


Impact of Emojis on Customer Purchasing Behaviour in Social Media Marketing of E-commerce Industries with Reference to Flipkart and Amazon

MDIM Journal of Management
Review and Practice
3(1) 55–67, 2025
© The Author(s) 2025
DOI: 10.1177/mjmrp.241304553
mbr.mjmrp.mdim.ac.in



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Abstract

This study examines the impact of emojis on consumer buying behaviour in social media marketing. With the rise of visual digital communication, emojis have become potent instruments for expressing emotions and augmenting interaction. This study investigates the impact of emojis on customer emotions, perceptions, and purchasing decisions in social media commercials, postings, and promotional content. The research seeks to comprehend the impact of emoji-driven marketing campaigns on customer responses across several platforms, specifically on brand communication, customer engagement, and sales performance. The collection of quantitative data involves the analysis of various characteristics, including Brand Communication, Sales Performance, and Customer Engagement. Qualitative data are acquired through interviews with people employed in Social Media marketing businesses such as Flipkart and Amazon. Additionally, questionnaires are administered to candidates who have had experiences with the information system. Total of approximately 200 samples have been gathered for this investigation. Data collection has taken place in Bangalore. The gathered data have been imported into the IBM SPSS database for subsequent analysis, including chi-square analysis and regression

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analysis. The results indicate that Emojis play a big part in brand communication; thus, e-commerce managers require a systematic approach to social media marketing. The high influence of customer involvement on emoji usage in e-commerce social media marketing offers managers a strategic opportunity to connect with their audience. E-commerce firms can boost client engagement by using emoticons, fostering interactive content, analysing consumer preferences, and being active on social media.

Keywords

Brand communication, customer engagement, emoji, sales performance, social media marketing

Introduction

The incorporation of emojis in social media marketing has profoundly influenced consumer purchase behaviour by augmenting emotional involvement and communication. Emojis, as visual symbols of emotions, foster a sense of relatability and warmth in digital communications. Research by Das et al. (2019) indicates that the incorporation of emojis in marketing communications enhances emotional expression, diminishes ambiguity, and renders the material more accessible. Research by Jaeger and Ares (2020) indicates that emojis can evoke positive emotional responses, hence enhancing customer engagement and cultivating a sense of connection with the business. Emotional responses are essential in shaping client perceptions towards products and services, hence affecting their purchasing decisions. Research conducted by Li and Xie (2022) revealed that firms incorporating emojis in their social media communications achieved elevated click-through and conversion rates, as consumers regarded these brands as more genuine and accessible. This highlights the increasing importance of emojis as a marketing instrument that may improve customer experiences and influence purchasing behaviour in the digital era.

Social media marketing has emerged as a fundamental component of contemporary digital tactics, use networks such as Facebook, Instagram, Twitter, and TikTok to link firms with customers. It is characterised as the utilisation of social media platforms to market products, services, or brands through the creation of compelling content, encouraging bilateral contact, and stimulating customer engagement. Kaplan and Haenlein (2010) assert that social media marketing enables firms to engage wider audiences at a minimal expense, providing a platform for direct, real-time interaction with consumers. This tailored engagement has demonstrated an enhancement in consumer loyalty and brand affinity. Social media marketing utilises data-driven insights to effectively target particular consumer segments, in addition to fostering participation. Research conducted by Andrew and Soontae (2020) illustrates that platforms such as Facebook and Instagram enable marketers to utilise algorithms to target potential customers according to their interests, behaviours, and demographics, hence improving the

efficacy of marketing initiatives. These systems deliver insights that elucidate consumer behaviour, preferences, and trends, allowing firms to refine their marketing tactics. Moreover, social media marketing promotes user-generated content, as consumers frequently share and recommend products, so enhancing brand visibility and trust. Moreover, social media marketing amplifies brand narratives, which are essential for fostering emotional relationships with viewers. Aral (2021) asserts that firms employing narrative in their social media strategies are likely to foster more robust emotional connections with their customers, resulting in heightened buy intentions. The interactive nature of social media enables collaboration between businesses and influencers, permitting corporations to leverage the influencers' established following and credibility. Consequently, social media marketing has transformed from a simple promotional instrument into a dynamic arena where firms can cultivate consumer relationships, establish communities, and stimulate sales.

