Impact on Consumer Online Buying Actions Due To Social Media Marketing

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ABSTRACT: This research investigates the effect of social media marketing on customer purchasing behavior. The dependent variable is consumer purchasing behavior. The independent variables chosen include confidence in information, privacy concerns, social media usage, security on social media, and sense of dependability. The major data source is utilized to examine respondents' thoughts on the shift in consumption pattern caused by social media marketing.

The research is based on original data gathered from 60 participants. A systematic questionnaire is created to fulfill the study's goal. To examine the importance and influence of social media on customer purchasing behavior, the correlation coefficients and regression model are computed. The findings revealed that using social media had a favorable influence on customer purchasing behavior. It suggests that increased usage of social media influences customer purchasing behavior. Therefore, consumer purchasing behavior is influenced positively by privacy concerns. It suggests that more privacy in social media influences customer purchasing behavior. Moreover, confidence in information influences customer purchasing behavior positively. It implies that better and more accurate information utilized in social media marketing stimulates customer purchasing behavior. Similarly, social media security has a favorable influence on customer purchasing behavior. It suggests that an increase in social media security stimulates consumer purchasing behavior.

KEYWORDS: Social Media Use, Privacy Concerns, Information Trust, Perception Of Trustworthiness, Social Media Security

I.   INTRODUCTION:

As a result, different academics have defined the idea of consumer purchasing behavior in various ways. Consumer purchasing behavior is described as a series of behaviors including the purchase and usage of products and services as a consequence of the consumers' emotional and mental requirements and behavioral responses. Stallworth go on to say that the process may include several activities and phases. The digital revolution has accelerated the growth of social networks, and marketers utilize this medium to recruit consumers, provide product messages to clients, and promote their goods and services by influencing and manipulating their behavior toward their offerings

According to Kotler and Keller (2019), despite significant attempts to study and understand consumer purchasing behavior, it is very difficult to pinpoint the precise reasons why a customer chooses and prefers one product or service over another. This is due to the fact that customers' purchase choices are sometimes influenced by their emotions.

They have beliefs that they are not even aware of. Social media marketing places the consumer back at the center of the business world, giving marketers a new set of tools to connect with customers and integrate them into businesses in novel ways. In comparison to traditional media, it is the modern type of marketing since it focuses on developing new frontiers for marketers in order to advertise a product or service (Perumal and Yoganathen) (2018).

II.   LITERATURE REVIEW:
Bikhchandani and colleagues (2019)

Their study reveals whether or not customers will buy a product and whether or not they will recommend it to others. They are often used as factors for purchasing intention. The research also demonstrates that the outcome of information cascades on social media by various product features is unconditional, with varied levels of engagement by consumers. It finds that consumers attempt to demonstrate varying degrees

of participation in various scenarios involving brand purchasing and recommending to others.

ManjuAhuja 2017

In their work, they performed research on customers who use business-to-consumer sites to investigate the elements that impact their purchasing behavior and browsing activity during online purchases. The researchers also looked at the purchasing habits of customers with various demographic profiles, which might disclose diverse purchasing strategies and consumer behaviors for a certain class of goods and services. Social media is one of the most powerful variables influencing client purchasing behavior.

Muhammad ShafiqGul and colleagues (2018)

The researchers focused their investigation on determining the association between social media and client purchasing behavior. Students from academic establishments in Karachi participated in the research. The students completed around two hundred and sixty surveys. According to the research, there is no substantial association between customer purchasing behavior and social media.

Ramsunder, 2019

According to their findings, online brands have a significant effect on buyer selections. Consumers' opinions will impact one another. This form of customer feedback influences repurchases. As a result, consumers are turning to the Internet to get more information for their purchasing decisions.

RaghuramIyengar and colleagues, 2021

In Korea, researchers looked at how friends impact purchases through social media.

Their research focus on two major issues, the first question is "Is there any effect by friends on purchases by customers in social media \network", the second question is "if there is such influence which consumers are affected". Sample data from the social networking website Cyworld were used to improve the study.

Mir and colleagues (2019)

Hundreds of online news groups and chat rooms impact buyers' purchasing decisions. When a large number of consumers express good feelings about a brand, its image improves.

