International Journal of Advance and Innovative Research
Volume 13, Issue 1 (IV): January - March 2026
ISSN 2394 - 7780

JVM's Mehta Degree College, Sector 19, Airoli
NAAC Re-accredited "A+" Grade
IQAC in association with Western Regional Centre, ICSSR Organized one day National Conference on "Integrating Multidisciplinary Approaches to Build a Resilient and Sustainable Future", held on 10th January 2026

SOCIAL MEDIA ENGAGEMENT AND ITS INFLUENCE ON MUMBAI'S COMMERCE ECOSYSTEM

[1]Mr. Aquib Wasim Shaikhani, [2]Miss Sadiya Fayyaz Shaikh, [3]Miss Sahista Sana Munna Ansari and [4]Miss Benazir Kamran Khan

[1]PhD Scholar at Rizvi College of Arts, Science and Commerce and Assistant Professor, Department of BMS, at Maharashtra College of Arts, Science and Commerce

[2, 3, 4]SYBMS, Student, Department of BMS, at Maharashtra College of Arts, Science and Commerce

ABSTRACT

Social media has become an essential part of everyday life for consumers in Mumbai, a city known for its fast pace, cultural diversity, and strong digital connectivity. This research aims to understand how people in Mumbai engage with major social media platforms such as Instagram, Facebook, WhatsApp, and YouTube - not only in terms of how often they use them, but also why they use them and how it influences their decisions. The study examines different dimensions of engagement including communication, entertainment, trend-following, information seeking, and online shopping behavior. A structured survey was conducted among various age groups, occupations, and income levels in Mumbai to capture diverse usage patterns across the city's urban consumer base.

The findings reveal that social media serves multiple roles: a source of news, a place to maintain relationships, a way to discover new products, and a space for self-expression. Younger users show high levels of interaction through posting, commenting, and following influencers, while older groups tend to use platforms more for communication and information. The study also highlights how online reviews, influencer recommendations, and visually engaging content strongly affect consumer choices, often turning casual browsing into purchase decisions. However, frequent users reported experiencing pressure to maintain a positive online image, fear of missing out (FOMO), and increased screen dependency.

Overall, the study concludes that social media has transformed how Mumbai consumers think, connect, and shop. It offers businesses powerful opportunities to reach audiences but also calls for awareness about healthy digital habits. These insights can support marketers, brands, and policymakers in creating responsible, engaging, and user-focused digital experiences that truly resonate with the lifestyle of Mumbai's modern consumers.

INTRODUCTION

Social media has transformed the way people communicate, express themselves, and make everyday decisions. Platforms such as Instagram, YouTube, Facebook, and X have become central to the lifestyle of Mumbai's consumers, influencing not just entertainment habits but also shopping choices, opinions, and social interactions. With increasing smartphone usage and easy internet access, people in the city spend a significant part of their day interacting with digital content.

Research in digital behavior and consumer psychology shows that online engagement is shaped by personal interests, social circles, credibility of creators, and exposure to trends. Today's consumers do more than just scroll-they react, share, save, comment, follow creators, watch reels, and often trust online recommendations while choosing products or services. In Mumbai, these behaviors appear even stronger because of the city's dynamic culture and fast-changing social environment.

Despite widespread usage, there is still limited focused study on how Mumbai consumers engage with social media, what patterns define their interactions, and what motivates them to respond to specific content. Understanding these patterns is important for brands, marketers, and researchers who want to connect effectively with a metropolitan audience.

This study aims to explore the engagement patterns of Mumbai consumers by examining the platforms they prefer, the type of content they interact with, and the key factors that influence their online behavior. The study offers a clear look into how digital habits are shaping modern consumer behavior in one of India's most active urban centers.

International Journal of Advance and Innovative Research
Volume 13, Issue 1 (IV): January - March 2026
ISSN 2394 - 7780

JVM's Mehta Degree College, Sector 19, Airoli
NAAC Re-accredited "A+" Grade
IQAC in association with Western Regional Centre, ICSSR Organized one day National Conference on "Integrating Multidisciplinary Approaches to Build a Resilient and Sustainable Future", held on 10th January 2026

LITERATURE REVIEW

1. Das and Subudhi, in an India-focused study on Digital&Social Media Marketing (DSMM), highlight that social networks create large virtual communities where user-generated content, peer reviews, and online recommendations can significantly influence decision-making. Their work shows that checking online reviews, willingness to purchase online, and sharing experiences to influence others are core engagement behaviors across age groups, although the propensity to share and influence tends to decline with age.

2. Bansal (2019), in a study on social media adoption in urban India, explains that metropolitan consumers adopt social media platforms at a faster rate due to high smartphone penetration, better internet infrastructure, and greater digital exposure. The research highlights that cities like Mumbai demonstrate early acceptance of visually rich and interactive platforms such as Instagram and YouTube. The study further notes that urban users integrate social media into daily routines for communication, entertainment, and information, making it a dominant part of modern urban lifestyles.

3. Patil (2018), through an empirical study on the social media behaviour of young consumers, particularly college-going students in Maharashtra, reveals that youth engagement is driven by emotional, social, and identity-related motivations. The study shows that platforms like Instagram are widely used for self-expression, social visibility, peer interaction, and entertainment. Patil also emphasizes that young users are more likely to engage through liking, commenting, posting, and following trends, reflecting high levels of interactive and participative behaviour

4. Gupta and Sharma (2020), in their research on the impact of social media engagement on buying decisions, find that consumer interactions such as likes, comments, shares, and influencer endorsements significantly shape purchase intentions. Their study suggests that high engagement levels often act as indicators of trust and credibility, especially for urban consumers. The findings indicate that consumers are more likely to consider products that receive strong engagement and positive feedback, making social media an important influence in the decision-making process.

5. Das and Mandal (2021), in a comparative study on platform-specific engagement patterns in India, explain that user behaviour varies significantly across different social media platforms. Their research shows that Instagram encourages visually driven and emotional engagement, while platforms like Twitter are more information-oriented and discussion-based. YouTube, on the other hand, supports deeper engagement through long-form video content related to learning, reviews, and entertainment, highlighting that platform design directly influences user interaction styles.

6. Shah and Desai (2022), in a study focusing on influencer-driven engagement in metropolitan cities like Mumbai, highlight the growing importance of authenticity and relatability in influencer marketing. Their findings reveal that consumers tend to engage more with influencers who share real-life experiences, honest opinions, and culturally relatable content. The study also notes that local influencers often generate higher engagement levels compared to national influencers, as audiences perceive them as more trustworthy and accessible.

7. Singh and Rana (2019), in their research on user-generated content and interactive behaviour, emphasize the strong role of consumer-created posts, reviews, and comments in shaping engagement on social media. The study demonstrates that content generated by fellow users is often perceived as more credible than brand-created content. Their findings suggest that interactive elements such as reviews and discussions motivate users to actively participate, thereby increasing overall engagement levels.

