Factors Influencing the Consumer Adoption towards Social Media Marketing

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Abstract

The purpose of the research is to make a substantial contribution to the current body of literature by developing a cause-and-effect relationship-based model of the numerous elements that have an impact on consumers' acceptance of social media marketing. The sample is selected based on snowball sampling where the base group is instrumental in selection of respondents using the social media marketing. The sample size of the study is fixed to be 263 based on the z sample size calculator. The analytical framework consist the statistical tool of AMOS which establishes cause and effect relationship among the variables involved in the study. The model has provided a major outline of the quantum of association that exists between each variable and factor that is based on beta estimations obtained from the casual model. The use of social media marketing, which tries to change customer adoption as well as traditional marketing tactics, is quickly becoming the dominant type of modern marketing.

Keywords: Branding, Consumer Adoption, Ease of Use, Social Media Marketing.

Introduction

The social media's influence their features, benefits, and allure might be pulling people in and helping them to make decisions. As there are several social media platforms from which customers may seek information, it is crucial to address the question of which social media site is most reliable (as influence and information source). Another aspect of the difficulty is determining what level of social media engagement a customer is at and whether that stage is the most important in creating impact on consumer decision-making after the person has been involved with social media. Customers are influenced when they actively participate in social media. It's also possible that the weight given to the three types of influence—informational, normative, and value-expressive—differ at various points in the consumer decision-making

process. Because of this, determining how informative, normative, and value-expressive various social media platforms are at points in the consumer decision-making process becomes an additional difficulty.

Although there are certain benefits to use social media, these platforms also provide growing numbers of marketing and management issues for business. Invasion of content on social media that reduces organic reach, increasing audience engagement, juggling the management of presence on right social networks, content, campaigns, engagement, and analysis of social media performance are some of the top challenges faced by business in social media marketing. Consumers' social media habits, attitudes toward social media marketing, and the impact of such actions on their brand loyalty are all the factors that must be taken into account when formulating a successful social media strategy. As a result, understanding the habits of customers and the strategies used by marketers to engage with and influence the decisions of consumers through social media is a crucial first step.

Consumers actively communicate with one another and debate anything from vehicles and health to trash material, thanks to the internet's facilitation of free speech and the retention of individual agency. As a result, individuals are either helping business gain market share or giving marketers a run for their money by discussing various brands openly and candidly on the social web. In the context of social media, conversations between people may be casual and genuine, based on the shared interests, ideas, and connections between them. It involves taking part in a discussion and arriving to a consensus, usually to settle on a more desirable course of action. Marketers confront challenges not just from rival businesses but also from prospective customers, who access to a variety of choices based on widely disseminated information. Social media platforms are increasingly savvy marketers go to promote their products. Social media has evolved over the last decade from a mere tool to an integral component of people's daily lives. Users' engagement is largely responsible for the rise in popularity of marketing via social media. Companies nowadays utilize social media to promote their businesses in an effort to raise awareness and expand their customer base.

The marketing efforts can succeed, only when they to connect with the customers and go from site to site looking for answers. Business increasingly employs data evaluation tools to learn more about their customers and get honest opinions on how they're doing on social media. Understanding customer habits on social media is crucial for business growth. Knowing what customers care about in terms of a company's marketing strategy is crucial for catering to niche markets. This comprehension is useful for every step of the marketing process. While there are extremely proper procedures in place with regards to mapping and predicting, consumers' perceptions remain elusive and difficult to decipher. Yet, due to the availability of

demographic data, the task is far more challenging in India. India has the world's second-largest population, and its people live over a territory almost as large as the European Union. Many tourists and business are people from all around the globe have visited India. The invaders, rather of leaving after they had taken what they needed, decided to remain and contribute to the local way of life, customs, and beliefs.

Social Media Marketing

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. People use social media to stay in touch and interact with friends, family and various communities. Social media allows individuals to keep in touch with friends and extended family. Some people will use various social media applications to network and find career opportunities, connect with people across the globe with like-minded interests, and share their own thoughts, personal updates, and insights online.

Social media are communications on the Internet (such as on websites for social networking and micro blogging) through which users share information, ideas, personal messages, and other content (such as videos). Social networking and social media are overlapping concepts, but social networking is usually understood as users building communities among themselves while social media is more about using social networking sites and related platforms to build an audience the earliest forms of social media appeared almost as soon as technology could support them. E-mail and chat programs debuted in the early 1970s, but persistent communities did not surface until the creation of the discussion group network USENET in 1979. USENET allowed users to post and receive messages within subject areas called newsgroups. USENET and other discussion forums, such as privately hosted bulletin board systems (BBSs), enabled individuals to interact, but each was essentially a closed system. With the release in 1993 of the Mosaic web browser, those systems were joined with an easy-to-use graphical interface. The architecture of the World Wide Web made it possible to navigate from one site to another with a click, and faster Internet connections allowed for more multimedia content than could be found in the text-heavy newsgroups.

Evolution of social media marketing

Social media marketing has undergone a significant transformation since the inception of social media platforms in the early 2000s. In the beginning, social media platforms were primarily used for personal communication and networking, but as their user base grew, businesses began to recognize the potential of social media as a marketing tool.

