

A Study on Impact of Social Media Marketing Influence Over Consumers Purchasing Decisions with Special Reference to Chikkamagaluru, Karnataka

Mr. Ravi I A^{1*}, Dr. Sudharshan G M²

¹Research Scholar, Department of MBA, PES Institute of Technology and Management, Shivamogga, India

²Professor, Department of MBA, PES Institute of Technology and Management, Shivamogga, India

*Corresponding Author

DOI: <https://doi.org/10.51583/IJLTEMAS.2023.12509>

Received: 20 April 2023; Revised: 15 May 2023; Accepted: 18 May 2023; Published: 08 June 2023

Abstract: This study focuses on how consumers' use of social media affects the decision-making process throughout the entire buying cycle, not only at the beginning. In this context, "complicated purchasing behavior" describes consumers who make few purchases each year but are highly invested in each one. There's a new fad developing around social networking. Blogs, social networks, and other user-created forms of online social interaction have proliferated over the past decade. That's the whole point of social media, and these tools are what's behind the exponential growth of user-generated content and the emergence of a truly global online community. The proliferation of social media has resulted in several online communities where users can communicate and share information and ideas. The rise of social media has ushered in a plethora of new channels for researching and vetting potential purchases. It is possible for strangers on social media to dominate a single consumer's opinion and comments on products and services, with knock-on effects in the real world. But, there is no denying that the rise of social media has put the consumer in charge, as their chats online are the sole source of content for many platforms. The marketers' goal is to learn how consumers use social media and how the stuff they see there influences their purchasing decisions. Data from 180 participants was also collected and confirmed, and factor analysis was deemed a statistical technique. The research concluded that social media has a favorable effect on consumers' shopping decisions.

Keywords: consumers'; purchasing behavior; Exponential growth; social media.

I. Introduction

The way in which businesses talk to their customers has been revolutionised by rise of the web and social media platforms. In essence, online internet and social media have grown into the main forces behind the evolution of Marketing & advertising. And over four billion individuals worldwide have access to the internet, and they use it to learn about the introduction of new products, the latest market trends, and the reviews and experiences of consumers who have purchased these products through online platforms like social network sites and blogs. The mainstream media has been supplanted by social media. With consumers increasingly becoming brand advocates on social media and turning to these channels for brand information, it's reasonable to assume that social media, in addition to more traditional means of marketing communication, has a major impact on a company's success. More than \$1.54 billion was allocated in 2008 by businesses towards the use and support of social media communications (Trusov et al., 2009).

Seventy-five percent of American internet users are active on at least one social media site, establishing social media as a mainstream phenomenon. When compared to traditional advertising channels like TV, radio, and newspapers, the viral spread of content through social media has a much greater potential to reach a wide audience (Keller, 2009). Consumers' actions are being phenomenally influenced by social media. According to Hussain (2012), customers have evolved from passive observers to active content creators as a result of the rise of social media. More than 22 million images related to Nike and 9 million images related to Starbucks have been shared on Instagram. Online authority is increasingly being exercised by customer-generated material pertaining to brands. Twenty-five percent of the entries for the twenty largest brands in the world mention user-generated content (Smith, 2015).

Businesses can benefit from social media in a number of ways, including increased brand awareness and recall, the spread of positive word-of-mouth, the development of new business relationships, the dissemination of useful information in a professional context, and the creation of new forms (Ballantine and Stephenson 2011). People's ability to connect with one another through social media facilitates the development of shared attributes that have a positive impact on trust. With the proliferation of SNSs and other forms of social media, understanding how consumers behave on these sites is an important area of study. This is because

SNSs are likely to inspire new forms of marketing in businesses by fostering relationships of trust with clients and altering their expectations regarding the ease and convenience of making purchases online.