RESEARCH OBJECTIVES

1. To identify the most widely used social media platforms among Mumbai consumers.

2. To examine the frequency and purpose of social media usage across different demographic groups.

3. To analyze major engagement activities such as liking, sharing, commenting, following pages, and interacting with influencers.

4. To assess how social media influences consumer buying decisions and brand preferences.

JVM's Mehta Degree College, Sector 19, Airoli
NAAC Re-accredited "A+" Grade
IQAC in association with Western Regional Centre, ICSSR Organized one day National Conference on "Integrating Multidisciplinary Approaches to Build a Resilient and Sustainable Future", held on 10th January 2026

5. To understand user concerns related to privacy, content overload, and online social pressure.
6. To provide suggestions for improving meaningful and responsible social media engagement among consumers.

RESEARCH GAP

Past studies have examined general social media usage in India but have not focused specifically on the engagement patterns of Mumbai consumers. Existing research usually covers broad urban behavior without analyzing platform-wise interaction, content preferences, or demographic differences unique to Mumbai. Very few studies link engagement activities with factors like influencer impact, purchase decisions, and privacy concerns together. Because of these missing areas, there is limited city-specific and updated primary data. This study fills these gaps by collecting fresh responses from Mumbai users and examining their engagement in a more detailed and comprehensive way.

RESEARCH METHODOLOGY

This study employs a Mixed Method Research design to comprehensively analyze how consumers in Mumbai engage with various social media platforms. By combining qualitative and quantitative perspectives, the research focuses on real-world usage patterns, interaction levels, and the underlying factors that drive digital engagement.

1. Data Collection Sources

Primary Data: The core of this research is built on primary data collected through a structured questionnaire. This survey targeted active social media users residing in Mumbai and included 20 key questions covering platform preferences, daily usage time, content interaction types, and motivations such as entertainment or information-seeking.

Secondary Data: To provide a theoretical framework and context, a limited amount of secondary data was integrated from academic journals, previous research papers, and industry reports. These sources allowed for a comparison between Mumbai's local trends and broader digital behavior patterns across India.

2. Sampling

Sample Size: The study successfully surveyed a total of 115 respondents from various parts of Mumbai.

Sampling Technique: A convenience sampling method was used, which facilitated quick and effective access to active social media users across different demographic groups.

Target Demographics: The sample included users from diverse age groups and occupations, although it was notably dominated by the 18–25 age group (72.17%) and students (67.83%). Geographic representation spanned South Mumbai, Central Mumbai, the Western and Eastern suburbs, Navi Mumbai, and Thane.

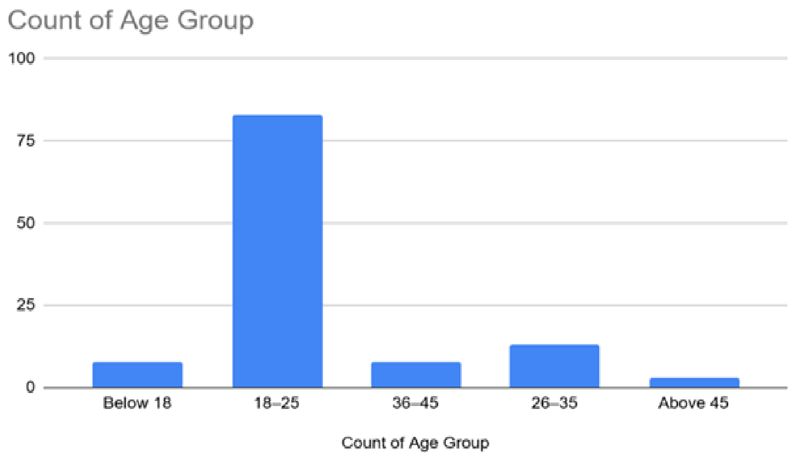
3. Data Analysis and Ethical Standards

The raw data from the 115 participants was organized and analyzed to pinpoint common engagement patterns, platform dominance, and evolving behavioral trends. To ensure academic integrity, all participant responses were kept confidential, maintaining high ethical standards throughout the research process.

International Journal of Advance and Innovative Research
Volume 13, Issue 1 (IV): January - March 2026
ISSN 2394 - 7780

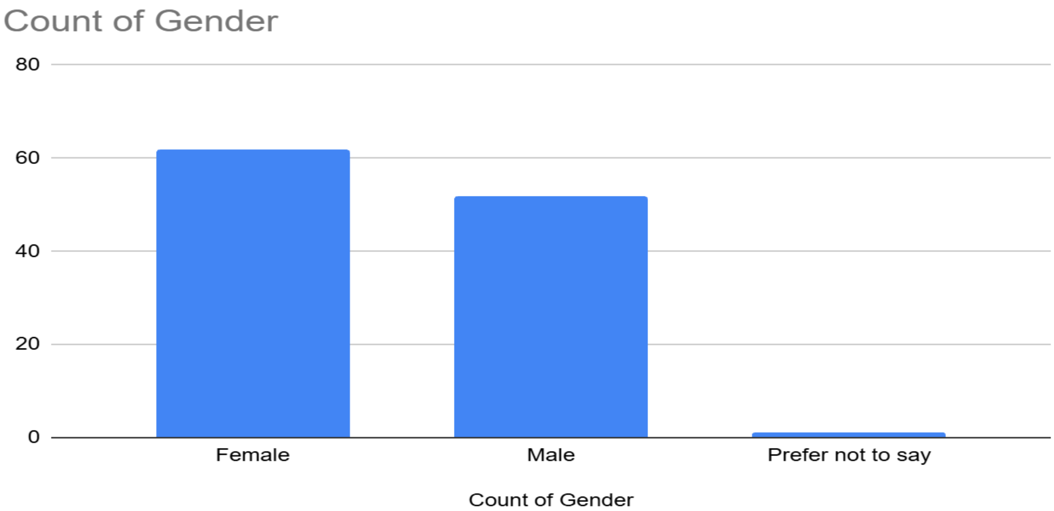
JVM's Mehta Degree College, Sector 19, Airoli
NAAC Re-accredited "A+" Grade
IQAC in association with Western Regional Centre, ICSSR Organized one day National Conference on "Integrating Multidisciplinary Approaches to Build a Resilient and Sustainable Future", held on 10th January 2026

DATA ANALYSIS AND PRESENTATION



The age distribution clearly leans toward younger participants. The 18–25 age group dominates with 83 responses (72.17%), showing that most attendees are young adults. This is followed by 26–35 with 13 people (11.3%), while below 18 and 36–45 both have 8 participants each (6.96%). The smallest category is above 45, with only 3 people (2.61%). Overall, the data suggests a youthful audience.