Here are some key stages in the evolution of social media marketing:

The emergence of social media platforms: The first social media platforms like MySpace, LinkedIn, and Facebook were primarily used for personal communication and networking. However, businesses quickly saw the potential of these platforms to reach a wider audience.

Early adoption by brands: In the early days, businesses used social media primarily to create brand awareness and promote their products and services. Brands began to create social media pages to interact with their customers and showcase their products.

The rise of influencers: As social media platforms became more popular, individuals with large followings began to emerge as influencers. Brands started collaborating with influencers to promote their products and services.

The shift towards content marketing: With the rise of content marketing, social media platforms became a key channel for businesses to distribute their content. Brands began to create and share valuable content on social media to attract and engage their target audience.

The emergence of paid advertising: Social media platforms started offering paid advertising options, giving businesses the ability to target their audience and reach a larger number of people.

The importance of social media analytics: As social media marketing became more complex, businesses began to rely on social media analytics to measure the success of their campaigns and improve their strategies.

Today, social media marketing has become an integral part of many businesses' marketing strategies. With the rise of new social media platforms and features, businesses continue to find new ways to reach and engage their target audience.

Recent developments in social media marketing

Social media has become an integral part of our daily lives, and with the rise of various platforms, social media marketing has become a powerful tool for businesses to engage with their audiences, build brand awareness, and drive sales. In recent years, several developments have emerged in social media marketing, which has transformed the way businesses approach their social media strategies. Here are some of the recent developments in social media marketing:

The rise of video content: Video content has become increasingly popular on social media platforms. With the emergence of platforms like TikTok, Instagram Reels, and YouTube Shorts, businesses have the opportunity to create short-form videos to engage with their audiences. Short-form videos allow businesses to convey their message quickly, creatively, and entertainingly.

Influencer marketing: Influencer marketing has become an effective strategy for businesses to promote their products and services. Influencers are individuals who have a large following on social media platforms, and businesses collaborate with them to promote their products. Influencer marketing allows businesses to reach their target audience effectively and build brand awareness.

Social commerce: Social media platforms have become an important channel for businesses to sell their products. Social commerce allows businesses to sell their products directly to their social media followers. Platforms like Instagram and Facebook have introduced shopping features that allow businesses to create a seamless shopping experience for their customers.

Personalization: Personalization has become increasingly important in social media marketing. Businesses are leveraging data to personalize their social media content and advertisements to meet the needs of their audience. Personalization allows businesses to create a more meaningful connection with their audience and improve engagement.

Augmented Reality (AR) and Virtual Reality (VR): AR and VR have become popular in social media marketing. Platforms like Snapchat and Instagram have introduced AR filters that allow businesses to create interactive experiences for their audience. AR and VR allow businesses to create immersive experiences that engage their audience and drive sales.

Social media listening: Social media listening has become an important tool for businesses to monitor their brand reputation and customer feedback. Social media listening allows businesses to track conversations related to their brand and industry, and respond to customer feedback in a timely and effective manner.

Social media marketing is constantly evolving, and businesses need to stay up-to-date with the latest trends and developments to remain competitive. The recent developments in social media marketing have created new opportunities for businesses to engage with their audience, build brand awareness, and drive sales.

Pros and cons of social media marketing

Pros of Social Media Marketing:

Wider Reach: Social media platforms have billions of active users, which means your business can potentially reach a massive audience.

Targeted Advertising: Social media platforms allow businesses to target their ads to specific audiences based on demographics, interests, behaviors, and more. This allows for more precise targeting, reducing wasted ad spend and increasing the chances of conversions.

Cost-Effective: Social media marketing can be less expensive than traditional forms of advertising, such as TV or print ads.

Increased Brand Awareness: Consistent presence on social media can increase brand awareness and improve brand recognition, which can lead to more sales.

Customer Engagement: Social media provides a platform for businesses to engage with their customers, receive feedback, and respond to customer concerns and questions.

Cons of Social Media Marketing:

Time-Consuming: Maintaining an active presence on social media can be time-consuming, especially if a business wants to create high-quality content that resonates with its audience.

Constantly Changing Algorithms: Social media platforms are always changing their algorithms, which can make it challenging for businesses to keep up with the latest trends and reach their target audience effectively.

Negative Feedback: Social media allows for easy sharing of negative feedback, and it can be challenging for businesses to manage and respond to negative comments and reviews.

Risk of over sharing: Posting too frequently or sharing irrelevant content can cause followers to lose interest and disengage from a business's social media accounts.

Difficulty Measuring ROI: It can be challenging to accurately measure the return on investment (ROI) of social media marketing efforts, which can make it challenging to justify the expense to stakeholders.

Consumers' adoption to social media marketing

Social media has revolutionized the way businesses interact with their customers. With the rise of social media platforms, such as Facebook, Twitter, Instagram, and LinkedIn, businesses have been able to reach out to their target audience more easily and effectively. Social media marketing is the use of social media platforms and websites to promote a product or service.

Consumers' adoption of social media marketing has been on the rise over the years. In the early days of social media, consumers were skeptical of advertisements and promotional content on social media platforms.

