

# **THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING DECISIONS MAKING**

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## **ABSTRACT**

Social media marketing returns consumers to the centre of the business universe, giving entrepreneurs a new set of tools to communicate with clients and integrate them into brand names in novel ways. At the core, marketers must understand how social media has impacted consumer buying behaviour. In contrast to conventional media, social media marketing is the contemporary aesthetic of marketing so it focuses on opening horizons for marketing companies to advertise a product or service. Consumer habits and gratification have previously become important assets for any organisation wishing to create a market role to increase cash flow. Organizations are using social media techniques for this reason. According to studies, businesses use social media advertising to interact with customers. Social media advertising has been selected based on a new means of dealing with customers and shifting their buying patterns. Individuals use social media to communicate their views, reviews, facts, advice, cautions, tips, and virtually any other topic that their “connection” or friends find fascinating. Marketers use social media as a means of advertising. The sample size was 220 participants, and the statistical findings were formed using univariate and cross-tabulation. Similarly, after conducting the complex statistical evaluation with SPSS and the analysis provided by the online platform the host of the survey, it is possible to see how much it is impacted and the true impact of Social Media Marketing evidenced in the Consumers Purchasing Decision Making process.

## **1. INTRODUCTION**

The birth of Social Media Marketing (SMM) has been one of the most considerable innovations in the history of commerce. This distinctive digital advancement in the last couple of years has dramatically altered traditional marketing methods, introducing marketers into the new era. SMM places customers back in the essential part of the business world, giving entrepreneurs a new set of tools to communicate with clients and incorporate them into products in novel ways. At the core, marketers must apprehend how social media has impacted consumer purchasing decisions (CBDM).

Consumption patterns are an effective marketing tool because it helps advertising agencies create successful marketing methods and strategies. For example, organisations may initiate new products that are initially acquired by a limited number of customers before steadily increasing the number of visitors. These days, social media is an important part of a given situation. Social networking sites platforms like Facebook, Twitter, Instagram, and Linked In have an increasing customer base. It is predicted that more than 500 million people are using social media. Marketers have been attracted in by the increasing number of people using social media. Marketers have acknowledged the significance of social media in their marketing communication. Moreover, social platforms businesses to interact with customers.

These conversations assist businesses in determining client needs and gaining a better grasp of their market. Key business aspects of social media encourage customers to estimate products, suggest to contact information or friends, and share any purchase decisions they make via social networks. Social media communication has had an impact on consumer judgement and business tactics. According to consumer socialisation, communication between many consumers influences their perceptual, affective, and behavioural perceptions. Besides that, adverts on social media pages have created new consumer behaviour. Customers use social media to create purchases or conduct business.

Recommendations from acquaintances or interconnection on social media may also aid consumers in their judgement. These proposals may advantage brand attitudes, purchasing perceptions, and marketing attitudes. The more positive responses a service or product receives, the more satisfying it becomes for purchase behaviour. Most major brands and services have taken notice and have begun to focus on digital marketing.

## **2. LITERATURE REVIEW**

According to Rockendorf (2011), as marketers start to comprehend consumer buying behaviour and obtain insights into why the customer feels the way they do regarding specific issues, social media becomes a hub for market information. This article investigates SMM tools, the role of online advertising, internet forums, and E-word of mouth in influencing customer brand loyalty and buying behaviour. As per Forbes and Vespoli (2013), Social media can have an impact on purchasing behaviour in any good or service. Consumer decisions may be influenced by the quality, brand, advertising, or price. According to the findings of this study, people purchase either inexpensive or expensive items based on suggestions from social networks by their contact information or friends on social media.

The University examined the kind of product purchased as well as the value of the item using a sample of 249 consumer items. According to the results of this study, consumers buy either cheap or expensive items based on suggestions from social networks by their contacts or colleagues on social media.

The connection between social media and customer judgement demonstrates that social media influences consumer marketing attitudes, attitudes towards the brand, and buying intention. It will not essentially influence consumer decisions, but it may have a moderating impact. Social media can influence brand attitudes, which in turn affect buying behaviour. An optimistic brand image or product can influence consumer buying behaviour. When a consumer's social networking friend shares or suggests products or services on their social media, it affects brand attitude and decision-making. However, commercial advertising on social media influences both brand image attitudes and buying intention.

