

The Impact Of social Media On Global Retail Marketing In Telangana -A Study

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Abstract

Social media has emerged as a significant marketing tool in the retail marketing context around the world, shaping the manner in which consumers seek information, engage with a brand, and arrive at purchasing decisions. The research study above examines the effect of social media on the retail marketing context in the Telangana context. The primary research aims is the study of the effect of social media on the awareness and effectiveness associated with the purchase intentions and behaviors among the targeted consumer group.

The research is based on primary data collected through a structured questionnaire comprising five-point Likert scale points, with the data collected from 244 respondents in the selectively identified districts of Telangana and analyzed using SPSS statistical package, version 26. The results have shown that the frequency of usage of social media, along with the overall awareness of retail brands worldwide, is to some extent moderate. The overall effect of social media marketing influence, social media engagement, and its effect on purchase behavior is also to some extent moderate. This reveals that social media acts as a supportive, yet secondary, factor in decision-making.

Furthermore, the study also found the challenges that are associated with the risk of information overload, trust, and privacy, and these are manageable. There is cautious optimism among the respondents regarding the future use of social media in global retail marketing. The paper concludes that although the use of social media is very important in marketing, its potential can be unleashed by adopting certain strategies effectively.

INTRODUCTION

Recently, social media has become an essential part of modern life and has become one of the strongest media for communicating in business. Global retail companies are using social media sites in order to connect with their customers and establish their image across the globe. The rapid increase in internet and smartphone users in Telangana has made their consumers exposed to global retail advertising on sites like Facebook, Instagram, and YouTube.

Social networking sites have brought a paradigm shift in how the consumer looks for information, forms an opinion, and makes a purchase decision about the product. Rather than relying solely on advertising, the customer looks at opinions, reviews, and

postings on social sites before finally acquiring global retail products. Social networking sites have opened avenues for marketers to reach their targeted customers and have emerged as cost-effective tools for reaching the global market for retailers. However, aspects of trust, ethics, privacy, and information overload have assumed significance in this context.

In this scenario, the current study analyzes the effect of social media on retail marketing around the globe in the region of Telangana. The study highlights the aspects of consumer awareness, engagement, purchase intention, marketing efficiency, challenges, and sustainability. Accordingly, the current study, based on the perceptions of consumers, aims to deliver valuable insights for global retailers to establish more competent social media marketing strategies.

OBJECTIVES OF THE STUDY

- To examine how consumers in Telangana use social media for retail-related information.
- To assess the role of social media in creating awareness and engagement with global retail brands.
- To analyze the impact of social media marketing on consumer purchase intention and behaviour.
- To evaluate the effectiveness of social media marketing and the challenges faced by global retailers.
- To understand the future potential and sustainability of social media in global retail marketing.

LIMITATIONS OF THE STUDY

- The study is limited to select districts of Telangana, so the findings may not represent all regions.
- The sample size is moderate, which may restrict wider generalization of the results.
- The study is based on primary data collected through a questionnaire, which depends on respondents' honesty and understanding.
- Responses reflect perceptions at a particular point of time and may change with trends and technology.
- Only selected variables related to social media and global retail marketing are considered, while other influencing factors are not included.

RESEARCH METHODOLOGY

- ◆ Research Design: The study adopts a descriptive research design to analyze the impact of social media on global retail marketing in Telangana.
- ◆ Nature of Data: Both primary and secondary data are used; primary data are collected through a structured questionnaire, while secondary data are gathered from journals, reports, websites, and published studies.
- ◆ Sampling Method: Convenience sampling technique is used to select respondents from select districts of Telangana.
- ◆ Sample Size: The study is based on responses collected from 244 respondents.
- ◆ Data Collection Tool: A structured questionnaire with a five-point Likert scale is used to measure respondents' perceptions.
- ◆ Data Analysis: Collected data are analyzed using descriptive statistical tools such as frequencies, percentages, and cumulative percentages using SPSS package, 26 version.
- ◆ Period of Study: The study is conducted during a specific time period, capturing

responses at one point in time.