Review of Literature

Emoji marketing has become a potent instrument in digital and social media campaigns, enabling firms to express emotions and engage with customers in a more personalised and sympathetic manner. Emojis, as pictorial representations of emotions, objects, and symbols, are widely utilised in marketing to augment engagement and emotional resonance in brand communications. A new study by Li and Xie (2022) emphasises that emojis are a crucial component in digital marketing since they diminish linguistic barriers and provide a common language that appeals to varied consumers. This is especially significant in social media marketing, as rapid and succinct communication is essential for engaging people's attention. Studies indicate that incorporating emojis in marketing communications can enhance consumer perception and behaviour. A study by Pfitzner and Herring (2021) demonstrated that emojis can enhance customer engagement by infusing emotional depth into written information, hence becoming it more attractive and relevant. Emojis facilitate the humanisation of brand interactions, hence enhancing customer trust and loyalty. Furthermore, they facilitate more impactful brand storytelling by swiftly eliciting emotions and enhancing information memorability. This corresponds with the research of Diefenbach and Christoforakos (2020), which revealed that emojis can augment emotional expressiveness and engagement in online conversations, resulting in increased brand recall and purchase intention.

Furthermore, emoji marketing transcends social media postings, encompassing email marketing, push notifications, and product packaging, as firms acknowledge the efficacy of visual signals in fostering a memorable brand experience. A study by Das et al. (2021) indicated that advertisements incorporating emoticons in their messaging had heightened click-through rates and customer engagement, as emojis rendered the material more visually appealing and accessible. Nevertheless, the study cautions that excessive or improper usage of emojis may have the contrary effect, rendering a brand as

unprofessional or inauthentic. Consequently, emoji marketing has demonstrated efficacy in cultivating emotional connections with consumers, augmenting engagement, and ultimately influencing purchasing behaviour. When employed wisely, emojis can assist organisations in establishing a unique and captivating digital presence.

Consumer behaviour in social media marketing is a complex phenomenon influenced by the interactive and dynamic characteristics of social networks. Social media provides brands with the capability to engage consumers instantaneously, facilitating bilateral communication that profoundly impacts purchasing choices. Social media consumers are not passive recipients; they actively engage with material, share ideas, and offer feedback, which subsequently influences their brand impressions and purchasing decisions. Wang and Yu (2020) assert that social media users demonstrate elevated brand involvement via likes, comments, and shares, frequently resulting in enhanced trust and loyalty. This interaction can create a ripple effect, as consumers significantly depend on peer evaluations, influencer endorsements, and user-generated content in their purchasing decisions. A fundamental element of consumer behaviour on social media is the impact of social influence. Aral and Walker (2021) demonstrate that consumers are more inclined to buy products endorsed by friends, family, or influencers on sites such as Instagram and TikTok. Social proof, defined as the inclination to align with the behaviours of others, significantly influences consumer purchase behaviour.

Social media enhances this phenomenon by rendering consumer experiences and reviews prominently visible and readily available, thus bolstering the credibility of companies among prospective purchasers. Besides social influence, emotional involvement is a pivotal factor in customer behaviour on social media. Kumar et al. (2021) assert that emotionally evocative information—be it humorous, motivating, or relatable—provokes more intense reactions from consumers, hence enhancing the probability of their engagement with the content and subsequent purchasing behaviour. The emotional bond is frequently augmented by visual components such as photographs, videos, and emoticons, which personalise brand encounters and cultivate more profound ties. Ultimately, targeted advertising on social media has transformed consumer behaviour by enhancing the personalisation of marketing initiatives. Platforms such as Facebook and Instagram employ advanced algorithms to present highly pertinent advertisements based on user behaviour, interests, and demographics, as noted by Andrew and Soontae (2020). This customisation enhances customer receptivity to advertisements, hence elevating the probability of conversion. Social media marketing has fundamentally altered customer behaviour by enhancing the personal, social, and emotional dimensions of brand–consumer interactions.

Research Objectives

- **To examine the role of emojis in enhancing customer purchasing behaviour** in social media marketing campaigns and how this emotional connection influences customer purchasing behavior.