However, with the increasing use of social media, consumers have become more accepting of social media marketing. Here are some reasons why consumers have adopted social media marketing:

Personalization: Social media marketing allows businesses to create personalized content that resonates with their target audience. This personalized content helps businesses to connect with their customers on a deeper level, leading to increased engagement and loyalty.

Authenticity: Social media marketing allows businesses to showcase their brand personality and values. This helps businesses to create an authentic connection with their customers, which is crucial in building trust and credibility.

Entertainment value: Social media platforms are known for their entertainment value. Businesses that can create entertaining content that is relevant to their target audience are more likely to capture their attention and engage with them.

Convenience: Social media marketing is convenient for consumers because they can easily access the content from their mobile devices, tablets, or desktop computers. This makes it easy for them to interact with the brand at their convenience.

Social proof: Social media marketing helps businesses to establish social proof by showcasing positive customer reviews, ratings, and testimonials. This helps to build trust and credibility, which is crucial in the decision-making process.

Overall, consumers' adoption of social media marketing has been on the rise due to the personalized, authentic, entertaining, and convenient nature of the content. Businesses that can create engaging content that resonates with their target audience are more likely to succeed in their social media marketing efforts.

Social media marketing can have several negative effects, including:

Over-reliance on social media: Some businesses may become too reliant on social media marketing, neglecting other forms of marketing that could be more effective for their target audience.

Negative feedback: Social media marketing can attract negative comments and feedback, which can damage a company's reputation and brand image.

Privacy concerns: Social media marketing involves collecting and using personal data, which can raise privacy concerns among consumers.

Inauthenticity: Some social media marketing campaigns can come across as inauthentic or insincere, which can turn off potential customers.

Information overload: With so much content being shared on social media, it can be challenging for businesses to stand out and get their message heard.

Addiction: Social media addiction is a real problem, and excessive social media use can lead to mental health issues like anxiety and depression.

Cost: Social media marketing can be costly, especially if businesses choose to pay for ads or work with influencers to promote their products or services.

It's important for businesses to consider these potential negative effects and develop a comprehensive marketing strategy that includes a range of channels and tactics, not just social media marketing.

Cautions to be taken regarding social media marketing

Social media marketing has become a popular and effective way for businesses to promote their products and services, engage with their target audience, and build brand awareness. However, it's important to exercise caution and be aware of potential pitfalls when using social media for marketing purposes.

Here are some cautions to be taken regarding social media marketing:

False claims: While it may be tempting to make bold claims about the products or services to attract customers, it's important to ensure that all claims are truthful and can be substantiated. Making false claims can damage brand's reputation and lead to legal issues.

Spamming: Spamming the social media followers with too many promotional messages can be counterproductive and lead to a loss of followers. Instead, focus on providing valuable content that the target audience will find useful.

Platform's terms of service: Each social media platform has its own terms of service that businesses must abide by. Failure to comply with these terms can result in account being suspended or even permanently banned.

Respect for the followers: Social media followers are real people, and it's important to treat them with respect. Companies shouldn't engage in spamming, trolling, or other unethical practices that can damage the brand's reputation.

Transparency: Transparency is the key when it comes to social media marketing. Company should not hide behind fake profiles or use deceptive tactics to promote the products or services.

Social media wars: It's easy to get caught up in social media arguments or "wars" with competitors or others in the industry. However, this can be detrimental to brand's reputation and can turn off potential customers. Instead, companies should focus on promoting brand's unique value proposition and building positive relationships with the target audience.

Protection of customer data: It's important to protect customer data when using social media for marketing purposes. Companies should comply with data privacy laws and take steps to secure customer information from hackers and other malicious actors.

Social media marketing can be a powerful tool for businesses to promote their products and services, but it's important to exercise caution and be aware of potential pitfalls. By following these cautions, it is possible to build a strong, positive brand image on social media and attract loyal customers.

Literature review:

Pollák, F., & Markovič, P. (2021)[1]

Over a decade, academics have delved deeply into the question of how best to use social media as a resource for ethical and sustainable corporate communication strategies. The research gives here delves into the question of whether or not customers are willing to engage with a company's social media communication efforts. The purpose of this research is to determine, via an empirical examination of data from 1584 residents of Central Europe, whether or not the kind of a customer's economic activity influences how receptive they are to corporate marketing communication through social media. A comprehensive statistical investigation suggests that customers' opinions about businesses' e-marketing efforts on social media have a considerable impact on their purchasing behavior. Customers who fall into the categories of students and business owners have a generally favorable impression of social media marketing, whereas consumers in the categories of the jobless and retirees have a more neutral impression. The amount of opposition indicated among all parties is negligible. Companies may maximize the effectiveness of their marketing budgets and avoid reputational risks in the market by narrowing their focus on online activities that are likely to resonate with certain consumer groups based on their shared characteristics

Almajali, D., Hammouri, Q., Majali, T., Al-Gasawneh, J., & Dahalin, Z. (2021)[2]

The focus of this research was the online shopping practices of Jordanian consumers. The focus of this study is to learn how social media influences consumers' confidence in and willingness to make purchases from online merchants. The effect of trust on business conducted through social networks was also studied. Much research has been done on how social commerce affects consumer behavior in online stores. A conceptual model was established and then evaluated using data from a survey of 150 people in Jordan. According to the results of the research, social media and social commerce significantly influenced the purchase habits of Jordanians in online stores. Moreover, trust has a major effect on business conducted through social networks. Moreover, consumer habits in online stores are impacted by social commerce.

