



## Social media influence on shopping behaviour in Western Odisha

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### Abstract

Social media has become an important factor influencing consumer shopping behaviour in India, including in western Odisha. These platforms like Facebook, Instagram, YouTube and WhatsApp have revolutionized how consumers find products, inform about brands and make purchases. In western Odisha, where westernization exists along with the culture of price-sensitive and community-oriented consumers, social media has a significant influence on awareness creation, building trust, impulse buying and purchase intention. This paper discusses the impact of social media on the shopping behaviour and analyzes the awareness of products, impact of influencers, peer recommendations, rural–urban differences, value perception, and the shifting patterns of digital consumers in the region. The study was conducted using secondary data gathered from the latest literature and empirical studies on social media marketing and digital consumer behaviour in Odisha and India. The results indicate that social media is no longer just a promotional medium but is also a behavioural and cultural influence that affects the consumer choices in western Odisha.

**Keywords:** Social media, shopping behaviour, consumer behaviour, western Odisha, digital marketing, influencer marketing

### Introduction

Digital communication technology (DCT) revolution has brought about a lot of changes in the Indian consumer market and shopping habits. From communicating and sharing information to entertainment, social media is now a potent commercial space where consumers come across advertisements, product reviews, influencer recommendations and peer opinions. This shift has turned consumer shopping habits, where searching for information, comparing products and making purchases are no longer done in the same way. In western Odisha, the impact of social media is more pronounced owing to the high rate of smartphone penetration and cheap internet connectivity, enabling digital participation in the region. The districts of Sambalpur, Jharsuguda, Sundargarh, Bargarh, Balangir and Kalahandi are emerging as new digital consumer markets where online and offline shopping habits are merging. Regional consumers are active users of platforms like Facebook, Instagram, YouTube and WhatsApp to find products, to compare prices, to judge product quality and to ask for recommendations (Migkos, 2025) <sup>[9]</sup>. Meanwhile, shopping habits in western Odisha reveal a blend of aspirations and practical considerations in the digital age. Trends, visibility and affordability, trust and social relationships are all parts of the equation that influence consumers. The present literature review mainly concentrates on the social media marketing in India and little attention is given to consumer behaviour in the western part of Odisha. Therefore, this paper investigates how the social media has an influence on the shopping behaviour in the region, specifically by investigating its role in creating awareness, trust, influence, impulse buying, value perception and changing digital consumer practices.

### Literature Review

Social media's impact on decision-making, via interactive communication and user-generated content, has become an important domain of study in marketing and consumer

behaviour research. Social media is defined by Kaplan and Haenlein (2010) <sup>[7]</sup> as internet-based applications, which allow the creation and sharing of user-generated content and by Mangold and Faulds (2009) <sup>[8]</sup>, as a blend of traditional promotion and consumer-driven communication (Kaplan & Haenlein, 2010; Mangold & Faulds, 2009) <sup>[7, 8]</sup>. Because consumers tend to be more inclined to trust recommendations from other consumers, studies indicate that e-WOM has a significant influence on product perception and purchase intention. Researches done in India shows that social media can play an impact on brand awareness, trust building and online shopping behavior particularly on the younger generation (Han & Balabanis, 2024) <sup>[5]</sup>. Influencer marketing is also a significant contributor to purchase intent, as products seem to be social, familiar and desirable. Recent studies conducted in Odisha also show that social media ads, online reviews and online visibility influence shopping behaviour and decisions. This is because there is little specific research that has focused on the mixed rural–urban consumer context of the western region of Odisha (Schiffman & Wisenblit, 2019) <sup>[10]</sup>.

### Methodology

This study is descriptive, analytical and secondary data based. Peers reviewed Journal articles, reports, books and recent studies on Social Media Marketing, Online Shopping behaviour and Digital Consumption culture in Odisha and India were used to collect information. A qualitative analytical approach was followed to study the effect of social media on the consumer behaviour in western Odisha.

### 1. Relationship of social media and shopping behaviour in western Odisha

Social Media has emerged as one of the greatest platforms to help spread awareness about a product among consumers. Consumers in western Odisha are constantly seeing products and brands in the ads, reels, posts from influencers, short videos and word of mouth. Social media like Instagram,

Facebook and YouTube are important sources of product discovery and information search. When consumers are repeatedly exposed to digital products, it gives them the opportunity to learn about them before they interact with them in real-world stores. Another significant factor is trust, which is correlated with social media and shopping behaviour. There are numerous ads that consumers will see online, but it is not always the case that a source is believable and reliable enough to make a purchase. Customer reviews and ratings, customer testimonials, and customer product demonstrations alleviate uncertainty and build confidence. In western Odisha, where interpersonal trust and community recommendations are culturally significant, online trust can act as a digital version of the community recommendation and interpersonal trust. Social media trust can be seen as a digital version of the community recommendation and interpersonal trust in western Odisha, where interpersonal trust and community recommendations are culturally significant (Solomon, 2018) [12].