Impact of social media on Shoppers

Consumers' pre- and post-purchase experiences are profoundly influenced by the social media environments in which they engage. The techniques for expanding social media make it possible for customers to interact with one another, share opinions and experiences, form communities, and feel like they belong to a larger group. Customers have faith in the products and services they purchase on their online platform, and they often recommend them to their friends, family, and colleagues in the hope of hearing their feedback. Hence, in order to promote their companies, marketers are addressing the intangible qualities of their image on social media.

According to (Saadia et al., 2013), people are already social, and buyers are exploring a wide range of behaviours, from consuming content to sharing information, ideas, and reviews with other buyers and interacting with them online. People all across the world used social media sites to organise themselves into networks with the intent of damaging and infiltrating businesses. Customers base their purchases and selections now on what is absolutely necessary for them. Consumer purchasing behaviour is defined as "the actions people take when acquiring, utilising, and disposing of products and services" (Blackwell, Miniard & Engel, 2001, p6). The "purchasing decisions" of customers, which consist of a number of different actions, are a crucial part of consumer behaviour. Those with more sway over a consumer's purchasing habits, such as members of their social circle or those in positions of authority, may exert pressure on their decisions.

Furthermore, buyers can do their own market research that will influence their decision to build them through the use of social media. There are two effects at work here. To begin, they have access to information about current consumer trends and the actions of their peers, both of which might have an indirect and direct impact on their final choice. Businesses now have a better way to find out what their customers want thanks to social media. The consumer's actions may be influenced by a variety of circumstances. Mental factors, such as cultural familiarity and creative motivation, economic factors, such as money and price sensitivity, and demographic or social factors, such as age, sex, socioeconomic status, and degree of education, may all play a role. There is evidence that social media has an impact on consumer behaviour for both goods and services. Customers' choices may be influenced by factors like as quality, brand, advertising, or cost when they use social media.

II. Literature Review

Xu Yun and Wenjin Zhao (2020) Understanding the ever-changing pattern of social media marketing and its effects on consumers, marketers, and the relationship between them is crucial as it is executed in accordance with the evolving market. In their study, Reto Felix et al. (2017) utilized a qualitative and theory-building strategy to create a four-pronged strategic framework for social media marketing. When it comes to social media marketing, you can find all the extremes you'd expect: from dictatorship to anarchy in terms of governance to a spectrum that spans from conservatism to modernism in terms of cultural values. By defining strategic social media marketing in depth, they present an integrative paradigm that goes beyond traditional marketing theory. In addition, managers can use the framework to situate their companies along these four dimensions in a way that is in line with the overarching goals of the company.

Students' attitudes towards social media marketing were investigated by Asad and Mohammed (2017) using a validated measure. The essential variables in shaping the attitude of SNSs users towards the social media marketing proved to be the perceived utility, quality, reliability, and online word of mouth. In spite of social media's meteoric rise in popularity over the past decade, just a handful of studies have investigated its commercial possibilities. In their study, Patrick et al. (2013) highlighted which features of social networking websites are most effective at encouraging users to browse products, and how this in turn influences users' intents to make purchases and share relevant content. Data from 165 social media users were analysed according to utilitarian and hedonic motivation theory to determine what characteristics lead to online shopping. The findings show that the user's desire to shop on these platforms is affected by both the utilitarian perspective, which is triggered by factors like convenience and product selection, and the hedonic perspective, which is triggered by factors like concept and adventure motivations.

Marketing campaigns that incorporate social media platforms are relatively new. This meteoric rise is a direct result of the proliferation of mobile phones, the development of digital technologies, and the expansion of internet capacity. Marketers now have access to a plethora of resources and channels for communicating with their target audience as a result of the proliferation of social media. Marketers can now contact more people than ever before because to the proliferation of social media platforms. Researchers Erkan Arkar and Birol Topcu (2011) set out to identify the variables that contribute to consumers' perceptions of social media advertising. Undergraduate students (those between the ages of 18 and 24) were polled using a questionnaire that included a consumer-based attitude scale with 32 items.