[1] Pollák, F., & Markovič, P. (2021). Economic Activity as a Determinant for Customer Adaption of Social Media Marketing. *Sustainability*, *13*(7), 3999.

[2] Almajali, D., Hammouri, Q., Majali, T., Al-Gasawneh, J., & Dahalin, Z. (2021). Antecedents of consumers' adaption of electronic commerce in developing countries. *International Journal of Data and Network Science*, *5*(4), 681-690.

Cho, E., & Son, J. (2019)[3]

The goal of this research was to apply the technological acceptance paradigm to the phenomenon of social commerce by analyzing how social connectivity influences users' attitudes and intents (TAM). The suggested model is supported by data obtained from young adult social media users in the United States (n = 446). Social media users' views and intentions about embracing social commerce for the purchase of clothing are influenced by their judgments of the platform's ease of use, usefulness, and pleasure, according to a structural equation model. As compared to other TAM characteristics, social connectivity has the greatest effect on how easy something is to use. Consumers' intentions to embrace social commerce for garment purchases are significantly impacted by their perceptions of the benefits they would get from it. This research found that the more socially connected social media user is, the more favourably they see social commerce and the more likely they are to use it for cloth buying. The results show that social connectivity affects people's opinions of social commerce in a roundabout way, through their utilitarian (i.e., practical) and hedonic (i.e., pleasurable) impressions of it. Our results emphasize the significance of utilitarian and hedonic perceptions of social connectivity in boosting consumers' adoption of social commerce for buying clothing goods.

Akman, I. and Mishra, A. (2017)[4]

Changes in how customers and businesses communicate thanks to the rise of social media are dramatic. S-commerce, or online shopping through social media platforms, has been growing in popularity over the past few years. A review of the relevant literature reveals a dearth of investigations into whether or not s-commerce will emerge as the norm in marketing as technology continues to advance. In this study, we aim to forecast the elements that will determine whether or not consumers will embrace s-commerce. Important behavioral characteristics including pleasure, ethics, trust, enjoyment/ease, social pressure, and awareness are surveyed in this research. The framework of the study was written to match the current research. Information was scored on a 5-point Likert scale, and then the research model was put through its paces using least squares regression. Perceived trust, enjoyment/ease, social pressure, pleasure, and awareness were shown to have a positive and substantial relationship with user intention. As a mediating element, "intention" was also shown to be very influential in terms of actual application.

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[3] Cho, E., & Son, J. (2019). The effect of social connectedness on consumer adaption of social commerce in apparel shopping. *Fashion and Textiles*, *6*(1), 1-17.
[4] Akman, I. and Mishra, A. (2017), "Factors influencing consumer intention in social commerce adaption", *Information Technology & People*, Vol. 30 No. 2, pp. 356-370

Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. (2016)[5]

The theoretical and practical implications of user-generated content for online stores and social media have been discussed. Little is known about the adoption process when consumers are presented with EC-eWOM and SM-eWOM concurrently since most prior research concentrate on either eWOM via e-commerce websites (EC-eWOM) or social media (SM-eWOM). We pay special attention to this issue by seeing their adoption as a dynamic process. From the standpoint of cognitive cost theory, it elucidates the process via which customer adoption occurs. To explain the connection between the two forms of eWOM, a conceptual model is developed. According to the data, the credibility and utility of EC-eWOM have a favorable effect on its uptake, while having the opposite effect on SM-eWOM. Adoption of EC-eWOM has a detrimental effect on SM-eWOM adoption and works as a mediator between the relationships of SM-utility, eWOM's credibility, and adoption. Cognitive ability and customer engagement are also mentioned as potential moderators. This work expands on the theoretical research regarding eWOM in the setting of social commerce by explaining the adoption of the two kinds of eWOM based on the cognitive cost theory.

Friedrich, T. (2016)[6]

Social commerce, the mix of e-commerce operations with social media, is a profitable technique for e-commerce enterprises to improve their sales volumes. Companies need to know how to encourage customers to engage in social commerce since these programs rely heavily on customers' social connections. Some empirical research have looked at what characteristics drive consumers to embrace social commerce; nevertheless, their conclusions are dispersed across the literature base, are not always clear, and are not easily compared. The study performs a thorough evaluation of the empirical literature on the adoption of social commerce by consumers in order to integrate these results. In particular, we isolate and categorize antecedents and consequences (intentions and actions) that have a common conceptual basis. Additionally, we utilize a vote-counting approach and a sign test to aggregate the claimed impacts between the covariates and outcome variables. By reviewing 61 research papers, we present an organized and complete list of determinants and their possible implications on different adoption-related outcome variables. The findings indicate that the impacts are more definitive for certain variables than others; this is the case with trust, usefulness, and social influence but not with pleasure, risk, or social presence, all of which call for more research.

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[5] Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. (2016). E-WOM from e-commerce websites and social media: Which will consumers adopt?. *Electronic Commerce Research and Applications*, *17*, 62-73.