Research Gap

Despite the increasing prevalence of emojis in social media marketing, a substantial study gap persists on their specific influence on consumer purchase behaviour. Although prior research has examined the emotional and communicative roles of emojis in digital interactions, there is a paucity of studies that particularly investigate the impact of these visual features on customers' decision-making processes and purchasing intentions. Current literature, including research on emotional engagement (Das et al., 2019) and brand communication (Pfitzner & Herring, 2021), predominantly examines the overarching function of emojis in augmenting engagement, yet lacks comprehensive analysis regarding the impact of various emoji types (e.g., facial, symbolic, or cultural) on purchasing behaviour among different demographic segments.

Research Methodology

The collection of quantitative data involves the analysis of various characteristics, including Brand Communication, Sales Performance, and Customer Engagement. Qualitative data are acquired through interviews with people employed in Social Media marketing businesses such as Flipkart, and Amazon. Additionally, questionnaires are administered to candidates who have had experiences with the information system. Total of approximately 200 samples have been gathered for this investigation. Data collection has taken place in Bangalore. The gathered data have been imported into IBM SPSS database for subsequent analysis, including chi-square analysis and regression analysis.

Research Model

Analysis and Interpretation

Demographic Analysis

Demographic Analysis entails the examination of particular attributes of a population, encompassing elements such as age, gender, income, educational attainment, cultural heritage, and geographic location. Demographic analysis is essential in marketing, as it enables firms to customise their tactics to address the demands and preferences of various client segments. In social media marketing, particularly regarding the influence of emojis on consumer purchasing behaviour, demographic analysis enables marketers to comprehend how various population segments respond to visual stimuli such as emojis and whether these factors affect purchasing decisions differently among groups.

The demographic profiles of the respondents were analysed using IBM SPSS using frequency analysis in Table 1.

From Table 1, the researcher found that 75% of the respondents are male falling under age group of 25–30. All the respondents' work in the private sector since the survey has been collected in industries limited to Flipkart and Amazon and around 65% of respondents have an annual income between 8 and 10 Lpa. Approximately 70% of the employees are unmarried.

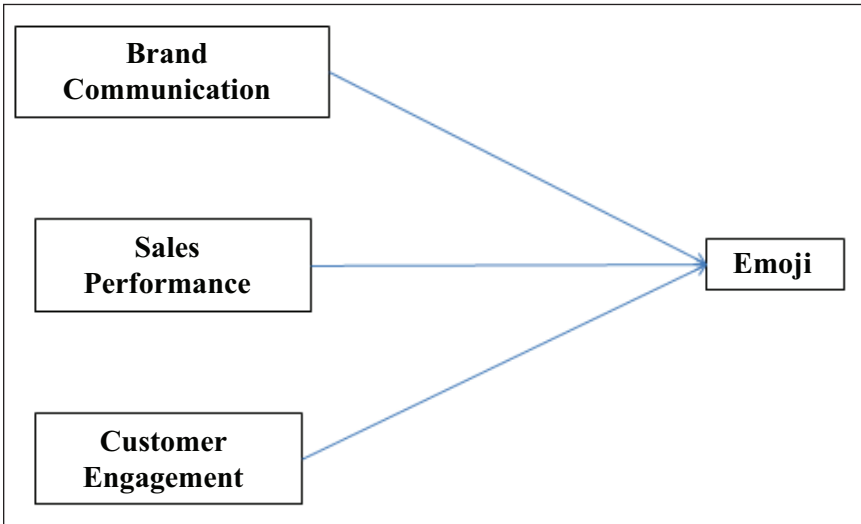


Figure 1: Factors influencing Emoji in Social Media Marketing.

Table 1. Demographic Details.

Demography Factor	Highlighting Criteria	Percentage of Response
Age	25–30	70%
Gender	Male	75%
Occupation	Private employees	100%
Annual income	8–10 Lpa	65%
Marital status	Unmarried	70%

Reliability Test

A reliability test is a statistical analysis performed to assess the consistency and stability of a measurement instrument, such as a survey or questionnaire. In studies examining the influence of emojis on consumer purchasing behaviour in social media marketing, a reliability test ascertains that the acquired data are trustworthy and suitable for deriving meaningful findings. This method entails presenting the identical survey or measurement tool to the same cohort of participants at two distinct time intervals. The correlation between the two score sets demonstrates the measurement's temporal stability. A strong correlation (often over 0.70) indicates robust test-retest reliability.