Six characteristics were discovered to alter consumers' attitudes about social media marketing across a variety of statistical investigations. There are a plethora of social media platforms where users can freely express their interests. Today's social media channels allow businesses to communicate with their end-users in a more effective and cost-efficient way than was previously possible. Many well-known companies rely heavily on social media to spread the word about their firm's existence and foster positive relationships with their clientele.

Social media's unique characteristics make it useful for businesses of all sizes, not just multinational conglomerates (Kaplan & Haenlein, 2010). In their research, Nga Ling Chan and Basak Denizci Guillet (2010) looked into how widely hotels in Hong Kong are using social media marketing. Using a total of 23 different social media platforms, they ranked the marketing efforts of 67 different Hong Kong hotels according to 18 different criteria. The survey found that, overall, hotels reduced their use of social media as a customer-research tool. Important issues were highlighted for the social media marketer to work on. Suitable suggestions for betterment were made.

III. Research Methodology

The study's goals are to (1) To identify the role of social media in the decision-making process of consumers, and (2) To quantify the degree to which consumers' perceptions are altered as a result of exposure to and participation in social media content and activities. The study findings are grounded in the observations of real-world consumers buying behaviours. The basic data comes from a sample of 180 respondents who were chosen at random. A systematic questionnaire was used for the data gathering. The analysis were done through factor analysis.

IV. Study Results

Table 1: Demographic profile

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	117	65.0	65.0	65.0
Female	63	35.0	35.0	100.0
Total	180	100.0	100.0	
Age Group"				
	Frequency	Percent	Valid Percent	Cumulative Percent
20 - 25	165	91.7	91.7	91.7
26 - 30	6	3.3	3.3	95.0
31 - 35	6	3.3	3.3	98.3
35 above	3	1.7	1.7	100.0
Total	180	100.0	100.0	
Income Level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Below 300000	147	81.7	81.7	81.7
300000 - 500000	15	8.3	8.3	90.0
500000 - 1000000	15	8.3	8.3	98.3
1000000 and Above	3	1.7	1.7	100.0
Total	180	100.0	100.0	
Qualification				
	Frequency	Percent	Valid Percent	Cumulative Percent

Graduation	21	11.7	11.7	11.7
Post-Graduation	156	86.7	86.7	98.3
Above Post Graduation	3	1.7	1.7	100.0
Total	180	100.0	100.0	
Occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Salaried	90	50	50	50
Business	90	50	50	100
Total	180	100	100	

Source: Author Compilation.

From the above table 1 depicts that 117 male and 63 were female respondents. Further, age group of 20 – 25 was 165, 26 – 30 were 6, 31 – 35 respondents were 6 and 35 above were 3 respondents. Also, income level of respondents were below 300000 were 147 respondents, between 300000 – 500000 were 15 respondents, 500000 – 1000000 were 15 and 1000000 and Above were 3 only respondents. The level of qualification among the respondents was Graduation were 21, Post-Graduation were 156 and Above Post Graduation were 3 respondents. The occupation of the respondents was found to be 90 salaried and 90 from business background.

Table 2: Descriptive Statistics of modern social media marketing channels influence buying behavior.

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Facebook	180	1	5	3.77	.958	-.326	.181	-.329	.360
Whatsapp	180	1	5	3.83	.881	-1.004	.181	1.812	.360
Instagram	180	2	5	4.30	.762	-1.257	.181	1.904	.360
Twitter	180	1	5	3.62	1.085	-.464	.181	-.517	.360
LinkedIn	180	1	5	3.72	.953	-.344	.181	-.264	.360
Google Adds	180	1	5	4.13	.994	-1.411	.181	1.875	.360
Valid N (listwise)	180								

Source: Author Compilation.

Above table 2 specifies the descriptive statistics of modern social media marketing channels influence buying behavior. Were Facebook have the mean score of 3.77 with deviation of 0.958. Further, Whatsapp have mean score of 3.83 with deviation of 0.881. Also, Instagram have a mean score of 4.30 with deviation of 0.762. Furthermore Twitter have the mean score of 3.62 with deviation of 1.085. Further, LinkedIn have the mean score of 3.72 with a deviation of 0.953 and eventually, Google adds have a mean score of 4.13 with a deviation of 0.994.