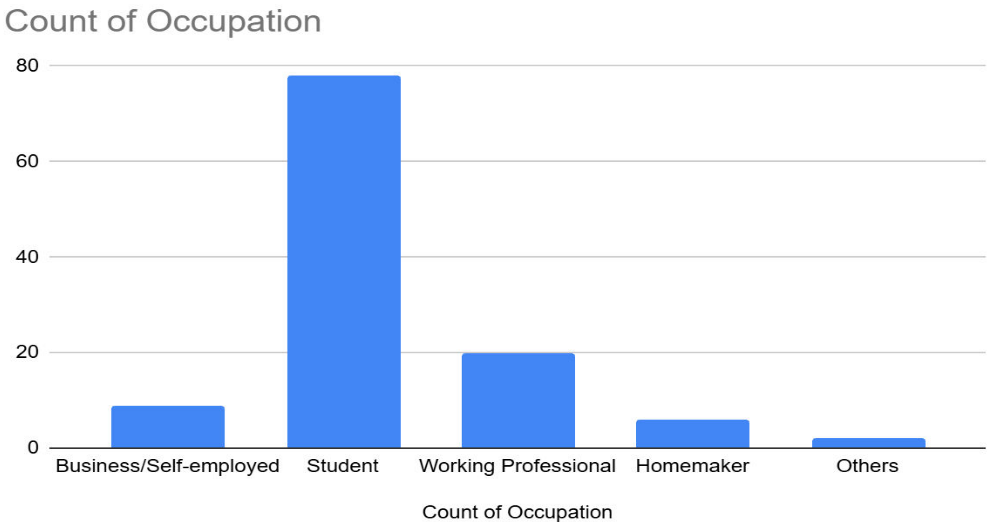
Age Group	Number of Respondents	Percentage
Below 18	8	6.96%
18-25	83	72.17%
26-35	13	11.3%
36-45	8	6.96%
Above 45	3	2.61%



The gender data shows a fairly balanced response, with a slight female majority. Females make up 53.91% (62 people), while males account for 45.22% (52 people). Only 1 person (0.87%) preferred not to disclose their gender, and no one (0%) selected “Other.” Overall, the group is mainly split between male and female participants, with women forming the largest share.

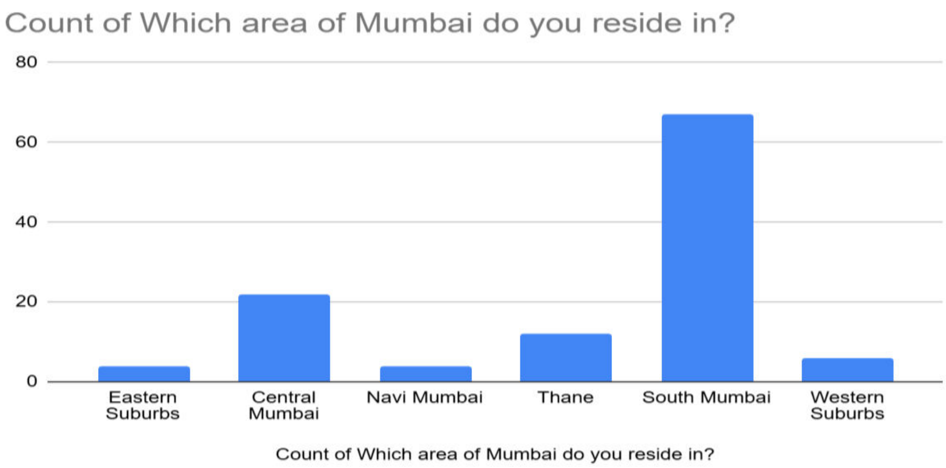
Gender	Number of Respondents	Percentage
Female	62	53.91%
Male	52	45.22%
Prefer not to say	1	0.87%
Other	0	0%

JVM's Mehta Degree College, Sector 19, Airoli
NAAC Re-accredited "A+" Grade
IQAC in association with Western Regional Centre, ICSSR Organized one day National Conference on "Integrating Multidisciplinary Approaches to Build a Resilient and Sustainable Future", held on 10th January 2026



The data shows that the majority of participants are students (67.83%), which strongly shapes the overall survey perspective. Working professionals make up 17.39%, while business or self-employed individuals account for 7.83%. A smaller portion includes homemakers (5.22%) and others (1.74%). This distribution indicates that the responses largely reflect the views of a younger, student-dominated audience.

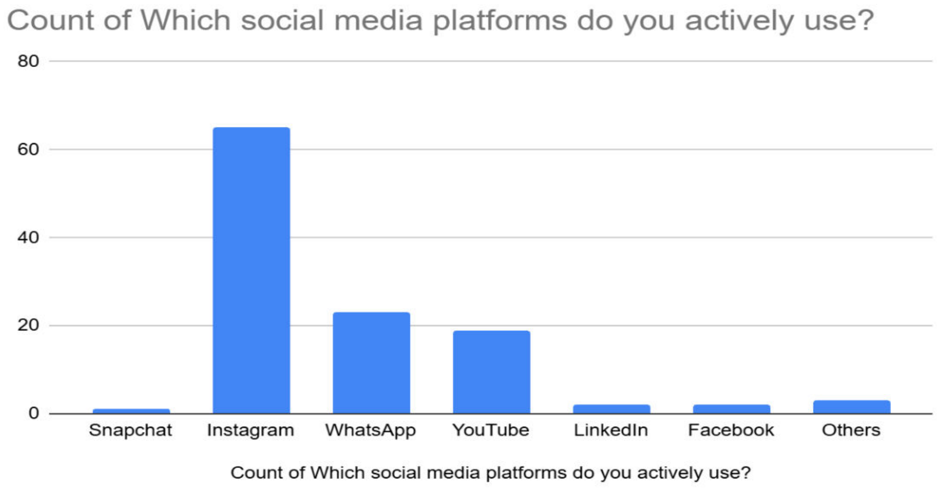
Occupation	Percentage
Student	67.83%
Working Professional	17.39%
Business Self-employed	7.83%
Homemaker	5.22%
Others	1.74%



The results indicate that the majority of people reside in South Mumbai with a percentage of 58.26% while the other 19.13% reside in Central Mumbai. Other people reside in Western Suburbs by 5.22%. A small number of people reside in Eastern Suburbs and in Navi Mumbai with 3.48%. Meanwhile 10.43 people reside in Thane

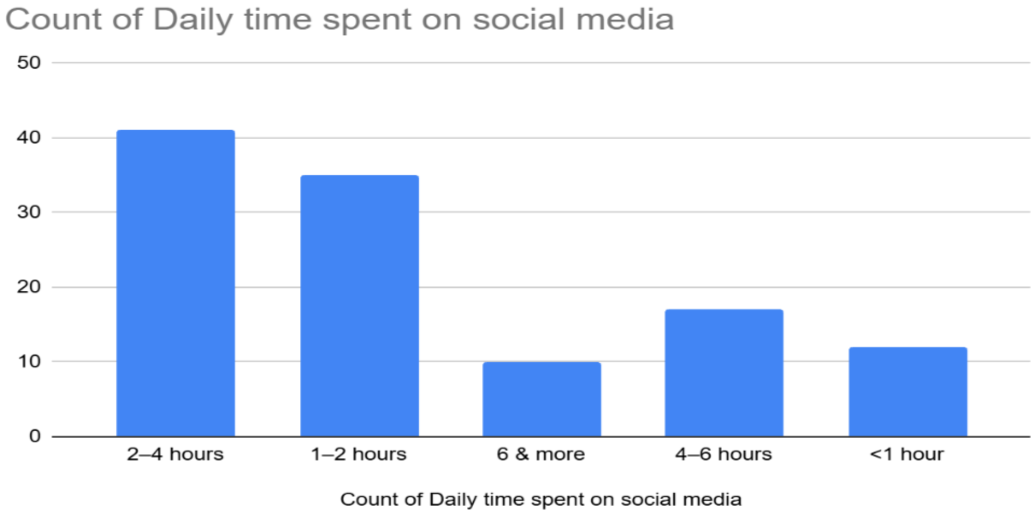
Area	Percentage
South Mumbai	58.26%
Central Mumbai	19.13%
Western Suburbs	5.22%
Eastern Suburbs	3.48%
Navi Mumbai	3.48%
Thane	10.43%