[6] Friedrich, T. (2016). On the factors influencing consumers' adaption of social commerce–a review of the empirical literature. *Pacific Asia Journal of the Association for Information Systems*, *8*(4), 2.

Friedrich, T. (2015)[7]

Social commerce, or the integration of social media with electronic commerce, has emerged as a promising strategy for businesses to reap economic benefits from customers' social interactions online. Several online retailers are still puzzling over what motivates customers to engage in social shopping. The results of the initial empirical research that looked at the elements that impact customers' adoption of social commerce are all over the place, not always clear, and not easily comparative. We use a comprehensive literature study to compile these results. By reviewing 38 scholarly articles, we provide a detailed and organized inventory of the variables that contribute to consumers' adoption of social commerce. The findings have implications for future studies that aim to further our knowledge of the factors that influence consumers' willingness to engage in social commerce.

Dahnil, M. I., Marzuki, K. M., Langgat, J., & Fabeil, N. F. (2014)[8]

Small and medium-sized businesses (SMEs) throughout the world are rapidly using and adopting social media marketing as a new communication channel, which presents exciting new prospects for marketing researchers and academics interested in SMEs to conduct actionable, impactful studies. This research aims to undertake a literature review on what motivates SMEs and other organizations to use social media marketing strategies. This will help others paint a more complete picture of where the field of study on the adoption of social media marketing stands at the worldwide level right now. In addition, it provides a helpful framework for assessing the kind of studies that should be conducted to further knowledge in the connected field of social media advertising.

Jiao, Y., Yang, J., & Xu, S. (2013)[9]

While numerous researchers have recently examined the elements that influence consumer adoption of social media, no studies have been discovered to have been undertaken from the standpoint of social media characteristics. To address this gap what this research is all about. Customer adoption intent is an endogenous component in our conceptual framework, whereas properties of social media (such as information availability, participation, engagement, sharing, and connection) are exogenous factors. Using AMOS 7.0 and SPSS 17.0, we analyzed data from 624 individuals who participated in the online survey.

[7] Friedrich, T. (2015). Analyzing the Factors that Influence Consumers' Adaption of Social Commerce–A Literature Review.

[8] Dahnil, M. I., Marzuki, K. M., Langgat, J., & Fabeil, N. F. (2014). Factors influencing SMEs adaption of social media marketing. *Procedia-social and behavioral sciences*, *148*, 119-126.

[9] Jiao, Y., Yang, J., & Xu, S. (2013, October). A study of the impact of social media characteristics on customer adaption intention of social media. In *International Academic Workshop on Social Science (IAW-SC-13)* (pp. 1095-1099). Atlantis Press.

The results showed a favorable correlation between these factors and the likelihood of a consumer making a purchase

Lorenzo-Romero, C., Constantinides, E., & Alarcón-del-Amo, M. D. C. (2011)[10]

The goals of this research are to investigate the elements that contribute to SNS acceptance, to examine the habits and routines of SNS users, and to evaluate the level of SNS acceptance in the Netherlands. The variables affecting the extent to which people accept and utilize social networking sites were analyzed using a structural equation modeling approach and an expanded version of the technology acceptance model (TAM). The information was gathered via a nationwide online poll of Dutch SNS users. All except one of the hypotheses tested had their predictions confirmed, showing positive correlations and effect between the examined constructs. The conventional TAM has been the subject of much research into the analysis of technology uptake. However there has been surprisingly little research done on SNS uptake. The research sheds fresh light on this kind of adoption. In addition, the research enhanced the conventional TAM method by include two user-specific factors, namely trust and perceived risk.

Research Gap

According to this survey of the literature on social media and branding, very few studies have focused on the topic of using social media to promote Indian brands or Indian consumers' engagement with such brands. There is a standard literature on the topic of brand communication tools, but the focus of the investigation on industries that are actively expanding their social media presence in India and, we assume, reaping the benefits. Although though Indians utilize social media often, there is a lack of specific studies with in the country. Earlier studies that attempted to quantify brand communication on social media focused mostly on promotional activities. Previous studies have examined how social media influences consumer behavior and the formation of consumers' perceptions while making purchases. Despite the growing popularity of social media among Indian internet users and brand marketers, very little has been studied on Indian internet users' social media consumption habits, attitudes, perceptions, or levels of engagement within these platforms. In addition, there is a dearth of studies examining how consumers have adjusted to brand marketing on social media.

Statement of the Problem

Since more and more individuals sign up for social media accounts every day, businesses have a greater opportunity to interact with their target audiences and, ultimately, boost sales. When compared to

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[10] Lorenzo-Romero, C., Constantinides, E., & Alarcón-del-Amo, M. D. C. (2011). Consumer adaption of social networking sites: implications for theory and practice. *Journal of research in Interactive Marketing*, 5(2/3), 170-188.

other forms of advertising, social media marketing is more cost-effective, can help to reach your target audience, increase conversions, measure the efficacy of your campaigns, broaden the audience, improve your SEO, provide better customer service, increase brand recognition and loyalty, and much more. Although there are certain benefits in using social media, these platforms also provide growing numbers of marketing and management issues for businesses. Invasion of social media with content that reduces online visibility, growing audience interaction, trying to balance the governance of existence on right social networking sites, content, campaigns, engagement, and analysis of social media performance are some of the top challenges faced by businesses in social media marketing. These issues are at the heart of the research project, which aims to evaluate consumer attitudes toward social media marketing in the study region.