Table 3: Factor Analysis of modern social media marketing channels influence buying behavior.

Correlation Matrix

		Facebook	Whatsapp	Instagram	Twitter	LinkedIn	Google Adds
Correlation	Facebook	1.000	.252	.280	.527	.368	.332
	Whatsapp	.252	1.000	.325	.389	.183	.179
	Instagram	.280	.325	1.000	.323	.557	.301
	Twitter	.527	.389	.323	1.000	.575	.219
	LinkedIn	.368	.183	.557	.575	1.000	.376
	Google Adds	.332	.179	.301	.219	.376	1.000

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.667
Bartlett's Test of Sphericity	Approx. Chi-Square	283.026
	df	15
	Sig.	.000

Communalities		
	Initial	Extraction
Facebook	1.000	.620
Whatsapp	1.000	.284
Instagram	1.000	.478
Twitter	1.000	.598
LinkedIn	1.000	.470
Google Adds	1.000	.318
Extraction Method: Principal Component Analysis.		

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.768	46.134	46.134	2.768	46.134	46.134
2	.900	15.000	61.134			
3	.810	13.492	74.627			
4	.757	12.622	87.249			
5	.505	8.418	95.667			
6	.260	4.333	100.000			
Extraction Method: Principal Component Analysis.						

Component Matrix ^a	
	Component
	1
Facebook	.787
Whatsapp	.533
Instagram	.692
Twitter	.773
LinkedIn	.686
Google Adds	.564
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

From the above table 3 specifies that Facebook as the highest influence over modern social media marketing channels influence buying behavior followed by twitter, Instagram compared with whatapp advertisements.

Table 4: Descriptive Statistics of Conventional social media marketing channels influence buying behavior.

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Radio	180	1	5	3.22	1.159	-.041	.181	-.829	.360
Television	180	1	5	4.27	.774	-1.380	.181	3.554	.360
News paper	180	1	5	4.12	.800	-1.207	.181	2.742	.360
E-Mail	180	1	5	3.83	.937	-.651	.181	.198	.360
Flyers	180	1	5	3.40	1.102	.067	.181	-.761	.360
Text Messages	180	1	5	3.57	1.042	-.314	.181	-.392	.360
Valid N (listwise)	180								

Source: Author Compilation.

The above table depicts that Descriptive Statistics of Conventional social media marketing channels influence buying behavior. Radios mean score found to be 3.22 with deviation of 1.159. Further, Television mean score found to be 4.27 With deviation of 0.774 Also, Newspaper mean score found to be 4.12 With deviation of 0.8. Furthermore, E-Mail mean score found to be 3.83 With deviation of 0.937 Also, Flyers mean score found to be 3.4 With deviation of 1.102 and Text Messages mean score found to be 3.57 With deviation of 1.042.

.Table 5: Factor Analysis of modern social media marketing channels influence buying behavior.

Correlation Matrix							
		Radio	Television	News paper	E-Mail	Flyers	Text Messages
Correlation	Radio	1.000	.309	.569	.389	.601	.675
	Television	.309	1.000	.599	.524	.326	.310
	News paper	.569	.599	1.000	.429	.346	.584
	E-Mail	.389	.524	.429	1.000	.292	.441
	Flyers	.601	.326	.346	.292	1.000	.532
	Text Messages	.675	.310	.584	.441	.532	1.000

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.744
Bartlett's Test of Sphericity	Approx. Chi-Square	453.956
	df	15
	Sig.	.000

Communalities		
	Initial	Extraction
Radio	1.000	.655
Television	1.000	.448
News paper	1.000	.639
E-Mail	1.000	.453
Flyers	1.000	.477
Text Messages	1.000	.656

Extraction Method: Principal Component Analysis.