## 2. Social Media and Shopping Behaviour in Western Odisha

Youthful consumers have also come to be a force to be reckoned with in influencer marketing. Fashion bloggers, beauty youtubers, tech reviewers all influence consumer decision-making by showcasing products appealingly and in a fashion that consumers can relate to. They tend to be more authentic than direct advertisements, as they are linked to a personal experience and to a representation of lifestyle. Social media also bolsters peer recommendation as consumers often share their opinions on social media, such as WhatsApp groups, comments, shares and online communities (Shamim & Azam, 2024) [11]. It's often more convincing to get a referral from a peer than from a brand promotion. A second crucial factor in shopping behaviour is the significance of visual culture in digital marketing. Social media sites have been built with images and videos and short content which can easily grab consumers' attention. The emotional appeal and symbolic value are created from attractive product displays, aesthetic presentation and lifestyle-based advertising (Hajli, 2015) [4]. Today, more and more consumers are identifying products with their identity, fashion and social status. Trends in Western Odisha are especially powerful on reels, influencers and viral content with younger consumers being influenced.

## 3. Integration of Social Media with Online Shopping

Social media also plays a role in inducing impulse buying habits as it merges entertainment and marketing in the same digital platform. The allure of attractive imagery, trend driven promotions, endorsements from influencers and time-sensitive offers can drive emotion particularly from youth consumers. Social media-induced impulse buying is a major issue with fashion products, accessories, cosmetics and low-to-mid dollar items. But, in western Odisha, consumers are still driven by the price and value consideration when making purchase decisions. Consumers can be lured into products via social media, but still make decisions about purchases based on their budget, practicality and perceived usefulness. With the advent of digital payment systems and e-commerce sites, the link between social media and shopping habits has become even stronger (Migkos, 2025) [9]. Today, consumers are able to click from an ad for a product to an order directly, via the integration of shopping links, online payment systems, and delivery apps. This

convenience has helped to narrow the product exposure-to-purchase spread. Thus, social media has closely become linked to the development of the online shopping culture in the area. Social media's effect is different in urban and rural consumers in western Odisha. Urban consumers are also more familiar with online shopping, digital payments and branded social media marketing, compared to rural consumers (Cheung & Thadani, 2012) [3]. More likely to be active users of social media to search products, compare, and make purchases online. But rural consumers might rely on social media as a tool of awareness and product information, but seek advice from local networks and trusted sellers before making a purchase. The differences in shopping behaviour between consumer groups are also influenced by education, internet literacy and economic conditions.

## 4. Opportunities and Challenges of Social Media Marketing

Shopping behaviour is still more or less price sensitive and this is a key characteristic of shopping in western Odisha. Discount, offers, cashback schemes and convenience-based promotions appeal to consumers vastly. Therefore, social media marketing is best suited when there's some element of affordability and practicality along with some element of aspirational appeal. Products will be more persuasive when they look good regardless of price. Social media has also given opportunities to local businesses and entrepreneurs in the west of Odisha. The use of Facebook pages, WhatsApp Business and Instagram marketing is becoming commonplace among small businesses to market their products and communicate directly with their customers (Jena & Das, 2024) [6]. The local handicrafts, homemade food products, clothes businesses, beauty services are now promoted by digital channels at relatively low cost of marketing. This has increased the market's exposure and decreased reliance on traditional advertising mediums. However, there are some challenges with shopping via social media as well. There are many negative aspects to fake reviews, misleading ads, counterfeit products, and privacy issues that can impact consumer trust as well. There may be consumers who are disappointed with products they receive because they are different from what they saw on the net (Alalwan, 2018) [2]. Over exposure to influencer culture and trendy marketing can also make younger users feel the urge to consume and behave impulsively from a financial perspective.

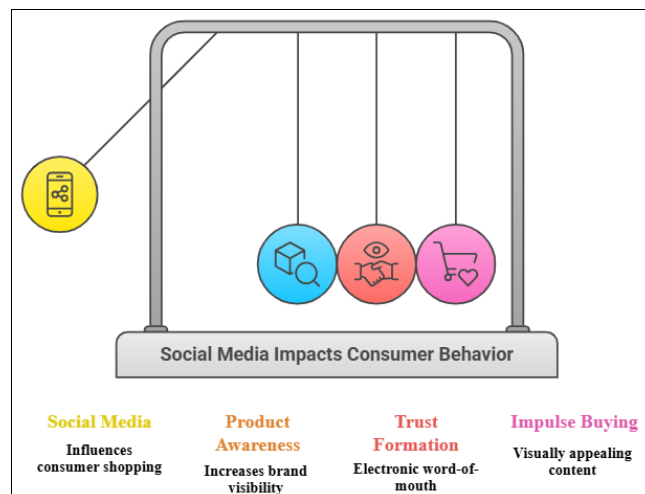


Fig 1: Social Media Influence on Consumer Shopping Behaviour in Western Odisha

## Conclusion

In the West of Odisha, social media has been playing a significant role in the shopping behaviour of people, changing their ways of discovering, evaluating and buying products. Social media platforms like Facebook, Instagram, YouTube and WhatsApp are increasingly influencing consumer awareness, the development of trust, the reaction of influencers and the instant purchase decision. Social media's sway is particularly great on youth and digitally engaged audiences. Meanwhile, shoppers in western Odisha are exhibiting a mix of tech influence and practicality in their shopping behaviour. Aside from online trends and visibility, affordability, trust and social relationships are also influential factors to consumers. Social media influence in the region is further influenced by rural–urban differences in terms of their extent and nature. Social media is no longer a marketing tool, but a force that shapes consumer behaviour and identity, the study reveals. To achieve effective marketing campaigns for western Odisha markets, businesses need to effectively utilize trust, localization, affordability, visual engagement, and interactive consumers. Digitality is spreading throughout the region and social media is becoming ever more central to the future patterns of consumption and regional consumer culture.

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