JVM's Mehta Degree College, Sector 19, Airoli
NAAC Re-accredited "A+" Grade
IQAC in association with Western Regional Centre, ICSSR Organized one day National Conference on "Integrating Multidisciplinary Approaches to Build a Resilient and Sustainable Future", held on 10th January 2026



Instagram stands out as the most used platform, with 65 users (56.52%). WhatsApp (23 users, 20%) and YouTube (19 users, 16.52%) follow behind. Other platforms are used far less Facebook and LinkedIn have 2 users each (1.74%), and Snapchat has 1 user (0.87%). Twitter (X) shows 0% usage, while 3 people (2.61%) selected “Others.” This suggests Instagram and messaging apps are the most popular among respondents.

Platform	Number of users	Percentage
Instagram	65	56.52%
WhatsApp	23	20%
YouTube	19	16.52%
Facebook	2	1.74%
LinkedIn	2	1.74%
Snapchat	1	0.87%
Twitter	0	0%
Others	3	2.61%



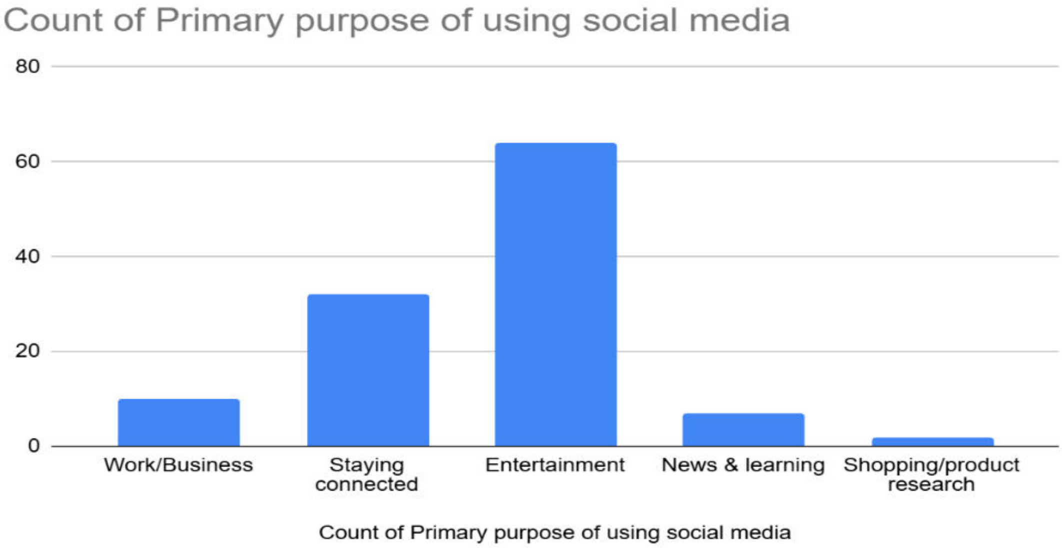
The graphs show that the majority of 35.65% spent around "2-4" hours a day while others spent "1-2 " hours a day with a percentage of 30.43%. A small group of people spent "4-5" hours a day with the percentage of 14.78% shows that they are highly engaged with it meanwhile just 10.43% of people spent less than hour a day on social Media which shows that they aren't much engaged with social sides

Appx. Time Spent (Per Day)	Percentage
Less than 1 hour	10.43%
1-2 Hours	30.43%

International Journal of Advance and Innovative Research
Volume 13, Issue 1 (IV): January - March 2026
ISSN 2394 - 7780

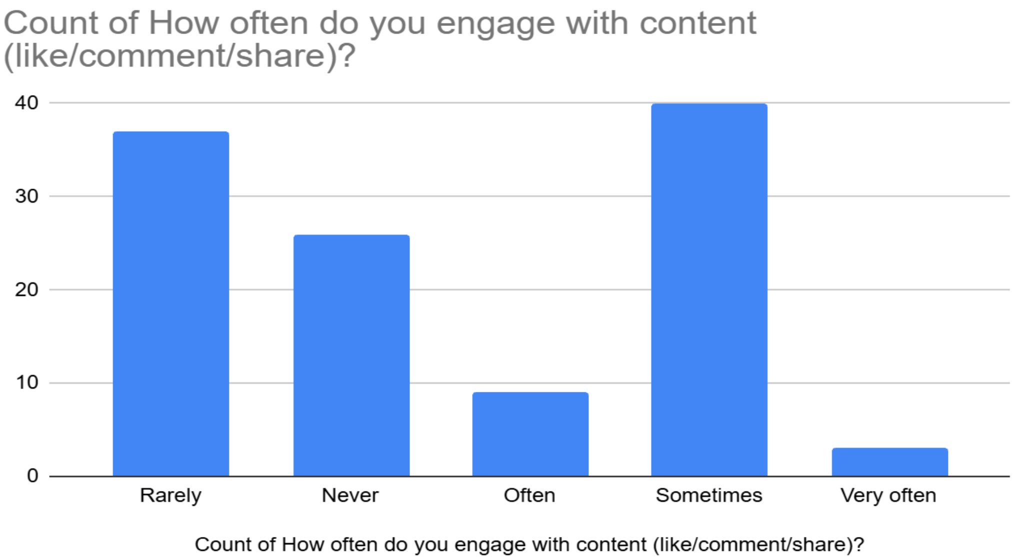
JVM's Mehta Degree College, Sector 19, Airoli
NAAC Re-accredited "A+" Grade
IQAC in association with Western Regional Centre, ICSSR Organized one day National Conference on "Integrating Multidisciplinary Approaches to Build a Resilient and Sustainable Future", held on 10th January 2026

2-4 hours	35.65%
4-6 hours	14.73%
More than 6 hours	10% (approx)



The final graph clearly highlights that most people use social media mainly for entertainment, with 55.65% selecting this reason. The second most common purpose is staying connected with others at 27.83%. Work or business use accounts for 8.7%, while 6.09% use it for news and learning. Only 1.74% use social media mainly for shopping or product research, showing that entertainment and communication still dominate user behaviour.