Component Matrix ^a	
	Component
	1
Radio	.809
Television	.669
News paper	.800
E-Mail	.673
Flyers	.691

Text Messages	.810
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

From the above table study found that Radio and Text messages as the highest influence over conventional social media marketing channels influence buying behavior followed by Television, Flyers compared with E-mail advertisements.

Table 6: Descriptive Statistics of Purchasing influential factors in relation to products and services on social media platforms.

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Reading Regular Blogs	180	1	5	3.78	.953	-.493	.181	-.113	.360
Prefereing reviews on social media platform	180	1	5	4.17	.759	-1.221	.181	3.397	.360
Refering social media platform to view advertisements	180	1	5	4.05	.827	-.991	.181	1.793	.360
Openions on social media platforms	180	1	5	4.02	.766	-1.161	.181	3.049	.360
Refering Likes and Dislikes	180	1	5	4.05	.867	-.877	.181	1.092	.360
Reference link from friends	180	1	5	3.98	.849	-.966	.181	1.511	.360
Refering Companies website and detail discription about product / Service.	180	1	5	4.15	.875	-1.057	.181	1.386	.360
After purchase opnion shared	180	1	5	4.00	.859	-.963	.181	1.411	.360
Refreing to promotion offers on purchasing decision	180	1	5	3.98	.808	-.932	.181	1.862	.360
Considereing Useage reviews	180	1	5	4.03	.838	-.926	.181	1.511	.360
Valid N (listwise)	180								

Source: Author Compilation.

The above table depicts that descriptive Statistics of Purchasing: influential factors in relation to products and services on social media platforms Reading regular blogs, the mean score was found to be 3.78 with a deviation of 0.953. In addition, preferred reviews on social media platforms revealed a mean score of 4.17 with a standard deviation of 0.759. Furthermore, using social media platforms to view advertisements, the mean score was found to be 4.05 with a deviation of 0.827. Also, the mean score for opinions on social media platforms was 4.02 with a deviation of 0.766, and the mean score for referring likes and dislikes was 4.05

with a deviation of 0.867. Furthermore, the mean score in the reference link from friends was found to be 3.98 with a deviation of 0.849. Further, referring companies' websites and detailed descriptions of the product or service the mean score was discovered to be 4.15, with a standard deviation of 0.875. Also, after purchase, opinions shared their mean score, which was found to be 4 with a deviation of 0.859. Furthermore, referring to promotion offers on purchasing decisions, the mean score was found to be 3.98 with a deviation of 0.808. Taking into account usage reviews, the mean score was discovered to be 4.03 with a deviation of 0.838. .

Table 7: Factor Analysis of Purchasing influential factors in relation to products and services on social media platforms.

Correlation Matrix											
		1	2	3	4	5	6	7	8	9	10
Correlation	1	1.000	.514	.588	.510	.419	.451	.341	.532	.539	.450
	2	.514	1.000	.494	.601	.242	.473	.366	.515	.551	.439
	3	.588	.494	1.000	.686	.604	.574	.592	.590	.678	.674
	4	.510	.601	.686	1.000	.453	.671	.647	.663	.650	.704
	5	.419	.242	.604	.453	1.000	.548	.565	.383	.456	.551
	6	.451	.473	.574	.671	.548	1.000	.477	.529	.513	.566
	7	.341	.366	.592	.647	.565	.477	1.000	.602	.620	.702
	8	.532	.515	.590	.663	.383	.529	.602	1.000	.652	.652
	9	.539	.551	.678	.650	.456	.513	.620	.652	1.000	.594
	10	.450	.439	.674	.704	.551	.566	.702	.652	.594	1.000

Source: Authors Compilation. Note: 1 - Reading Regular Blogs, 2 - Preferring reviews on social media platform, 3 - Referring social media platform to view advertisements, 4 - Opinions on social media platforms, 5 - Referring Likes and Dislikes, 6 - Reference link from friends, 7 - Referring Companies website and detail description about product / Service, 8 - After purchase opinion shared, 9 - referring to promotion offers on purchasing decision, 10 - Considering Usage reviews.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.913
Bartlett's Test of Sphericity	Approx. Chi-Square	1136.304
	df	45
	Sig.	.000