REVIEW OF LITERATURE

There have been some studies conducted by researchers from India related to the emerging importance of social media in retail and consumer behavior. Kapoor et al. (2018) described how social media has impacted consumer behavior with regard to brands, wherein consumers and brands have a possibility of communication in both directions and faster information sharing, which has become possible through social media websites. In this context, Dwivedi & Gupta (2020) identified that social media marketing leads to better customer engagement and affinity with brands in the retail industry of India.

Kumar and Dash (2019) analyzed online retailing in the context of India. They concluded that online advertisements on social media and influencer marketing have a positive effect on consumer attitudes, but the end decision is based on trust and price sensitivity. Sharma and Verma (2021) indicated the significance of user content and online reviews, but misinformation and fake online reviews decrease trust among the consumers. At the same time, they indicated the concerns regarding online privacy and ethical online marketing.

The studies by Rao & Krishna, 2022, were concerned with the issues involved in using social media for marketing, including information overload, level of competition, and the ability to measure the actual return on investment in the process. The studies found that, despite the effectiveness of the application, most Indian retailers have not utilized the application in an advanced way for the future. Conclusion: The Indian literature recognizes the impact of the application despite the evolving nature of the application in the field of marketing.

Research Gap

It has been evident from the literature review that most research work conducted on the topic has either focused on social media marketing or e-commerce at the national level. Very few research works have focused on how social media affects retail marketing at the international level and specifically within the boundaries of Telangana. Very few research works have comprehensively explored awareness, engagement, trust, purchasing behavior, issues, and long-term sustainability simultaneously.

ANALYSIS & INTERPRETATION

DEMOGRAPHIC PROFILE

SOURCE: QUESTIONNAIRE

Variable	Category	Frequency	Percentage
Age	Below 20	12	4.9
	21-30	75	30.7
	31-40	92	37.7
	41-50	41	16.8
	Above 50	24	9.8
Gender	Male	128	52.5
	Female	80	32.8
	Prefer not to say	36	14.8
Education	Below Secondary	12	4.9

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	Higher Secondary(10+2)	44	18.0
	Graduate	112	45.9
	Postgraduate	52	21.3
	M.Phil	24	9.8
MonthlyIncome (Self/Family)	Below ₹10,000	36	14.8
	₹10,001 – ₹25,000	52	21.3
	₹25,001 – ₹50,000	65	26.6
	₹50,001 – ₹1,00,000	56	23.0
	Above ₹1,00,000	35	14.3
Residence	Urban	155	63.5
	Semi-urban	69	28.3
	Rural	20	8.2
District	Hyderabad	48	19.7
	Hanumakonda	76	31.1
	Adilabad	60	24.6
	Nizamabad	48	19.7
	Khammam	12	4.9
Occupation	Student	5	2.0
	PrivateSector Employee	96	39.3
	GovernmentEmployee	59	24.2
	Homemaker	48	19.7
	Others	36	14.8

Most respondents belong to the 31–40 age group, followed by the 21–30 age group. These age groups are the most active users of social media. They regularly use platforms for product search, reviews, and online purchases. Hence, their responses are highly relevant for studying social media's impact on global retail marketing.

The gender composition shows participation from both males and females, with males forming a slight majority. This balanced representation helps in understanding varied perceptions of online retail advertisements, influencer marketing, and brand communication across genders. The presence of respondents who preferred not to disclose gender also reflects the inclusiveness of online platforms.

The educational background of respondents is largely graduate and postgraduate. Educated consumers are more aware of global brands, digital promotions, and cross-border online shopping. They can better evaluate social media content such as ads, product reviews, and

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comparison posts. This strengthens the quality and reliability of the findings.

Income levels are mostly in the middle-income range, which is the key target segment for global and online retailers. These consumers are price-conscious but aspirational. They are more likely to respond to social media discounts, flash sales, and influencer recommendations. This makes the income profile highly suitable for analyzing purchase behavior influenced by social media.

The dominance of urban and semi-urban respondents is important. Social media penetration, internet access, and exposure to global retail brands are higher in these areas. Urban consumers are frequent users of Instagram, Facebook, YouTube, and e-commerce apps. Hence, their responses accurately reflect current digital retail trends in Telangana.