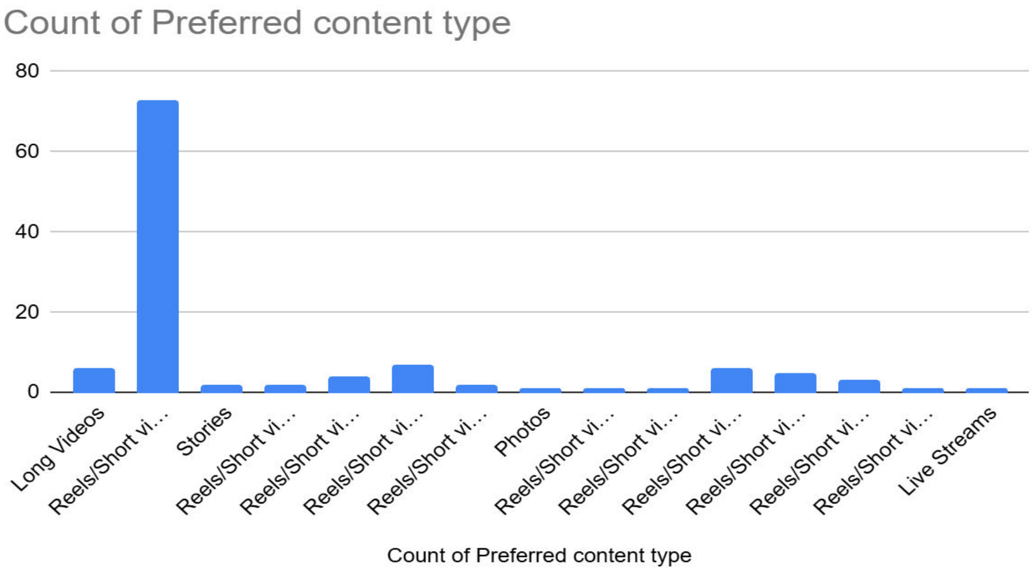
Purpose	Percentage
Entertainment	55.65%
Staying connected	27.83%
Work/business	8.7%
News/Learning	6.09%
Shopping/Product/Research	1.74%



The engagement graph reveals that 22.61% of users never engage with content, while the majority interact only occasionally—32.17% "rarely" and 34.78% "sometimes." Only a small group, 7.83%, engage "often," and just

2.61% do so "very often." This shows that most users consume content passively, with limited active participation.

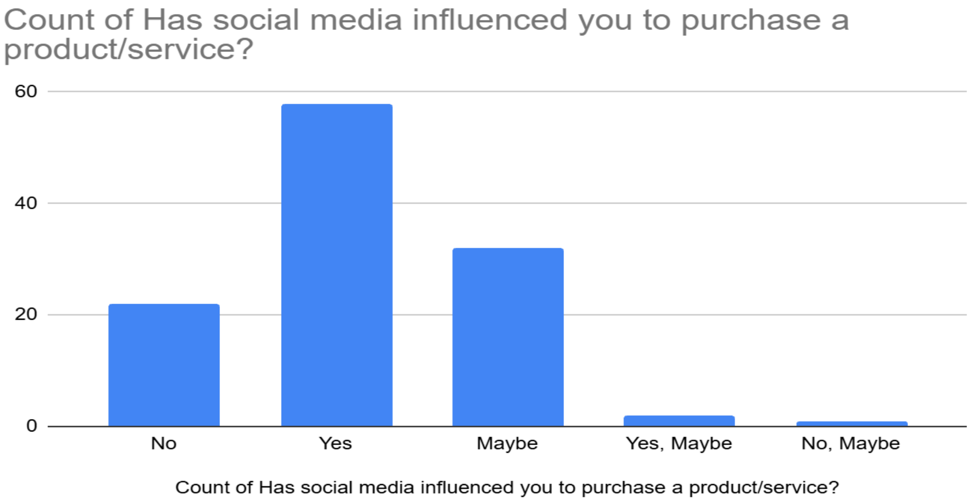
Engagement Level	Percentage
Never	22.61%
Rarely	32.17%
Sometimes	34.78%
Often	7.83%
Very often	2.61%



The graph shows that Reels/Short videos are clearly the most preferred, with 62.13% of respondents choosing them. This suggests that quick, engaging content is what people enjoy the most on social media. Long videos (13.61%) and Stories (12.43%) come next but are far behind, showing that users prefer shorter formats. Photos (8.88%) and Live Streams (2.96%) have the lowest preference, indicating that visual posts and long live interactions are less popular among the audience.

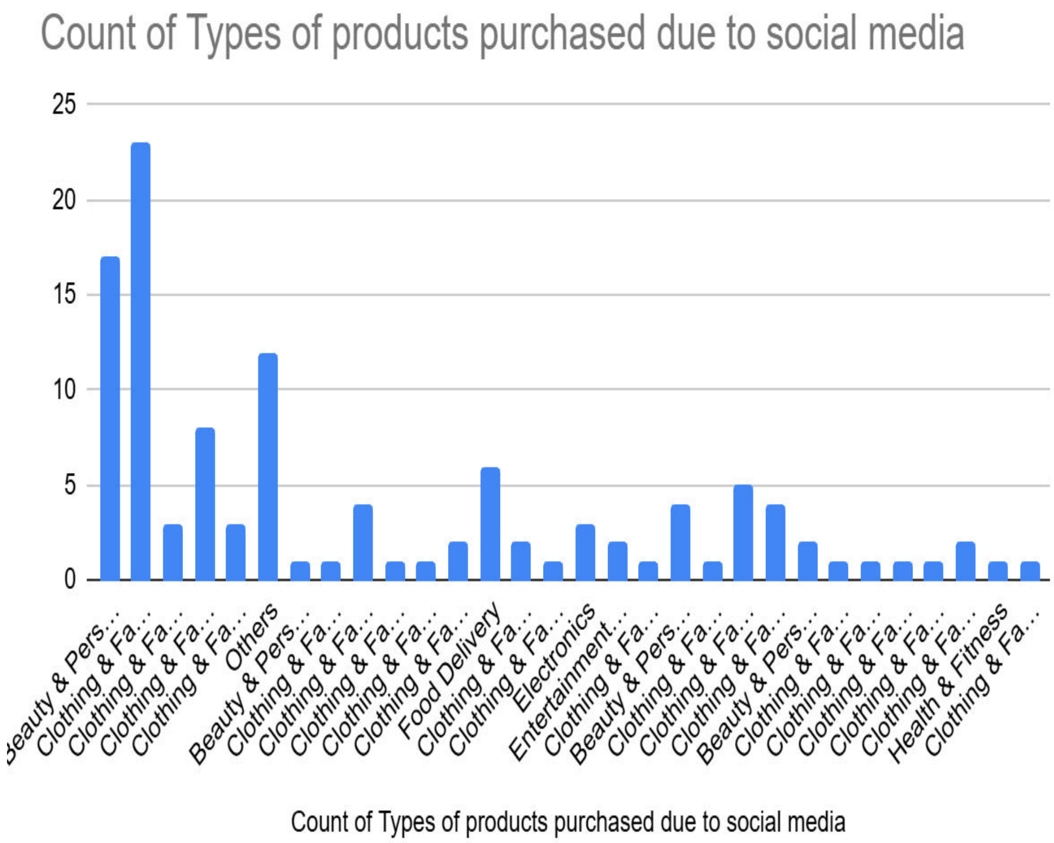
Content Type	Percentage
Reels/Shorts	62.13%
Long videos	13.61%
Stories	12,43%
photos	8.88%
Live stream	2.96%