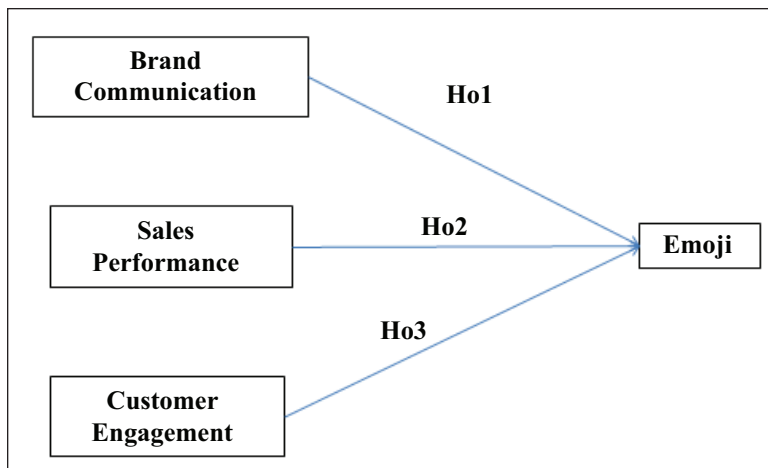
The Cronbach α Value of all the factors taken for the study are above 0.7 i.e., brand communication with Cronbach's Alpha value 0.944, sales performance with Cronbach's Alpha Value 0.960, customer engagement with Cronbach's alpha value 0.855 and emoji with Cronbach's alpha value 0.899; so all the factors are reliable for the study (Table 2).

Table 2. Reliability Test of All Variables.

Factors	Cronbach α Value	Status
Brand communication	0.944	Reliable
Sales performance	0.960	Reliable
Customer engagement	0.855	Reliable
Emoji	0.899	Reliable

Chi-square Analysis

Chi-square analysis is a statistical technique employed to ascertain whether a significant correlation exists between category variables. It assists researchers in determining whether the observed frequencies across several categories deviate from the expected frequencies under the null hypothesis, which generally posits that no link exists between the variables. Chi-Square analysis enables researchers to discern correlations between categorical data, yielding insights into consumer behaviour and preferences.



H_1 : There is no significant relationship between Brand Communication and Emoji.

H_2 : There is no significant relationship between Sales Performance and Emoji.

H_3 : There is no significant relationship between customer engagement and Emoji.

According to Table 3, the researcher discovered that all hypotheses are significant. The p values for the full hypothesis are .000, .000, and .000, all of which are $<.05$. All hypotheses are examined for the study.

Model Fit Summary and Regression Analysis

Regression Analysis is a robust statistical technique employed to elucidate the relationship between a single dependent variable and one or more independent variables. In examining the influence of emojis on consumer purchase behaviour in social media marketing, regression analysis can quantify the degree to which emoji usage affects purchasing decisions while accounting for other variables. A detailed Model Fit Summary and Regression Analysis enable researchers to extract significant insights concerning the impact of emojis on consumer purchase behaviour in social media marketing.

Tables 4 and 5 provide an R square value of 0.716 at a significance level of 0.000 ($P \leq .05$). Approximately 72% of the variation was attributed to the three components, all of which were statistically significant at a significance level of 0.000 ($P \leq .05$). The results acquired validated the precision of the regression analysis in this research study; therefore, the final outcomes can be considered

Table 3. Chi-Square Test.

	Chi-Square Tests		
	Value	df	Asymptotic Significance (2-sided)
Pearson chi-square (Ho1)	484.363 ^a	12	0.000
Pearson chi-square (Ho2)	425.419 ^a	12	0.000
Pearson chi-square (Ho3)	137.592 ^a	12	0.000

Note: adenotes 11 cells have expected count less than 5. The minimum expected count is 12.

Table 4. Model Summary.

Model	Model Summary ^b				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.846 ^a	.716	.714	.392	1.856

Note: aadjacent to R typically offers more information regarding the independent variables incorporated in the regression model; boffers more information or clarifications pertinent to the model or computations. It defines the dependent variable "Emoji". It also indicates which variables are predicted in the model.

Table 5. ANOVA.