District-wise representation from Hyderabad, Hanumakonda, Adilabad, and Nizamabad ensures regional diversity. Hyderabad, being a major urban and IT hub, strongly represents exposure to global retail marketing. Other districts provide insights into expanding digital retail influence beyond metros.

Occupationally, most respondents are working professionals from private and government sectors. Working individuals have purchasing power and limited time, making them more dependent on social media for product information and online shopping decisions. Homemakers also play a key role in household purchase decisions and are active users of social media-based retail promotions.

Overall, the demographic profile aligns well with the study topic. The sample represents digitally active, economically stable, and socially connected consumers, making it appropriate to analyze the impact of social media on global retail marketing in Telangana.

SOCIAL MEDIA USAGE INTENSITY

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	MODERATE SOCIAL MEDIA USAGE INTENSITY	215	88.1	88.1
	HIGH SOCIAL MEDIA USAGE INTENSITY	29	11.9	100.0
Total		244	100.0	100.0

The table shows the overall social media usage intensity of the respondents. A very large majority of the respondents (88.1%) fall under moderate social media usage intensity. This clearly indicates that most individuals use social media regularly but in a controlled manner. They are active, but not constantly engaged.

Only 11.9% of the respondents belong to the high social media usage intensity category. This group represents users who spend more time on social media and engage more frequently with online content such as advertisements, product reviews, and promotional posts.

Overall, the results suggest that moderate usage dominates the sample. Even with moderate usage, respondents are still exposed to social media marketing content on a daily basis. Therefore, social media has the potential to influence consumer awareness and purchase decisions without requiring very high levels of usage. This finding supports the relevance of social media as an effective tool in global retail marketing in Telangana.

AWARENESS OF GLOBAL RETAIL BRANDS

Frequency		Percent	ValidPercent	Cumulative Percent
Valid	MODERATE AWARENESS OF GLOBAL RETAIL BRANDS	217	88.9	88.9
	HIGH AWARENESS OF GLOBAL RETAIL BRANDS	27	11.1	100.0
Total		244	100.0	100.0

The data indicate that a substantial majority of the respondents (88.9%) possess a moderate level of awareness of global retail brands. This suggests that most consumers are generally familiar with internationally known retail brands, largely through routine exposure on social media platforms, online advertisements, and digital marketplaces. However, this awareness appears to be broad rather than deep.

Only 11.1% of the respondents report a high level of awareness of global retail brands. These respondents are likely to be more digitally engaged and may actively follow global brands, promotional campaigns, and influencer-driven content. Their higher awareness can be attributed to greater interaction with social media and online retail environments.

Overall, the findings reflect a realistic pattern of consumer awareness in the present context. While global retail brands have achieved reasonable visibility among consumers in Telangana, there remains scope for strengthening brand knowledge and engagement. The predominance of moderate awareness underscores the continuing importance of social media as a strategic tool for enhancing consumer understanding and recall of global retail brands, particularly among average users rather than highly intensive social media consumers.

SOCIAL MEDIA MARKETING INFLUENCE

Frequency		Percent	ValidPercent	Cumulative Percent
Valid	MODERATE SOCIAL MEDIA MARKETING INFLUENCE	214	87.7	87.7
	HIGH SOCIAL MEDIA MARKETING INFLUENCE	30	12.3	100.0
Total		244	100.0	100.0

Analysis and Interpretation: Social Media Marketing Influence

The results indicate that a clear majority of the respondents (87.7%) perceive the influence of social media marketing on their purchasing behaviour as moderate. This suggests that social media does play a role in shaping consumer awareness, interest, and evaluation of products, but it is not the sole or dominant factor driving purchase decisions for most individuals.

A smaller proportion of respondents (12.3%) report a high level of influence from social media marketing. These respondents are likely to be more actively engaged with digital content such as sponsored advertisements, influencer endorsements, brand pages, and promotional campaigns. For this group, social media marketing appears to have a stronger and more direct impact on their buying decisions.

Overall, the findings reflect a balanced and realistic influence of social media marketing

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among consumers in Telangana. While its impact is evident, it functions more as a supporting and reinforcing medium rather than an overwhelming force. This highlights the importance for global retail brands to design consistent and credible social media strategies that gradually influence consumer behaviour through repeated exposure, trust-building, and informative content.