Communalities		
	Initial	Extraction
Reading Regular Blogs	1.000	.468
Preferring reviews on social media platform	1.000	.444
Referring social media platform to view advertisements	1.000	.714
Opinions on social media platforms	1.000	.742
Referring Likes and Dislikes	1.000	.449
Reference link from friends	1.000	.564

Referring Companies website and detail description about product / Service.	1.000	.597
After purchase opinion shared	1.000	.638
Referring to promotion offers on purchasing decision	1.000	.665
Considering Usage reviews	1.000	.687
Extraction Method: Principal Component Analysis.		

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.969	59.689	59.689	5.969	59.689	59.689
2	.923	9.235	68.924			
3	.694	6.935	75.859			
4	.569	5.688	81.547			
5	.428	4.275	85.822			
6	.362	3.619	89.441			
7	.342	3.418	92.859			
8	.279	2.789	95.648			
9	.239	2.387	98.034			
10	.197	1.966	100.000			
Extraction Method: Principal Component Analysis.						

Component Matrix^a	
	Component
	1
Reading Regular Blogs	.684
Preferring reviews on social media platform	.667
Referring social media platform to view advertisements	.845
Opinions on social media platforms	.861
Referring Likes and Dislikes	.670
Reference link from friends	.751
Referring Companies website and detail description about product / Service.	.773
After purchase opinion shared	.799
Refereeing to promotion offers on purchasing decision	.815
Considering usage reviews	.829

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

The above table purchasing influential factors in relation to products and services on social media platforms. Specifies that Opinions on social media platforms and referring social media platform to view advertisements, Refereeing to promotion offers on purchasing decision and considering usage reviews have highest impact over consumer purchasing decision over compaired with Reference link from friends, Referring Companies website and detail description about product / Service and After purchase opinion shared.

Table 8: Descriptive Statistics of factors influential Purchasing decision in relation to Advertisement on social media platforms.

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Attractive advertisements	180	3	5	4.28	.610	-.241	.181	-.596	.360
Interesting and Interactive	180	3	5	3.98	.593	.004	.181	-.113	.360
Informative advertisements	180	2	5	4.25	.724	-.687	.181	.135	.360
Reliable information	180	2	5	3.98	.672	-.315	.181	.218	.360
Credibility	180	2	5	3.90	.725	-.112	.181	-.479	.360
Specifically targeting a group	180	2	5	4.18	.808	-.732	.181	-.055	.360
Valid N (list wise)	180								

Source: Author Compilation

The above table depicts factors that influence purchasing decisions in relation to advertisements on social media platforms. Attractive advertisements mean score was found to be 4.28 with a deviation of 0.61. Further, an interesting and interactive mean score was found to be 3.98 with a deviation of 0.593. Also, the informative advertisement mean score was found to be 4.25 with a deviation of 0.724. Furthermore, reliable information found the mean score to be 3.98 with a deviation of 0.672. Also, the credibility mean score was found to be 3.9 with a deviation of 0.725, and the specifically targeting a group mean score was found to be 4.18 with a deviation of 0.808.

Table 8: Factor Analysis of factors influential Purchasing decision in relation to Advertisement on social media platforms.

Correlation Matrix							
		Attractive advertisements	Interesting and Interactive	Informative advertisements	Reliable information	Credibility	Specifically targeting a group
Correlation	Attractive advertisements	1.000	.338	.446	.339	.481	.370
	Interesting and Interactive	.338	1.000	.596	.420	.503	.566

Informative advertisements	.446	.596	1.000	.284	.335	.523
Reliable information	.339	.420	.284	1.000	.615	.437
Credibility	.481	.503	.335	.615	1.000	.460
Specifically targeting a group	.370	.566	.523	.437	.460	1.000

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.794
Bartlett's Test of Sphericity	Approx. Chi-Square	386.033
	df	15
	Sig.	.000

