Strongly Agree	120	15
Total	800	100

Table 25: Role of Social Media Recommendations in Purchasing Decisions

Do social media recommendations play an important role in your purchasing decisions?	Frequency	Percent
Neutral	320	40.0
Agree	360	45.0
Strongly Agree	120	15.0
Total	800	100.0



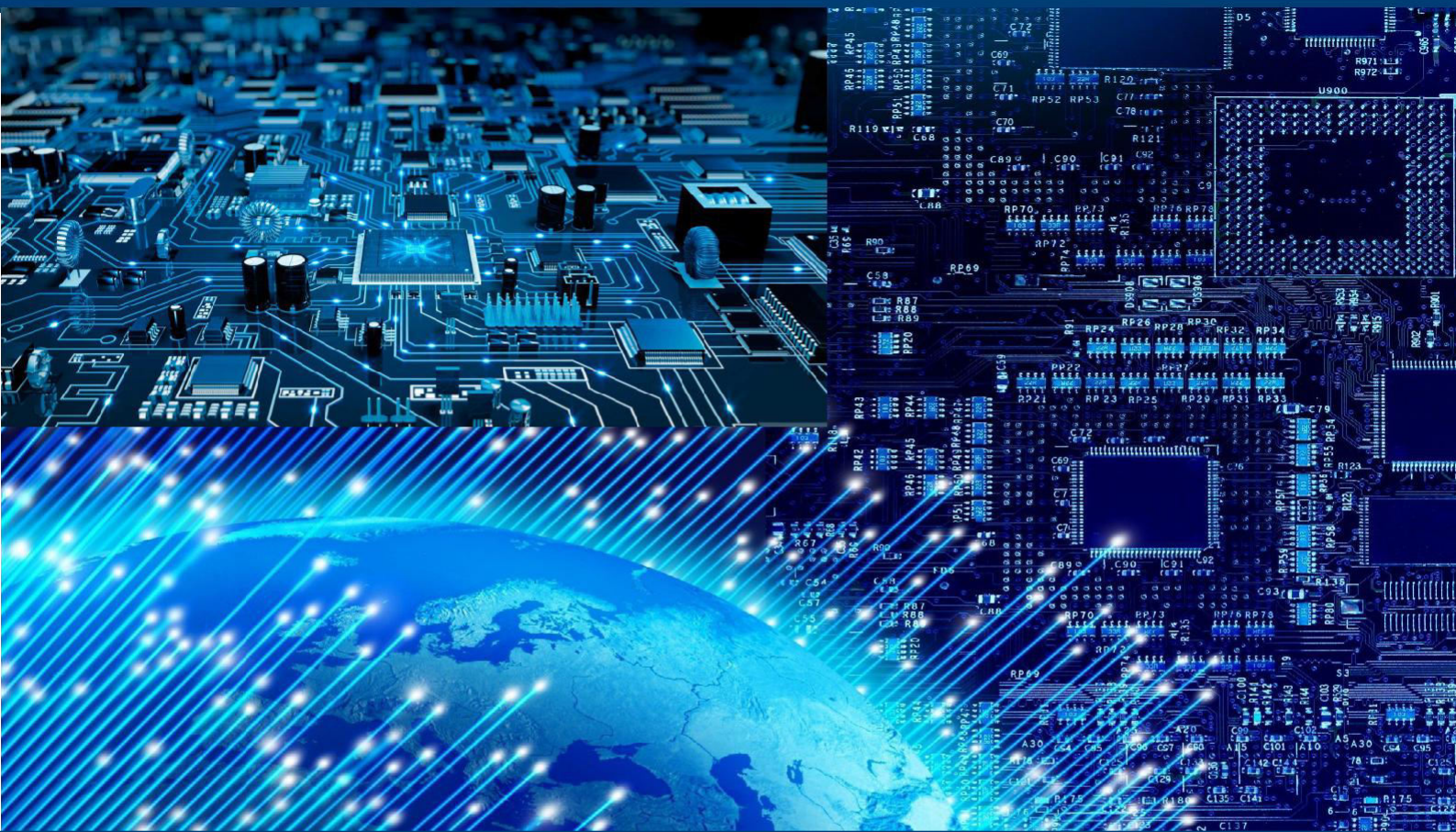
The study reveals near-universal influencer following (100%), indicating widespread adoption beyond urban areas, supporting Mishra and Jaiswal (2025). Technology and fashion influencers dominate, confirming sector-specific effectiveness (Belanche et al., 2021). Moderate to high social media addiction is observed, mainly cognitive and habitual (Soni, 2023). Consumers show high awareness of social media and video advertising but lower awareness of email and SMS marketing (Sethi, 2024). Influencer marketing significantly impacts attention and purchase behaviour (Chopra et al., 2020; Malhotra, 2025), though decisions remain selective and influenced by factors like price and quality (Kadam et al., 2021). Trust, authenticity, and influencer–consumer alignment emerge as key drivers of effectiveness (Belanche et al., 2021).

IV. CONCLUSION

The present study concludes that social media has become an integral part of consumers' daily lives, significantly influencing their behaviour, awareness, and decision-making processes. The findings clearly indicate the presence of social media addiction and dependency among a large proportion of respondents, reflected through continuous engagement, mental preoccupation, and difficulty in controlling usage. At the same time, consumers in Churu district demonstrate a high level of awareness regarding digital marketing practices, particularly those associated with social media platforms, online advertisements, and video-based promotions. The study further concludes that social media influencers play a crucial role in shaping consumer buying behaviour. Influencer-generated content effectively captures attention, enhances product awareness, and influences purchasing decisions. However, the impact of influencers is not absolute, as consumers still consider other factors such as price, quality, and brand reliability when making final purchase decisions. The findings also highlight the importance of trust and familiarity in influencer–consumer relationships, as consumers are more likely to purchase products promoted by influencers they follow.

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