JVM's Mehta Degree College, Sector 19, Airoli
NAAC Re-accredited "A+" Grade
IQAC in association with Western Regional Centre, ICSSR Organized one day National Conference on "Integrating Multidisciplinary Approaches to Build a Resilient and Sustainable Future", held on 10th January 2026



The results indicate that the majority of respondents have purchased a product or service because of social media, with 50.85% answering Yes. Meanwhile, 29.66% of the participants selected Maybe, which shows that a significant portion of people are still influenced by social media even if they are unsure about their buying decisions. Only 19.49% of respondents answered No, reflecting a smaller group that remains unaffected by social media promotions. Overall, the findings highlight that social media plays a strong and noticeable role in shaping consumer purchasing behaviour.

Response	Percentage
Yes	50.85%
No	19.49%
May be	29.66%

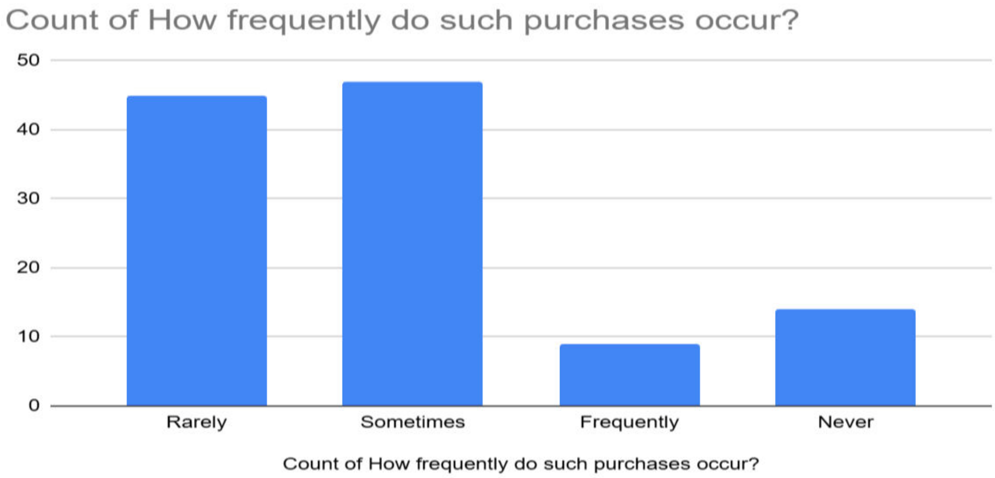


International Journal of Advance and Innovative Research
Volume 13, Issue 1 (IV): January - March 2026
ISSN 2394 - 7780

JVM's Mehta Degree College, Sector 19, Airoli
NAAC Re-accredited "A+" Grade
IQAC in association with Western Regional Centre, ICSSR Organized one day National Conference on "Integrating Multidisciplinary Approaches to Build a Resilient and Sustainable Future", held on 10th January 2026

The graph shows that social media heavily influences purchases, especially in lifestyle categories. Clothing & Fashion leads with 29.26%, followed by Beauty & Personal Care at 24.02%, showing how trends and influencers drive buying behaviour. Food Delivery accounts for 17.03%, while Electronics make up 10.04%, indicating moderate influence. The remaining categories Health&Fitness (8.3%), Entertainment Services (4.37%), and Others (6.99%)have lower numbers, suggesting that people rely less on social media when it comes to these purchases

Product Category	Percentage
Clothing and fashion	29.26%
Beauty and personal care	24.02%
Food delivery	17.03%
Electronics	10.04%
Health and fitness	8.3%
Entertainment services	4.37%
Others	6.99%



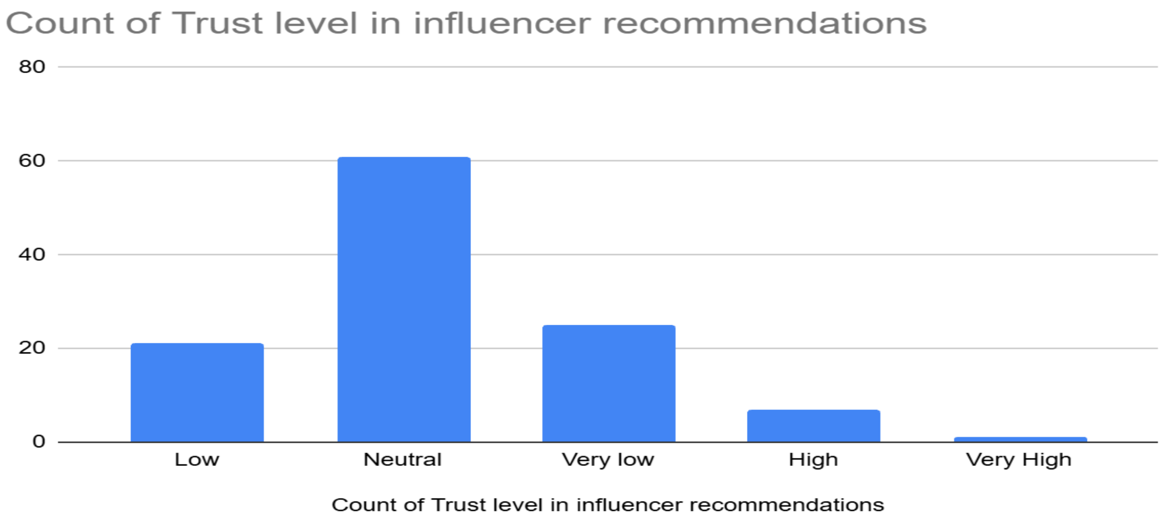
The graph shows that most respondents make such purchases only occasionally. Sometimes is the highest at 40.87%, followed closely by Rarely at 39.13%, showing that these purchases are not very regular. Only 7.83% said Frequently, which means very few people buy often. Meanwhile, 12.17% selected Never, indicating a small group that does not engage in these purchases at all. Overall, the trend clearly leans toward infrequent buying.

Responses Option	Percentage
Sometimes	40.87%
Rarely	39.13%
Frequently	7.83%
Never	12.17%

JVM's Mehta Degree College, Sector 19, Airoli
NAAC Re-accredited "A+" Grade
IQAC in association with Western Regional Centre, ICSSR Organized one day National Conference on "Integrating Multidisciplinary Approaches to Build a Resilient and Sustainable Future", held on 10th January 2026

In this chart, Reviews and Ratings dominate with 45.22%, showing that most buyers depend on real customer feedback before making a purchase. Discounts/offers (17.39%) and Brand advertisements (15.65%) follow next, meaning price benefits and ads still play a decent role. Influencers impact 13.04% of respondents, which is noticeable but not very high. Lastly, Viral trends influence only 8.7%, suggesting trends aren't a major driving force. Overall, people trust genuine reviews more than promotional or trend-based factors.