Dehghani and colleagues (2017)

Their research looks at the impact of knowledge inheritance on consumer behavior and brand reputation. With social media, knowledge inheritance occurs when a person watches the

behavior of others and makes a choice that others have previously made. The information cascade is often employed for one of two impacts on customers. Knowledge cascading causes the brand to seem high or low in Customer Intention to Purchase and may also have an influence on consumers' confidence in the brand. The research is aimed at consumers who have faith in the brand's image. These clients are swayed by the decisions of others.

TeenaBagga and colleagues (2017)

The research investigates the inner and exterior aspects that influence consumers' online purchasing habits. A systematic form was employed, and a survey with 200 samples was done. Questionnaires were provided by mail and also put on internet web sites, and they were completed by the respondents themselves. The statistical research discovered seven significant characteristics that influence customer purchasing behavior. These seven elements were: desire for Social Communication, website Characteristics, online Advertising, Leisure, Convenience, privacy concerns, and data Search.

Gupta, Garima (2019)

Her article examined the impact of social media on product purchasing. The findings demonstrated that social media has an impact on product purchasing intentions. With regard to social media, three aspects, namely product information, peer communication, and the amount of product engagement, have a significant influence on customers' buy intentions. Since the product is sold online, the author concludes that it cannot be investigated; nevertheless, perceived data given about the product on social media and information sharing among peer teams promotes customer analysis of the product and decision-making.

Geetanjali Naidu and colleagues (2017)

This research looks at the impact of social media on client purchase behavior in Raipur. According to the poll results, 75% of Indian youth use the internet to share their thoughts, opinions, and comments on various websites. According to the findings, consumers often utilize social media to get product information.

Background Of The Study

Abdel (2019) discovered the impact of social media on internet-based client purchasing decisions. According to the research, the interchange of information, assessments, and social

connection had a significant impact on purchase choices and customers.

According to D. Mersey, social media allows businesses to communicate with new and current customers, generating a stronger feeling of intimacy with clients and forging more meaningful relationships. This is especially crucial in today's corporate climate, because customer trust may be lost due to the smallest error, leading to the spread of negative feedback and information about a certain product, service, brand, or organization. As a result, many businesses are starting to see the true value of social networks and social media.

Hajli (2019) investigated the effect of social media on customers. According to the research, social media allows individuals to develop content via online groups, reviews, and recommendations. Customers develop online social support for their peers, thanks to social media. As a result, these encounters foster confidence in the networks in question.

Farook and Abeysekera (2016) investigated how social media marketing affects client engagement. According to the research, five characteristics have a substantial influence on consumer engagement: Trust in information, privacy concerns, sense of dependability, security in social media, and usage of social media. The more clients perceived a business to be trustworthy and safe, the better their interactions.

Schiffman et al. (2018) stated that reference groups may be classified into many forms, with virtual communities being one of the most significant. The sharing of information, experiences, and views among members of the group might help the product or service sell quicker or fail. Many social network organizations were giving customers with information to help them make the best purchasing choice. Sharma and Asad (2019) discovered that a brand or product has a considerable influence on customer sales, image, and, in particular, buying behavior. Likewise, Wang et al. (2018) investigated how online buyer socializing via various chat groups influences purchasing decisions in two ways.

First, friends explicitly suggested it, and second, engagement with the product. Customer equity drivers and customer equity had a strong negative influence on customer equity, as did brand equity. Companies may use social media websites to connect and interact with future and present customers, foster a heightened feeling of intimacy in the customer relationship, and develop all-important meaningful relationships with customers (Mersey et al. 2018).

Voramontri and Klieb (2018) investigated the effect of social media on customer behavior. According to the research, the usage of social media boosted customer happiness during the first stages of information search and alternative assessment but did not assist much in enhancing satisfaction during the buy choice stage or post-purchase evaluation. After an internet information assessment, many shoppers are simply content with conventional company purchase.

Elisabeta and Ivona (2016) investigated the influence of social media on customer behavior. The research discovered that a consumer's income influenced their decision to purchase a certain product. The research also found that social networks have a role in influencing consumer behavior in the virtual world, especially when the degree of message exposure and the relationship built between the diversity of information provided and the customer who is ready to make a purchase is high. Phusalux et al. (2020) investigated the role of social media on the purchasing habits of Malaysian adolescents.