Communalities		
	Initial	Extraction
Attractive advertisements	1.000	.434
Interesting and Interactive	1.000	.619
Informative advertisements	1.000	.520
Reliable information	1.000	.487
Credibility	1.000	.597
Specifically targeting a group	1.000	.590

Extraction Method: Principal Component Analysis.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.248	54.127	54.127	3.248	54.127	54.127
2	.884	14.736	68.863			
3	.713	11.891	80.754			
4	.457	7.613	88.367			
5	.397	6.624	94.992			
6	.300	5.008	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a	
	Component
	1
Attractive advertisements	.658
Intersting and Interactive	.787
Informative advetisements	.721
Relaible information	.698
Credibility	.773
Specificially targeting a group	.768
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

From the above table factors influential purchasing decision in relation to Advertisement on social media platforms. Interesting and Interactive, specifically targeting a group and Credibility in advertisements have highest impact over consumer decision compared with

Attractive advertisements and Reliably information.

V. Findings of the study

- The study found that Facebook as the highest influence over modern social media marketing channels influence buying behavior followed by twitter, Instagram compared with whatsapp advertisements.
- The study found that Radio and Text messages as the highest influence over conventional social media marketing channels influence buying behavior followed by Television, Flyers compared with E-mail advertisements.
- The purchasing influential factors in relation to products and services on social media platforms. Specifies that Opinions on social media platforms and Referring social media platform to view advertisements, Refereeing to promotion offers on purchasing decision and considering usage reviews have highest impact over consumer purchasing decision over compared with Reference link from friends, Referring Companies website and detail description about product / Service and After purchase opinion shared.
- Interesting and Interactive, specifically targeting a group and Credibility in advertisements have highest impact over consumer decision compared with Attractive advertisements and Reliably information.

Suggestions:

- Focus on Facebook, Twitter, and Instagram: As the study found that Facebook had the highest influence on buying behavior, followed by Twitter and Instagram, businesses should prioritize these social media platforms for their marketing efforts. Creating engaging and informative content on these platforms can help to attract and retain customers.
- Use a variety of conventional marketing channels: The study found that radio and text messages had the highest influence on buying behavior among conventional marketing channels, followed by television and flyers. Thus, businesses should use a variety of marketing channels to reach their target audience effectively.
- Encourage customer opinions and referrals: According to the study, opinions on social media platforms and referring to social media platforms to view advertisements had the highest impact on purchasing decisions. Therefore, businesses should encourage customers to share their opinions and refer their friends to their products or services.
- Provide promotion offers and usage reviews: The study found that referring to promotion offers and considering usage reviews had the highest impact on purchasing decisions. Therefore, businesses should offer promotions and encourage customers to share their positive experiences with their products or services.
- Create interesting and interactive content: As the study found that interesting and interactive content had the highest impact on consumer decisions, businesses should focus on creating engaging and interactive content that targets a specific group of customers.

- Ensure credibility in advertisements: According to the study, credibility in advertisements had the highest impact on consumer decisions. Therefore, businesses should ensure that their advertisements are trustworthy and provide reliable information to their customers.

VI. Conclusion

The most important details in this text are that Facebook is the highest influence over modern social media marketing channels, followed by Twitter, Instagram, and whatsapp advertisements. Radio and Text messages influence buying behavior, followed by Television, Flyers, and E-mail advertisements. Opinions on social media platforms and Referring social media platform to view advertisements, Refereeing to promotion offers, and considering usage reviews have the highest impact on consumer purchasing decision. Intersting and Interactive, Specificially targeting a group, and Credibility in advertisements have highest impact over consumer decision compared with attractive advertisements and Relaiblie information. Overall, businesses should use a mix of both modern and conventional marketing channels to reach their target audience effectively. Creating engaging and informative content and encouraging customer opinions and referrals can help to attract and retain customers. Additionally, providing promotions and ensuring credibility in advertisements can increase the likelihood of customers making a purchasing decision.

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