Influencing factor	Percentage
Reviews and ratings	45.22%
Discounts/offers	17.39%
Brand Advertisement	15.65%
Influencers	13.04%
Viral trends	8.7%

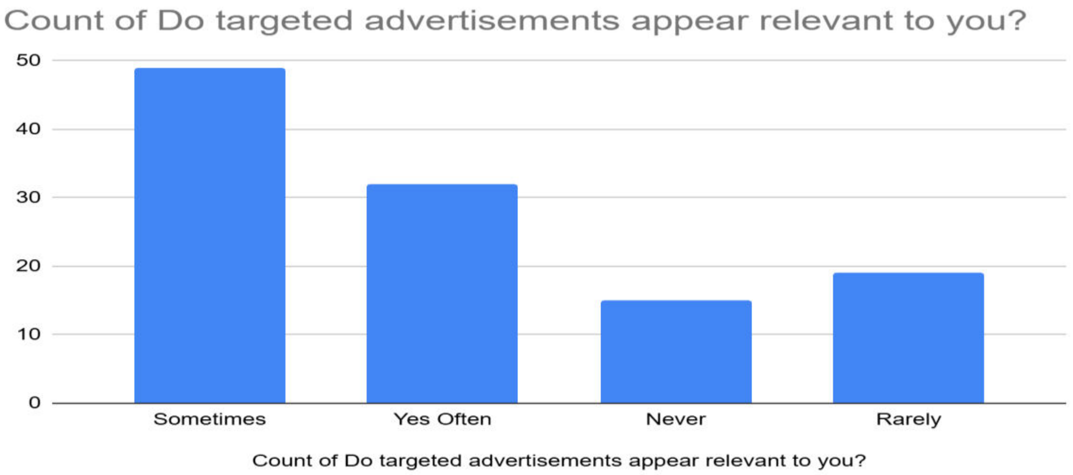


This graph highlights that most respondents have a neutral stance, with 53.04% neither fully trusting nor distrusting influencers. A significant portion also shows low (18.26%) and very low (21.74%) trust levels, suggesting people are cautious about influencer suggestions. Only a small group around 7% collectively report high or very high trust. Overall, the results show that while influencers are noticed, their recommendations are not fully trusted by most users.

Trust level	Percentage
Very low	21.74%
Low	18.26%

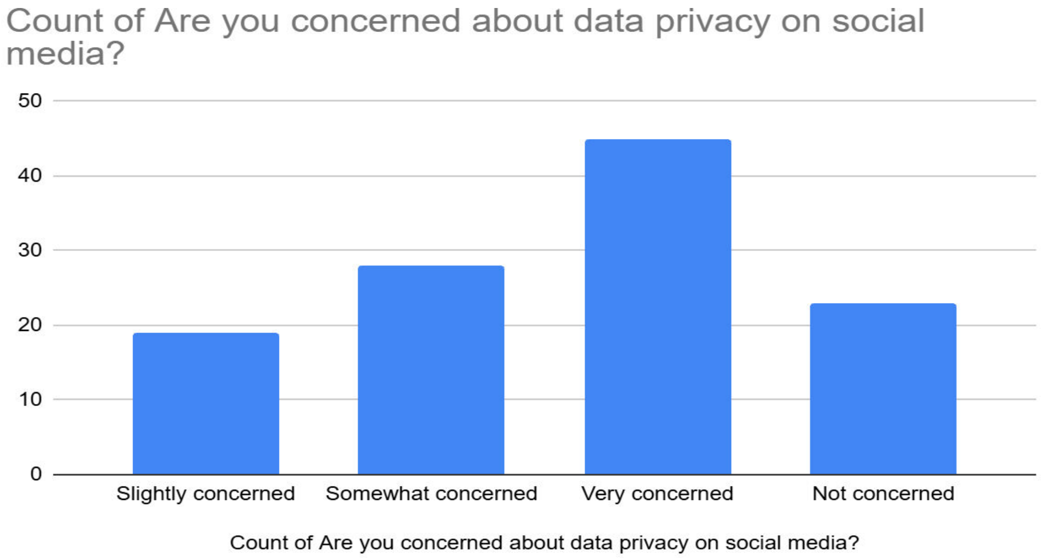
International Journal of Advance and Innovative Research
Volume 13, Issue 1 (IV): January - March 2026
ISSN 2394 - 7780
JVM's Mehta Degree College, Sector 19, Airoli
NAAC Re-accredited "A+" Grade
IQAC in association with Western Regional Centre, ICSSR Organized one day National Conference on "Integrating Multidisciplinary Approaches to Build a Resilient and Sustainable Future", held on 10th January 2026

Neutral	53.04%
High	4% Approx.
Very high	3% Approx.



This graph shows that targeted ads are somewhat effective but not completely accurate. The largest group, 42.61%, feel that ads are relevant "Sometimes," while 27.83% say "Yes, often." On the other hand, 16.52% rarely find them relevant, and 13.04% never do. This indicates that while ads do catch user interest at times, they still don't match everyone's preferences consistently.

Response	Percentage
Yes, often	27.83%
Sometimes	42.61%
Rarely	16.52%
Never	13.04%



Data privacy concerns are clearly strong among respondents. A significant 39.13% are "very concerned," and 24.35% are "somewhat concerned," showing that most users worry about how their information is handled. In contrast, only 20% are "not concerned," and 16.52% are "slightly concerned," highlighting that privacy remains a major issue for social media users.

Concern Level	Percentage
Very Concerned	39.13%
Somewhat Concerned	24.35%

Slightly concerned	16.52%
Not concerned	20%

FINDINGS OF THE STUDY

1. High Social Media Penetration Among Youth
The study reveals that social media usage is highest among the 18–25 age group, which constitutes over 70% of the respondents. This indicates that younger consumers form the core active user base in Mumbai, making them the primary drivers of engagement trends.

2. Platform Preference is Visually Driven
Instagram emerged as the most widely used platform, followed by WhatsApp and YouTube. Platforms that rely on text-based interaction, such as Twitter (X), showed negligible usage. This confirms a strong preference for visual and video-based content among Mumbai consumers.

3. Entertainment is the Primary Usage Motive
More than 55% of respondents use social media mainly for entertainment, while communication ranks second. Very few users primarily engage in shopping or product research, suggesting that commercial influence is largely indirect.

4. Passive Consumption Dominates Engagement Behavior
Although users spend considerable time on social media (mostly 2–4 hours per day), active engagement such as liking, commenting, and sharing remains low. A majority engage only rarely or sometimes, indicating a trend toward content consumption rather than participation.