Social networks can be used to communicate companies and services with their clients in addition to advertising. According to another study, social media allows customers and prospective customers to interact directly with a major client. When customers use social media to look for and buy stuff, brand names and services can take advantage of this chance to advertise their goods. The internet user is a booming market worldwide; nevertheless, it offers a globalised level of cross-cultural feature extraction. This research, however, contends that it was the first step in e-Health revelations. Individuals reacted to information in social media more than they do to traditional media outlets. It is appealing and impacts people's decision-making because of the Internet, and it may be an important source of data.

### **3. METHODOLOGY**

For this research, a web-designed survey was created using "Google Drive," which would be based on a web link that can be launched in all internet computer systems including Internet Explorer, Google Chrome, Firefox, and Mac OS, among many others. Primary data were collected both for dependent and independent variables via an online questionnaire based on a structured survey in a web page layout posted on the "wall" of My Facebook, which can be sent to all of our friends. Approximately two hundred twenty (220) of 500 friends replied to the posted online questionnaire within the required period. Deductive research is used, and factors are evaluated using statistical analysis. Based on the results of Facebook survey participants, primary data are collected through survey questions with closed statements evaluated with a Likert scale. Approximately two hundred twenty (220) friends were recognised among 500 friends using a simple sampling method.

### **4. RESULTS AND DISCUSSION**

#### ***4.1 Choice of Social Media Contents***

There is numerous social media content available worldwide. For this research, Social Networking Websites (e.g., Facebook), Micro-blogging Sites (e.g., Twitter), Blogs/Forums, Social Reservation Sites/Social News (e.g., Reddit, Digg), Photo & Video Sharing Websites (e.g., Flickr, YouTube) are picked.

From 220 informants, 91.81% prefer Social Media Websites (e.g. Facebook), 4.54% prefer Picture & Video Sharing Websites (e.g. Flickr, YouTube), and 3.63% favour Microblogging (Twitter), with no one reliant on blog posts or Reddit Digg. So, in these social media posts, users love to use Facebook references when making buying decisions.

**Distribution of social media contents**

Choices of Social Media Contents	Facebook	Twitter	You Tube	Blogs/Forums	Reddit, Digg
Frequency	202	8	10	00	00
Percent (%)	91.81	3.63	4.54	00	00

## 4.2 Variables and Dimensions

### 4.2.1 Level of Independent Variable and Its Dimensions

SMM is evaluated using three dimensions based on the literature review e-word of mouth, supportive network, and social marketing. As an independent variable, SMM has a high level ascribed to the client's buying process for making decisions (Mean  $X_1 = 3.454545$ ; see table 1). Furthermore, the majority of participants shared a common opinion on the factor of SMM ideas (standard deviation = 0.6382486). Internal evaluation reveals that nearly all samples in

**Overall Measures of Independent Variable**

Description	Social Media Marketing ( $X_1$ )
Mean	3.454545
Standard Deviation (SD)	0.6382486
Decision Attribute	High Level

this research have a greater standard of aptitude for Digital Marketing.

**Table 1**

In particular, all SMM dimensions have top-level features in connection to their mean values (mean values of E-Word of mouth Factors  $X_{1.1} = 3.66$ , Social collective  $X_{1.2} = 3.50$ , and social media marketing  $X_{1.3} = 3.205$ ). Among these dimensions, E word of mouth has a greater average value and social media marketing has a lower average value compared to the other dimensions that focus on social media marketing. ( see table 2)

**Measurements for dimensions of SMM**

Dimensions of SMM	$X_1$
E- Word of mouth	3.66
Social community	3.50
social media advertising	3.205

**Table 2**

#### 4.2.2 Variable Level and Dimensions

The CBDM is graded on four dimensions:

1. Information search
2. alternative evaluation
3. purchase decision
4. post-purchase behaviour.

According to the average scores, all dimensions of CBDM have high-level qualities of respondents (mean values of information seeking X2.1 = 4.01, evaluate alternatives X2.2 = 3.65, purchasing behaviour X2.3 = 3.50, and post buying behaviour X2.4 = 3.832). Among such dimensions, information seeking of the CBDM procedure has a rising mean value; and Status relates less to Consumer Buying Decision Creating compared to the other dimensions (Tripathi, A. 2014).