Consumer Engagement and Brand Interaction

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	MODERATE Consumer Engagement and Brand Interaction	201	82.4	82.4
	HIGH Consumer Engagement and Brand Interaction	43	17.6	100.0
	Total	244	100.0	100.0

The table reflects the level of consumer engagement and brand interaction among the respondents. A large majority of the respondents (82.4%) fall under moderate engagement and interaction. This indicates that consumers do engage with brands on social media, but in a limited and selective manner. They view posts. They like occasionally. They read comments. But active interaction is not very frequent.

About 17.6% of the respondents show high consumer engagement and brand interaction. These consumers are more involved. They follow brand pages. They comment. They share content. They interact with promotions and campaigns. For them, social media is an active space for brand communication.

Overall, the findings suggest that consumer engagement through social media is present but not intense. Most consumers maintain a balanced level of interaction. This implies that global retail brands cannot rely only on passive visibility. They must create meaningful, relevant, and trust-based content to move consumers from moderate engagement to higher levels of interaction.

TRUST, ETHICS AND PRIVACY

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	LOW TRUST, ETHICS AND PRIVACY	1	.4	.4
	MODERATE TRUST, ETHICS AND PRIVACY	208	85.2	85.7
	HIGH TRUST, ETHICS AND PRIVACY	35	14.3	100.0
	Total	244	100.0	100.0

Analysis and Interpretation: Trust, Ethics and Privacy

The table presents respondents' perceptions regarding trust, ethics, and privacy in the context of social media and retail marketing. An overwhelming majority of the respondents (85.2%) report a moderate level of trust, ethics, and privacy. This indicates that consumers neither

fully trust nor completely distrust social media platforms and online retail practices. There is acceptance. But also caution.

Only 14.3% of the respondents express a high level of trust. These consumers appear more confident about data handling, ethical marketing practices, and privacy protection by brands and platforms. They are less hesitant. They engage more freely.

A negligible proportion (0.4%) report low trust, which suggests that extreme distrust is rare within the sample. Still, the dominance of moderate trust highlights an important concern. Consumers are aware. They are alert. They think before sharing data.

Overall, the findings suggest that trust, ethics, and privacy remain sensitive and decisive factors in social media-driven retail marketing. Brands must be transparent. They must be ethical. They must protect consumer data. Without trust, even strong social media marketing efforts may lose their effectiveness in the long run.

IMPACT OF PURCHASE INTENTION AND BEHAVIOUR

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	MODERATE Impact on Purchase Intention and Behavior	211	86.5	86.5
	HIGH Impact on Purchase Intention and Behavior	33	13.5	100.0
	Total	244	100.0	

The results show that most respondents (86.5%) feel social media has a moderate impact on their purchase intention and buying behaviour. This means people use social media mainly to get information, see reviews, and compare products, but they do not always buy immediately because of it. A smaller group (13.5%) feels a high impact, showing that some consumers are strongly influenced by online ads, influencers, and promotions. The absence of a low-impact response clearly shows that social media does affect buying behaviour, but for most people its influence is steady, not very strong yet.

IMPACT OF Impact on Global Retail Marketing Effectiveness

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	MODERATE Impact on Global Retail Marketing Effectiveness	198	81.1	81.1
	HIGH Impact on Global Retail Marketing Effectiveness	46	18.9	100.0
	Total	244	100.0	

The results show that social media has a clear and meaningful role in global retail marketing in Telangana, but its impact is largely moderate rather than transformative. A large majority of respondents (81.1%) feel that social media moderately influences global retail marketing effectiveness, which indicates that retailers are using these platforms regularly, yet mostly in a conventional and routine manner. Social media is present, it is visible, but it is not always used strategically or to its full potential. Only 18.9% perceive a high impact, suggesting that a smaller group of retailers has moved ahead with advanced practices such as targeted

campaigns, data-driven content, and interactive engagement. Importantly, the absence of low-impact responses confirms that social media is no longer optional in global retail marketing. Overall, the findings point to a stage of gradual maturity, where social media is accepted and useful, but still evolving toward deeper, more effective, and globally competitive marketing applications.