5. Short-Form Video Content is Most Effective
Reels and short videos are the most preferred content type (over 60%), significantly outperforming long videos, stories, photos, and live streams. This highlights a strong shift toward quick, easily consumable content formats.

6. Strong Influence on Purchase Decisions
Over 50% of respondents confirmed that social media has influenced their purchase decisions, while nearly 30% acknowledged partial influence. This demonstrates social media’s substantial role in shaping consumer behavior, particularly in urban markets.

7. Lifestyle Products are Most Affected
Social media influence is strongest in clothing fashion, beauty personal care, and food delivery services. In contrast, categories like healthcare, electronics, and entertainment services show lower influence, suggesting category-specific effectiveness.

8. Trust Lies More in Reviews Than Influencers
Reviews and ratings are the most influential factor in purchase decisions (45.22%). Influencers have a moderate impact, but trust levels remain largely neutral to low, indicating cautious acceptance of influencer marketing.

9. Targeted Advertising Shows Limited Precision
While targeted ads are sometimes perceived as relevant, a significant portion of users finds them inaccurate or irrelevant, highlighting a gap in personalization strategies.

10. High Concern for Data Privacy
A majority of respondents expressed strong concerns regarding data privacy and information misuse, reflecting growing digital awareness and the need for ethical online practices.

1. For Businesses and Marketers
- Focus on short-form video content to align with user preferences.
- Encourage authentic user reviews and testimonials to build trust.
- Collaborate with local and relatable influencers rather than relying solely on celebrity endorsements.

2. For Social Media Platforms

- Improve ad personalization algorithms to increase relevance.
- Strengthen privacy controls and communicate data usage policies more transparently.
- Introduce features that encourage meaningful engagement rather than passive scrolling.

3. For Consumers

- Practice mindful usage to reduce over-dependency and screen fatigue.
- Verify product information through multiple sources before purchasing.
- Be cautious about sharing personal data online.

4. For Future Researchers

- Conduct studies with larger and more diverse samples beyond student-dominated groups.
- Explore platform-specific behavioral differences in greater depth.
- Examine long-term psychological and social effects of sustained social media engagement.

RECOMMENDATIONS

1. Adopt Consumer-Centric Content Strategies

Brands should prioritize content that provides value, authenticity, and relatability rather than aggressive promotional messaging.

2. Strengthen Trust Through Transparency

Clear disclosure of sponsored content, influencer partnerships, and data usage policies can help build consumer confidence.

3. Leverage User-Generated Content

Encouraging reviews, ratings, and real customer experiences can significantly enhance engagement and credibility.

4. Enhance Digital Responsibility

Policymakers and platforms should promote digital well-being initiatives, including awareness campaigns on privacy and healthy screen habits.

5. Segment Marketing Efforts by Product Category

Since social media influence varies across product types, marketers should design category-specific strategies rather than uniform campaigns.

CONCLUSION

This study provides a comprehensive understanding of social media engagement patterns among Mumbai consumers and highlights the growing integration of digital platforms into everyday life. The findings confirm that social media plays a powerful yet selective role in influencing consumer attitudes and purchasing behavior, particularly among younger users. While platforms like Instagram dominate usage and short-form video content drives engagement, most users remain passive consumers rather than active participants.

The research also reveals a shift toward cautious and informed engagement, with consumers relying more on peer reviews than influencer promotions and expressing significant concern over data privacy. These insights underline the need for responsible, transparent, and user-focused social media strategies.

Overall, the study contributes valuable city-specific insights that can assist marketers, businesses, and policymakers in developing more effective and ethical digital engagement practices. It also lays a strong foundation for future research on evolving social media behavior in metropolitan contexts.

The study reveals that while users spend a significant amount of time on social media mainly for entertainment and communication, active engagement such as liking, commenting, and sharing remains limited for most users. Influencer recommendations and brand promotions do influence purchasing behaviour; however, trust in such content is generally cautious, with users relying more on reviews and ratings than promotional messaging.

JVM's Mehta Degree College, Sector 19, Airoli
NAAC Re-accredited "A+" Grade
IQAC in association with Western Regional Centre, ICSSR Organized one day National Conference on "Integrating Multidisciplinary Approaches to Build a Resilient and Sustainable Future", held on 10th January 2026

Concerns related to data privacy and digital well-being were also prominent, indicating increasing awareness among consumers about the risks associated with excessive social media usage.

BIBLIOGRAPHY

- Bansal, S. (2019). Social Media Usage Trends in Urban India. Journal of Media Studies, 14(2), 45–59.
- Chatterjee, S.,&Kar, A. K. (2020). Consumer engagement and purchase intention in social media: Exploring the Indian context. Journal of Retailing and Consumer Services, 54, 102–113.
- Das, K.,&Mandal, S. (2021). Cross-platform patterns of social media engagement in India. Journal of Digital Communication, 9(1), 12–25.
- Gupta, P.,&Sharma, R. (2020). Impact of social media engagement on urban consumer decisions. Indian Journal of Marketing, 50(4), 32–45.
- Kulkarni, S. (2017). Trust and engagement in social networking sites: A study of urban consumers. PhD Thesis, University of Mumbai.
- Mehra, A.,&Sahu, L. (2020). Psychological motivations of social media users in Indian metro cities. Journal of Behavioral Studies, 5(3), 101–115.
- Patil, R. (2018). A study of social media behaviour of college students in Maharashtra. PhD Thesis, Savitribai Phule Pune University.
- Shah, M., & Desai, A. (2022). Influencer marketing and engagement behaviour of Mumbai consumers. International Journal of Management, 13(1), 44–58.
- Shinde, P. (2021). Digital consumer behaviour in Maharashtra. PhD Thesis, Shivaji University.
- Singh, V., & Rana, K. (2019). User-generated content and engagement behaviour in India. Journal of Contemporary Marketing, 6(2), 55–67.

APPENDIX

I- Sample Questionnaire

1. Name
2. Contact
3. Age Group
4. Gender
5. Occupation
6. Which area of Mumbai do you reside in?
7. Which social media platforms do you actively use?
8. Daily time spent on social media
9. Primary purpose of using social media
10. How often do you engage with content (like/comment/share)?
11. Preferred content type
12. Do you follow brands on social media?
13. Has social media influenced you to purchase a product/service?
14. Types of products purchased due to social media
15. How frequently do such purchases occur?

International Journal of Advance and Innovative Research
Volume 13, Issue 1 (IV): January - March 2026
ISSN 2394 - 7780
JVM's Mehta Degree College, Sector 19, Airoli
NAAC Re-accredited "A+" Grade
IQAC in association with Western Regional Centre, ICSSR Organized one day National Conference on "Integrating Multidisciplinary Approaches to Build a Resilient and Sustainable Future", held on 10th January 2026

16. What influences your purchase decisions the most?
17. Trust level in influencer recommendations
18. Do targeted advertisements appear relevant to you?
19. Are you concerned about data privacy on social media?
20. Any comments on your social media experience as a consumer?