Measures For dimension of CBDM

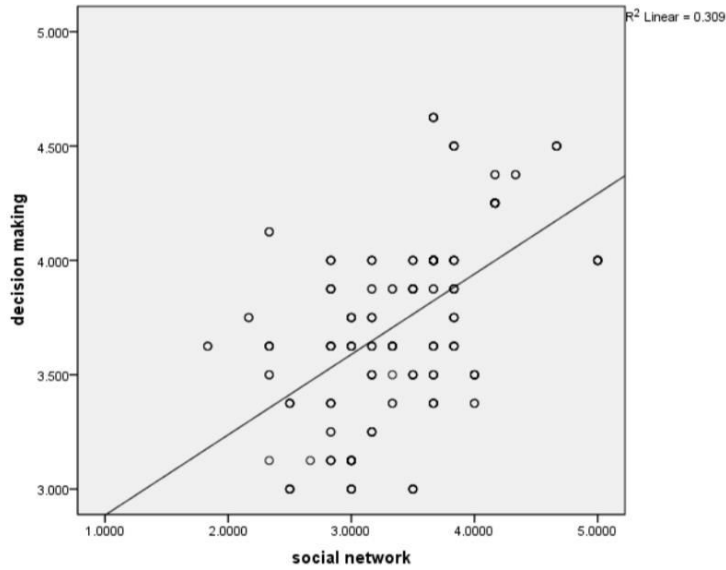
Description	Consumer Buying Decision Making (X <sub>2</sub> )
information search	4.01
evaluate alternatives	3.65
purchase decision	3.50
post purchase behavior	3.832

Overall Measures of Dependent Variable

Description	Consumer Buying Decision Making (X <sub>2</sub> )
Mean	3.74886
Standard Deviation (SD)	0.403854
Decision Attribute	High Level

#### 4.3 The Relationship between SMM and CBDM

The correlation analysis is briefly conducted to investigate the emergence of a linear relationship between SMM and CBDM. The results show an analytically linear and positive relationship ( $r^2 = 0.309$ ,  $p = 0.01$ ) between SMM and CBDM. Because the dots in the straight line are oriented upward. As shown in the picture, there is a positive connection between social media marketing and customer buying decision.



Thereby, accept the Hypothesis 1 H1 – i.e., SMM impacts on CBDM process.

According to table 3, WE reject the H0: there is no connection between SMM and CBDM since the sig (2-tailed) significance level is 0.000. Because it is less than 0.05, we reject H0 and accept H1, which indicates that there is a connection between SMM and CBDM. The individual comparison shows that there is a positive and strong connection between SMM and CBDM. So, based on this study, we can conclude that SMM affects CBDM(Tripathi, A. 2019).

**Correlation between SMM and CBDM process**

Pearson Correlation: r	0.556**
Sig. (2-tailed)	0.000

\*\* Correlation is significant at the 0.01 level (2-tailed).

Table 3

**5. CONCLUSION**

The independent variable in this study is SMM, and the dependent variable is CBDM. While these factors individually have reasonably high respondent attributes, Pearson's Correlation uncovers a strong positive linear connection between SMM and consumer buying decision-making. At the 1% level, the correlation coefficient (r<sup>2</sup>) was 30.9%. This suggests that social marketing strategy can predict buying decisions.

According to Chui and Manyika (2012), Rockendorf (2011), and Forbes and Vespoli (2013), SMM can have a positive effect on consumer buying decisions. SMM has the same

favourable impact on buying decisions in our study. This implies that SMM has a minor positive effect on the CBDM process.

**Recommendation:**

Based on the findings, some suggestions are offered to social media marketers to improve one's assistance. In conclusion, some advice for them to win the social networking market they are in is that good SMM requires an in-depth understanding of its company and a solid plan for how it can be utilized to accomplish company objectives. Before attempting to advertise their company on different networks, marketers should recognise SMM as a long-term way to solve that will bring them traffic straight away. And the moment that they don't want to risk losing guests and prospective customers, so make sure they have a very specific SMM timetable that you follow on all occasions.

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