Model	ANOVA ^a					
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	197.072	3	65.691	428.480	.000 ^b
	Residual	78.189	510	.153		
	Total	275.261	513			

Note: aadjacent to R typically offers more information regarding the independent variables incorporated in the regression model; boffers more information or clarifications pertinent to the model or computations. It defines the dependent variable "Emoji". It also indicates which variables are predicted in the model.

Table 6. Regression.

Model	Coefficients ^a				
	Unstandardised Coefficients		Standardised Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	.567	.114		4.970	0.000
Brand Communication	.742	.040	.736	18.379	0.000
Sales Performance	.101	.037	.109	2.728	0.007
Customer Engagement	.275	.037	.292	7.368	

Note: ^aindicates that the dependent variable predicted in the regression model is Emoji. All predictors enumerated in the table are employed to elucidate differences in this variable.

valid for presenting the findings. The Durbin-Watson value of 1.856 signifies the lack of co-linearity.

Table 6 shows that the significance value of Brand Communication, Sales Performance, and Customer Engagement are 0.000, 0.007, and 0.000 ($P \leq .05$) which shows all these three factors are having a strong influence on Emoji in E-commerce organizations using Social Media Marketing such as Flipkart and Amazon.

Managerial Implications

The significance value of Brand Communication is 0.000 ($P \leq .05$) which shows that this factor is having a strong influence on Emoji in E-commerce industry's Social Media Marketing. Given that brand communication is essential for fostering emotional connections with consumers, e-commerce managers ought to prioritise the incorporation of emojis in their social media campaigns. Emojis function as visual abbreviations that express emotions and tone, enhancing the relatability and engagement of texts. Incorporating emojis into business communications enables managers to cultivate a more accessible and amiable company image, which is crucial in a fiercely competitive market where consumer trust and loyalty are vital. The considerable importance of brand communication indicates that organisations ought to establish protocols for emoji use to maintain uniformity in brand voice across diverse platforms. This consistency reinforces brand identification and guarantees that consumers receive a unified message, irrespective of the channel. Educating marketing teams on the subtleties of emoji utilisation might augment their capacity to engage target audiences successfully. The findings suggest that e-commerce firms ought to utilise emojis to improve customer engagement. Utilising emojis in promotional materials enables firms to attract attention and enhance the probability of shares and engagements. This enhances visibility and stimulates user-generated content, since consumers are more inclined to engage with and disseminate pieces that evoke an emotional response. Ultimately, comprehending the impact of brand communication on

emojis can assist organisations in customising their methods for various populations. For example, younger demographics may react more positively to innovative and whimsical emoji usage, whilst elderly consumers may favour a more restrained approach. By segmenting the audience and tailoring emoji utilisation accordingly, marketers may optimise the efficacy of their social media marketing initiatives.

A significant value of 0.007 ($P \leq .05$) for sales performance demonstrates a strong correlation between the proficient use of emojis in social media marketing and the consequent sales results in the e-commerce sector. This association has significant management ramifications that can improve marketing strategies and stimulate revenue growth. The significant impact on sales performance indicates that e-commerce managers ought to integrate emojis into their marketing messages to enhance client engagement and appeal. Emojis facilitate the expression of emotions, individuality, and brand principles, enhancing the relatability and appeal of promotional communications. Utilising emojis in product descriptions or marketing can elicit good feelings and encourage impulse purchases, hence enhancing sales. Managers ought to investigate the strategic utilisation of emojis in campaigns to augment product visibility and attract consumer attention, especially within congested social media feeds. Moreover, the results underscore the significance of tracking and evaluating customer reactions to emoji utilisation. Through A/B testing and the evaluation of engagement metrics, including click-through rates, conversion rates, and customer feedback, managers can acquire significant information regarding the influence of various emoji techniques on sales performance. This data-centric methodology facilitates ongoing enhancement of marketing strategies, permitting firms to adjust to consumer inclinations and optimise the efficacy of their social media initiatives. The importance of sales success highlights the necessity for firms to educate their marketing teams on the proficient utilisation of emojis. Effective training can enable team members to choose suitable emojis that correspond with brand messaging and appeal to the target audience. Certain emojis might express excitement or urgency, rendering them suitable for time-sensitive marketing, whilst others may signify trust and reliability, essential for fostering client loyalty. A comprehensive understanding of emoji utilisation can enhance marketing material, hence increasing sales. E-commerce managers must evaluate the demographic variables affecting emoji reception. Distinct customer segments may perceive emojis variably; hence, customising emoji usage for certain target consumers can augment its efficacy. Younger consumers may favour a whimsical and fashionable emoji aesthetic, but elderly consumers may opt for a more direct design. By tailoring emoji strategy according to demographic analytics, firms can enhance their chances of engaging with their audience and boosting sales. The correlation between emoticons and sales performance underscores the necessity for a holistic marketing approach that incorporates emojis across multiple touch points. Managers must guarantee that emoji usage is uniform throughout social media marketing, email marketing, product packaging, and customer support interactions. An integrated emoji approach can augment brand recognition and strengthen the emotional bond