Challenges and Limitations

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MODERATE Challenges and Limitations	201	82.4	82.4
	HIGH Challenges and Limitations	43	17.6	100.0
	Total	244	100.0	100.0

The data shows that a large majority of respondents (82.4%) perceive the challenges and limitations of social media marketing as moderate. This indicates that while retailers face issues such as high competition, content overload, trust issues, and limited conversion, these problems are manageable and not seen as severe barriers. At the same time, 17.6% of respondents report high challenges, suggesting that for some businesses the costs, constant algorithm changes, data privacy concerns, and difficulty in measuring real returns create serious limitations. Overall, the findings suggest that challenges do exist, but they do not outweigh the benefits of using social media in global retail marketing.

Future Orientation and Sustainability

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MODERATE Challenges and Limitations	211	86.5	86.5
	HIGH Challenges and Limitations	33	13.5	100.0
	Total	244	100.0	100.0

The findings indicate that most respondents (86.5%) perceive future orientation and sustainability of social media in global retail marketing as moderate. This suggests that retailers are optimistic about the future role of social media, but they also feel that long-term sustainability depends on continuous innovation, skill development, and responsible use of digital platforms. A smaller section of respondents (13.5%) views the future impact as high, reflecting confidence that social media will become a core, long-term driver of sustainable global retail growth. Overall, the results show cautious optimism—social media is expected to remain relevant, but its sustained success will depend on strategic planning and adaptive practices.

Findings

- Most respondents use social media regularly, but their usage level is generally moderate rather than very high.

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- Awareness of global retail brands among respondents is mostly moderate, showing basic familiarity but not deep knowledge.
- Social media marketing moderately influences consumers, supporting their decisions rather than directly forcing purchases.
- Consumer engagement with global retail brands on social media is present, but active interaction remains limited for most users.
- Trust, ethics, and privacy related to social media marketing are reviewed with caution, with most respondents showing moderate trust.
- Social media has a moderate impact on purchase intention and buying behaviour, mainly at the information and comparison stage.
- The effectiveness of global retail marketing through social media is perceived as moderate by a majority of respondents.
- Challenges such as content overload, competition, and privacy concerns exist but are generally manageable.
- Respondents feel that the future role of social media in global retail marketing is promising but depends on proper strategy and innovation.
- Overall, social media is an important and accepted tool in global retail marketing in Telangana, though its full potential is yet to be realized.

Suggestions

- ❖ Retailers should use social media more strategically, not just for routine posting.
- ❖ Content should be simple, clear, and useful so that consumers can easily understand products.
- ❖ Brands should focus on building trust by sharing honest information and avoiding misleading promotions.
- ❖ More interactive content like polls, videos, and live sessions can improve consumer engagement.

- ❖ Retailers should respond quickly to comments and messages to build better customer relationships.
- ❖ Training should be given to marketing team to use social media tools effectively.
- ❖ Data privacy and ethical practices should be strictly followed to increase consumer confidence.
- ❖ Social media campaigns should be personalized to match consumer needs and preferences.
- ❖ Advanced technologies like AI and analytics can be used to improve marketing effectiveness.
- ❖ Continuous review and improvement of social media strategies is necessary for long-term sustainability.

CONCLUSION

This definitely establishes that social media has emerged as an important channel for retail marketing globally in Telangana. Therefore, social media is immensely used by consumers to a great extent for brand discovery, product information, and opinion formation in different stages of the buying process. The influence of social media remains balanced, as purchasing decisions are also shaped by factors like price, trust, and personal needs.

It explains the scale of proper engagement and ethical communication when it comes to improving marketing outcomes. Consumers appreciate responsive brands but remain cautious regarding data privacy and online content credibility. Such cautious attitude explains why the impact of social media marketing is steady, not overwhelming. Simultaneously, retailers face practical challenges: intense competition and content impregnation, which require strategic planning and innovation.

After analysis, the use of social media in the retail marketing environment is on the road to maturation but is not adopting a state of radical change. The long-term success and potential for the widespread adoption of social media lie in its effective amalgamation with technology and the adapting nature of the online trends. Social media can be a valuable tool for both the retailer and consumer in the state of Telangana.

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