Research Question

- What are the various factors that are the determinants of consumer adoption towards the social media marketing?

Importance of the Study

To engage audiences, spread brand awareness, and strengthen companies in the modern day, marketers can't rely only on time-honored practices. In order to foster consumer connections and keep up with the ever-changing marketplace, companies must embrace social media marketing if they want to succeed in the long run. To accomplish this success, businesses must have a deeper understanding of their target audience and their needs in order to design and execute social media strategies that will bring them closer to their objectives. While social media marketing is still in its infancy in India, it has taken the internet by storm, with businesses of all stripes jumping on the bandwagon. In order to develop effective marketing strategies, businesses need a solid theoretical framework of social media and the use. The need for a more comprehensive strategy to evaluate all facets of social media is vital in order to make well-informed judgements on marketing communication. In addition, there is a dearth of studies looking at how social media marketing from lifestyle firms affects the purchasing decisions and loyalty of millennials. The millennial generation is particularly vulnerable to the growing impact of social media. Information technology has had a profound impact on their daily lives and careers, making them the first generation to have their whole lives in a digital setting. This research presents a comprehensive review of the available academic literature on social media and effectively extracts the recurrent themes. After completing the retrospective analysis, this study will provide a solid foundation for future studies. This research highlights the potential of social media in establishing and maintaining a connection between a brand and its target

audience from the standpoint of marketing communication. The findings of this research have important advertising implications since they focus attention on a heretofore untapped angle. This research contributes to the evaluation of consumer adoption of social media marketing in the study region by highlighting the importance of customer participation in forging a strong brand-consumer bond.

Objective of the Study

- To identify the various factors that are the determinants of consumer adoption towards the social media marketing

Research Methodology

There are many different scales on which research methodologies might be applied to a set of research questions. Ideas and theories are developed, problems are defined, resources are identified, data are analyzed, results and their consequences are reported. Empirical research is the broad category that describes the majority of studies. The relationship between empirical research and qualitative research is stronger than conclusive research and quantitative research. Both empirical methods have played important parts in our investigation. The literature review, the development of research goals, the validation, and the initial goal of the study were all conducted using the qualitative approach. Both the general strategy and the reasoning behind the decision to use a qualitative approach have been outlined. The study's dependent variable, consumer adoption of social media marketing, is a multi-staged procedure. The sample is selected based on snowball sampling where the base group is instrumental in selection of respondents using the social media marketing. The sample size of the study is fixed to be 263 based on the z sample size calculator. The analytical framework consist the statistical tool of AMOS which establishes cause and effect relationship among the variables involved in the study.

Analysis and Interpretation

After cleaning up the data, the statistical software was used to conduct an analysis of the customers' perspectives about the effects of social media marketing on consumer adoption. This was done after the removal of any irrelevant information. The primary objective of the research is to construct a model that analyzes the impact of social media marketing using cause and effect relationships.

The following findings, which are based on the SEM model, will assist in better understanding the implications.

Structural Equation Modeling of Consumer Adoption towards Social Media Marketing

After the completion of the component analysis, the factors that were produced were coded in order to evaluate the cause and effect connection. According to the findings of the factor analysis, there are three

significant effects that have been caused by marketing via social media on the consumer behavior of those who use organic food items. The following provides an explanation of the codes that were used for the various elements and variables that are utilized throughout the investigation.

Factor – I – Reliability and Transparency   *- RT*

Reliable information on advertising	–	RT1
Open statement in ingredients	–	RT2
Transparency in production methods	-	RT3
Competitive Pricing	-	RT4
Higher frequency in advertising	-	RT5

Factor – II- Global Reach and Mass Advertisements   *- GRMA*

Reaches all geographic segmentation	-	GRMA1
Address massive population	-	GRMA2
Reduced Cost	–	GRMA3
Round the clock connectivity	-	GRMA4

Factor – III- Affordable Technology and Ease of Use   *- ATEU*

Technology is affordable	-	ATEU1
User friendly system	-	ATEU2
Cost efficiency in usage	-	ATEU3
Need to increase reliable infrastructure	–	ATEU4