According to the study's results, the WoM in social media marketing was the most important component in influencing customer behavior, as it positively affected brand choice, brand loyalty, and readiness to pay a premium price. Other drivers, such as engagement, entertainment, and customisation, have a substantial impact on the components of consumer behavior. Because of its strong discriminant validity with other factors, the variable trendiness was removed. Finally, brand equity is only proven to have moderating impacts on brand loyalty and willingness to pay a premium price when combined with entertainment.

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III. RESEARCH METHODOLOGY: METHODS FOR DATA COLLECTION & VARIABLES OF THE STUDY

Methods for data collection
Secondary Data
Secondary source of data was collected from
Books
Journals
Magazines
Web's big dataes

Plan of analysis
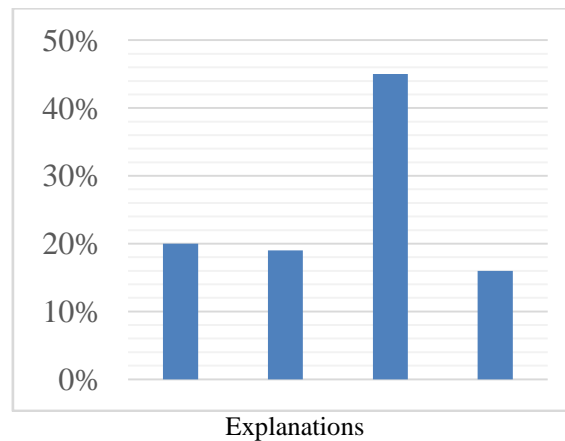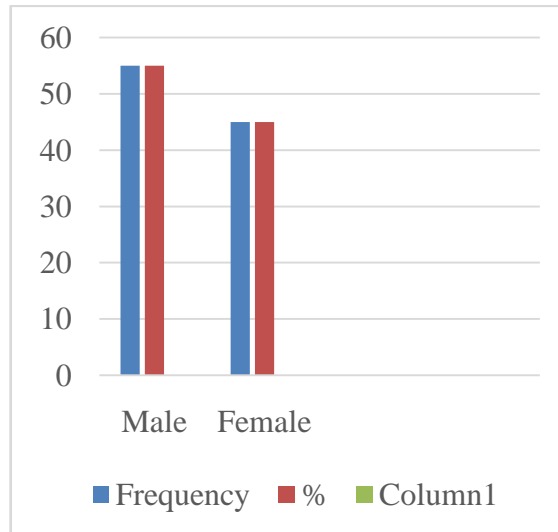Diagrammatic representation through graphs and charts
Big data able inferences will be made after applying necessary statistical tools.
Findings & suggestions will be given to make the study more useful.

IV. DATA ANALYSIS

Are you male or female?

Criteria	Frequency	%
Male	40	40%
Female	20	20%

Explanations

According to the table respondents 40% male & 20% female

What is the highest level of school you have completed or the highest degree you have received?

Category	Respondents	Percentage
Less than high school degree	20	20%
High school degree	10	10%
Bachelor degree	25	25%
Graduate degree	5	5%

Interpretation:
         25 people out of 60 surveyed hold advanced degrees; the others are either professionals (10%), college graduates (25%), or high school dropouts (5%).

V. CONCLUSION
Findings from this research demonstrate that social media has a significant impact on consumer habits. Consumers are influenced by things like social media promotions and discounts, social media influencers, and social media reviews of products. The research also shows that there are

several benefits of social media over conventional media. Advertising on social media channels draws in potential buyers. People are prompted to make purchases on social networking sites due to the availability of special deals and discounts advertised there.

Flipkart was found to be the most popular online buying destination. When individuals have questions or concerns about a product, they often turn to the information readily accessible on social media. It's safe to say that social media may have an effect on prospective customers at every step of the buying process and beyond. And it helped customers learn more about the items and services they were buying. Social media will continue to grow in significance in the years to come.

For starters, social media has had an enormous effect on both consumers and businesses. Regarding the first research question, the five-stage decision making model has provided a systematic approach in outlining the general stages that consumers engage in when making all purchases, while the information process theory addresses a more in-depth perspective on how information is used all through the decision-making process.

Both the social media and traditional media data analyses showed that consumers are selective in the information they choose to pay attention to and ultimately use in making a purchase decision. As a result of having several options for gathering data, consumers are able to be very selective in the initial phase of their information consumption journey. It's important to remember that how you feel about the information-gathering and evaluation process is a major factor.

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