

## **IMPACT OF SOCIAL MEDIA USAGE AND INFLUENCER MARKETING ON CONSUMER BUYING BEHAVIOUR: EVIDENCE FROM CHURU DISTRICT**

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### **ABSTRACT**

*The rapid growth of digital technologies and increasing internet penetration have significantly transformed consumer behaviour and marketing practices in India. Social media platforms and digital marketing tools have become central to communication, promotion, and consumer engagement, while the rise of influencer marketing has further reshaped purchasing patterns. In this context, understanding the interplay between social media usage, digital marketing awareness, and influencer impact has become essential, particularly in semi-urban and rural regions. The present study aims to analyse social media usage addiction and dependency, assess consumer awareness of digital marketing, and examine the impact of social media influencers on consumers' buying behaviour in Churu district of Rajasthan.*

**KEYWORDS:** *Social Media Addiction, Digital Marketing, Influencer, Buying Behaviour, Impact, Churu District*

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