Confirmatory Factor Analysis Modeling

Social Media Mai
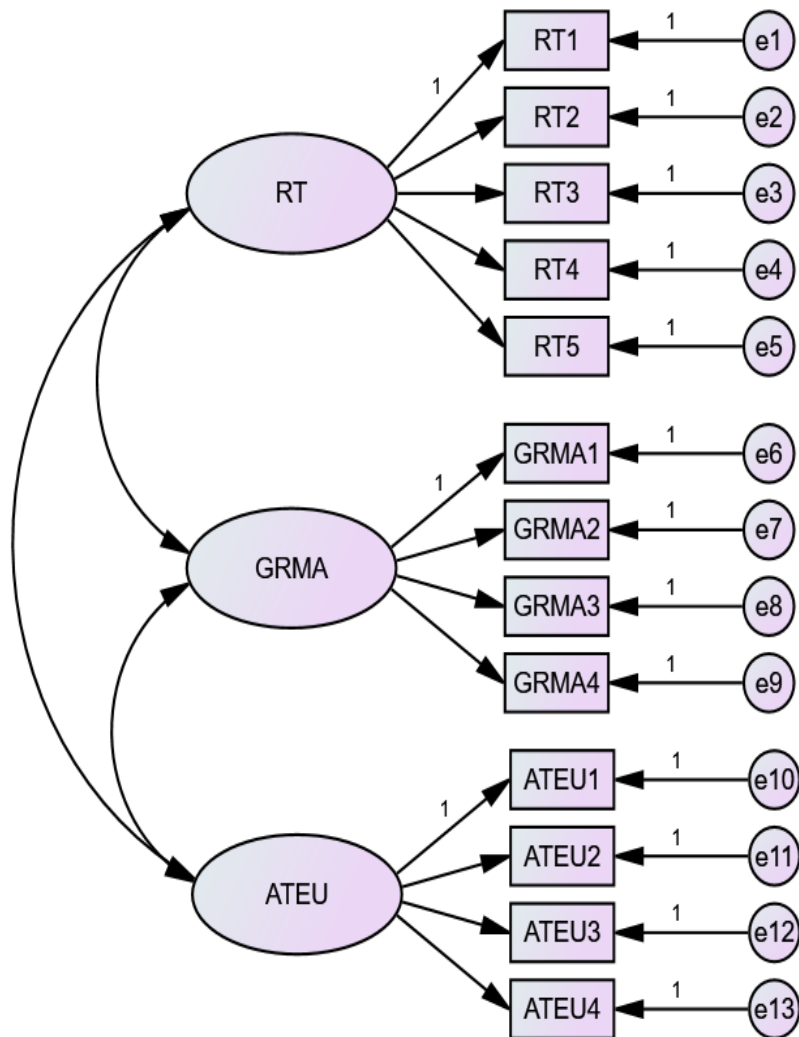
Using a confirmatory factor model comprised of latent variables and error variables, the numerous components involved in analyzing the effects of social media marketing. The tested model is shown visually in order to comprehend the underlying link between the impact elements. The findings of the analysis are shown below.

.**Table -1**

Variable Count

S. No	Nature	Nos
1.	Total	29

2.	Observed	13
3.	Unobserved	16

Maximum Likelihood Model

The regression beta estimates are very important for gaining an idea of the influence that each variable had the overall factors as well as the co-variance that existed between the factors. The beta co-efficients are used to calculate the co-variance, which provides a quantitative representation of the connection between the factors and variables. The variable weights represent the quantitative link between the many components and variables that are used to evaluate the effects of social media adoption by the consumers.

Table -2

Regression Weights

| Relationship			Estimate	S.E.	C.R.	P	Label
RT1	<---	RT	1.000				
RT2	<---	RT	0.742	0.092	8.036	***	
RT3	<---	RT	0.825	0.099	8.302	***	
RT4	<---	RT	0.565	0.084	6.733	***	
RT5	<---	RT	0.468	0.089	5.252	***	
GRMA1	<---	GRMA	1.000			***	
GRMA2	<---	GRMA	0.728	0.066	10.963	***	
GRMA3	<---	GRMA	1.013	0.078	12.966	***	
GRMA4	<---	GRMA	0.578	0.081	7.121	***	
ATEU1	<---	ATEU	1.000				
ATEU2	<---	ATEU	1.271	0.327	3.888	***	
ATEU3	<---	ATEU	1.420	0.366	3.879	***	
ATEU4	<---	ATEU	0.618	0.211	2.931	0.005	

(*** - Validates relationship among the factor and variables)

The beta coefficients reflect the degree to which there is a link between the aspects and variables that are used to assess the degree to which consumers have adopted social media marketing. The customers'

use of social media marketing is intertwined with one another, and it also has a substantial bearing on the interrelationships between the components represented in the model. The estimate column in the aforementioned table, which indicates a positive association among the factors and variables, sheds light on the cause and effect relationship that exists between the two. The p-value indicates whether or not the association between the variables and pairings can be considered legitimate, while the estimate indicates the degree to which the consumer adoption of social media marketing is tied to the factors that are associated to it.