fostered through social media initiatives, resulting in increased customer retention and repeat purchases.

The significant value of 0.000 ($P < .05$) for customer engagement underscores a robust correlation between emoji use and the degree of consumer interaction in social media marketing within the e-commerce sector. This discovery has substantial management ramifications that can improve the efficacy of marketing initiatives and cultivate stronger relationships with customers. The significant impact of customer involvement highlights the necessity of utilising emojis to strengthen emotional bonds with consumers. Emojis are not merely visual symbols; they possess emotional significance and may express feelings swiftly and efficiently. E-commerce administrators want to contemplate including emojis into their social media content to enhance relatability and engagement of communications. Utilising emojis in posts, comments, and direct messages helps personalise the brand, rendering it more accessible and amiable. This emotional resonance can substantially enhance customer engagement, resulting in heightened likes, shares, comments, and interactions with the brand's content. The substantial correlation between customer engagement and emojis indicates that marketers can leverage emojis to develop engaging and dynamic social media campaigns. Managers ought to consider integrating emojis into polls, quizzes, and contests, as these formats promote involvement and may result in elevated engagement rates. By soliciting consumer ideas or preferences using emojis, brands may cultivate a feeling of community and promote user-generated content, thereby enhancing brand visibility and attracting new customers. The results suggest that e-commerce managers ought to examine client behaviour and preferences about emoji utilisation. Comprehending which emojis appeal most to the target demographic might enhance marketing methods. Managers could employ analytics tools to monitor engagement numbers related to various emojis in their campaigns. By discerning patterns in customer responses, firms can customise their emoji use to correspond with audience preferences, so augmenting engagement and loyalty. Moreover, the substantial impact of customer engagement underscores the imperative for organisations to sustain an active and responsive presence on social media. Interacting with customers in real time, incorporating emojis in replies, and recognising user-generated content can cultivate a reciprocal dialogue that enhances relationships. Brands that adeptly employ emojis to interact with their audience exhibit a dedication to consumer engagement, perhaps resulting in enhanced brand loyalty and favourable word-of-mouth marketing. The relationship between customer engagement and emoji utilisation underscores the necessity for a unified approach that integrates emotions across several social media channels. E-commerce managers must ensure that emoji utilisation is congruent with the brand's identity and messaging across all platforms, fostering a consistent and recognisable presence. This consistency not only enhances brand recognition but also fosters consumer trust, hence increasing engagement.

Conclusion

Factors such as brand communication, sales performance, and customer engagement play a pivotal role in shaping the social media marketing strategies of e-commerce giants such as Flipkart and Amazon, especially in the context of emoji usage. Emojis function as effective instruments for augmenting brand communication by infusing emotional resonance and relatability into marketing messaging, rendering brands more accessible and engaging. The substantial effect of sales performance highlights that the proficient incorporation of emojis can enhance customer engagement and affect purchase choices, since emojis attract attention and communicate urgency or enthusiasm in marketing efforts. The robust correlation between customer engagement and emoji utilisation highlights that these symbols can facilitate engaging and dynamic conversations with consumers, enhancing engagement via likes, shares, and comments. Flipkart and Amazon may utilise these information to carefully include emojis into their marketing strategies, so fortifying consumer relationships, boosting sales, and augmenting their total brand visibility on social media platforms. By persistently enhancing their utilisation of emojis according to consumer preferences and engagement data, both organisations can sustain competitiveness and relevance in an increasingly digital marketplace.

Declaration of Conflicting Interests

The authors declared no potential conflicts of interest with respect to the research, authorship and/or publication of this article.

Funding

The authors received no financial support for the research, authorship and/or publication of this article.

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