Confirmatory Factor Analysis Modeling

Consumer Adoption towards Social Media Marketing
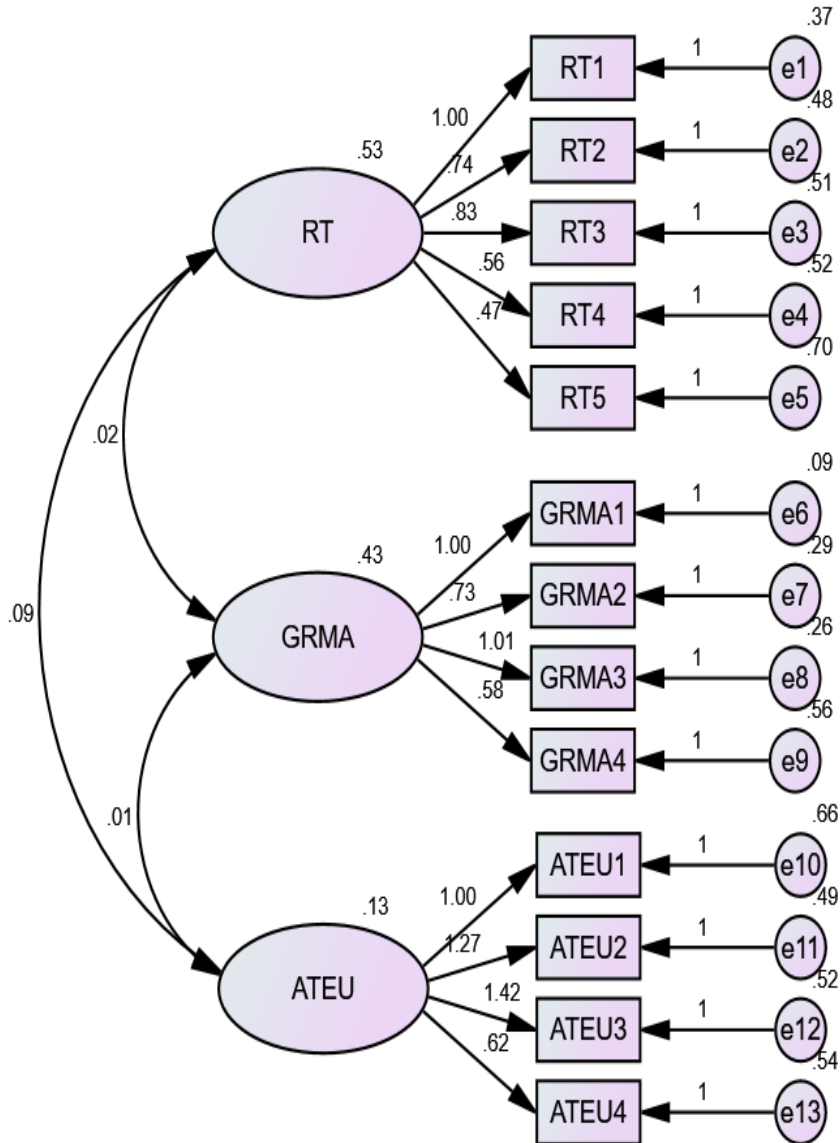
Table - 3

Summary - Goodness of Fit Indices

S.No	Indicators	Tested Value	Fit Value
1.	Chi-Square (CMIN)	4.474	5.000

2.	Goodness of Fit	0.926	>0.80
3.	Adjusted Goodness of Fit	0.889	>0.80
4.	Normed Fit Index	0.852	>0.80
5.	Comparative Fit Index	0.929	>0.80
6.	Root Mean Squared Residual	0.063	<0.080
7.	Standardized Root Mean Squared Residual	0.078	<0.090

The model fit was shown by the aforementioned parameters, all of which need to be fulfilled in order to get a credible model that describes the facets of social media marketing that encourage customer adoption of these marketing tactics. The parameters of   chi-square (4.474), Goodness of Fit (0.926), Adjusted Goodness of Fit(0.889), Normed- Fit Index (0.852), Comparative Fit Index(0.929), Root Mean Squared Residual(0.063) and Standardised Root Mean Squared Residual (0.078) have reached the required threshold values, ensuring the model's consistency and dependability. The confirmatory factor model describes the above established a substantial cause and effect link between the components that have an influence on customer adoption of social media marketing strategies.

Discussions and Results

The purpose of the research was to make a substantial contribution to the current body of literature by developing a cause-and-effect relationship-based model of the numerous elements that have an impact on consumers' acceptance of social media marketing. Based on the findings of the confirmatory factor analysis, the role of social media marketing has significantly changed the many aspects of customer acceptance. The model has provided a major outline of the quantum of association that exists between each variable and factor that is based on beta estimations obtained from the casual model. The use of social media marketing, which tries to change customer adoption as well as traditional marketing tactics, is quickly becoming the dominant type of modern marketing.

Current scenario of social media marketing

Social media marketing had become an integral part of many businesses' marketing strategies. Social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok continued to dominate the online marketing landscape, offering businesses a variety of advertising and marketing options to reach their target audience.

One of the biggest trends in social media marketing was the growing use of video content. Short-form videos, such as Instagram Reels and TikTok, gained in popularity and allowed businesses to engage with their audience in a fun and creative way. Live video also continued to be a popular option, allowing brands to connect with their audience in real-time.

Another trend was the use of social media influencers. Influencers with large followings on social media platforms such as Instagram and YouTube were increasingly being used by brands to promote their products or services. This trend showed no signs of slowing down as influencers became more skilled at creating content that resonated with their followers.

Lastly, social media platforms continued to improve their advertising options, allowing businesses to target their audience with more precision. These options included demographic targeting, interest targeting, and location-based targeting, which helped businesses reach their desired audience more effectively.

It is worth noting that the social media landscape is constantly evolving, and new trends and features are always emerging. It's important for businesses to stay up-to-date on these changes to make the most of their social media marketing efforts.

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