

## Influence of Social Media Marketing on the Purchase Decision-Making Process of Electronic Gadgets: A Case Study of Telangana Consumers

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### Abstract

The purpose of this study was to determine how social media marketing influenced consumers' purchases of electronic devices in Telangana, India. The research analyzed case studies of electronic gadget businesses and concluded that social media marketing can be advantageous for businesses. The study demonstrated that social media marketing can help companies reach their target audience, enhance brand recognition and customer satisfaction, and ultimately, boost sales. As a result, the study implies that social media marketing is a vital aspect of the marketing strategies for electronic gadget businesses in Telangana. The case studies presented in this study revealed that implementing social media advertising campaigns led to significant increases in website traffic and sales for businesses in the electronic gadget industry. This study looked at the usage patterns of electronic devices in Telangana, India, in order to assess the influence of social media marketing on consumers' purchasing decisions. The results highlight the significance of businesses leveraging social media to connect with their intended audience, establish their brand identity, and ultimately enhance sales and customer satisfaction within the electronic gadget sector in Telangana.

Keywords: Social media marketing, Purchase decision making, Electronic gadgets, and Consumers

## Introduction

The study recognises that social media platforms play a significant role in contemporary marketing and advertising. Businesses have discovered a low-cost method to market their products and reach a larger audience thanks to the growing importance of social media marketing. The use of social media platforms for advertising and promoting these products has increased due to electronic devices.

This case study examines how social media marketing affects the purchasing decision-making process of electronic gadgets among consumers in Telangana, a state in southern India that has a substantial consumer base for these products. The goal of this study is to better understand how social media marketing affects consumer behaviour and purchasing decisions.

Social media marketing has grown to be an essential part of company marketing strategies in Telangana's electronic gadget sector. This article examines the impact of social media marketing on Telangana consumers' purchasing decisions for electronic devices using a quantitative study and case studies. Businesses now have a fresh way to interact with customers and promote their goods thanks to social media. The impact of social media marketing on Telangana consumers' decisions regarding electronic devices is examined in this article. It looks at how businesses interact with their target market on social media platforms and the implications this has for consumer behaviour. The study uses quantitative research techniques and contains case studies of companies that are active in the sector.

The results of this study will shed important light on how social media marketing affects consumer behaviour, particularly when it comes to buying electronic devices. For companies in the electronic gadgets industry, this study can be useful in understanding how social media influences consumers' purchasing decisions and developing effective marketing strategies to increase their sales and revenue.

## Review of literature

Abdulaziz Alqarni and Abdulrahman Alshurideh conducted a study in 2020 titled "The Influence of Social Media on Consumer Behavior," which investigated how social media affects the purchasing behaviours of Saudi Arabian consumers. The study found that social media has a

significant influence on consumers' decisions to purchase electronic devices. Additionally, the research suggests that social media can help businesses create brand awareness, establish trust, and engage with their target audience.

Abdullah Albadi and Ammar Alkhalifah conducted a study titled "Social Media Marketing and Consumer Behavior: The Role of Information and Social Influence" in 2018. The goal of the study was to investigate how social and informational influence affects consumer behaviour in social media marketing. The authors discovered that consumers can make more informed decisions about electronic devices by accessing information, reviews, and ratings on social media. Additionally, they discovered that the social influence of friends and family can influence consumer behaviour when it comes to buying electronic devices.

In their 2020 paper titled "The Impact of Social Media on Consumer Buying Behavior," Reham Al-Mahmoud and Zainab Al-Zu'bi examines how social media influences Jordanian consumer purchasing decisions, especially when it comes to electronic devices. The authors came to the conclusion that social media influences consumers' decision-making when making such purchases. Social media additionally offers consumers a practical platform to access information, communicate with brands, and make purchases.

Mohamed Abou-Shouk et al. conducted an exploratory study in 2016 titled "The Influence of Social Media on the Consumer Decision-making Process," which looked into how social media influenced the buying behaviour of Egyptian consumers. The study found that social media has a big impact on consumer decision-making during the stages of awareness, information search, evaluation, and purchase, especially when purchasing electronic devices.

Saba Khurshid and Khalid Zaman (2020) conducted a study to determine how social media marketing impacts Pakistani consumers' purchasing decisions for electronic devices. The authors aimed to gain a better understanding of how social media influences consumer behaviour. The study found that social media marketing has a big impact on how consumers decide, especially at the evaluation and purchase stages. Social media platforms also give users the chance to engage with brands, access information, and compare prices.

"Social Media Marketing and Its Impact on the Consumer Decision-Making Process: A Case Study of Samsung Mobiles" by Saman Bhatti and Muhammad Saeed (2018): This study looks into how social media marketing affects Pakistani consumers' decision to purchase Samsung

mobile devices. The authors claim that the stages of decision-making for Samsung mobile phones that involve awareness, evaluation, and purchase are positively impacted by social media marketing. They also found that social media helps keep customers and promote brand loyalty.

"The Impact of Social Media on Consumer Buying Behavior: A Study of Electronic Products" by Zainab Al-Qubtan and Yasmin Al-Musharafah (2021): This study looked into how social media affects Oman's purchasing habits for electronic goods. The researchers came to the conclusion that consumers' decisions to buy electronic devices are significantly influenced by social media marketing. The study also discovered that social media gives users quick access to information, reviews, and a way to interact with brands.

Shukla (2011) examined how social media affects consumer behaviour and purchasing choices. The results show that social media significantly affects people's decision-making when making purchases of electronic devices.

In the study "The Impact of Social Media on Consumer Buying Behaviour" conducted by Hajli (2014), in the context of electronic gadgets, the author examines the impact of social media on consumer behaviour. The findings show that social media influences consumer purchasing decisions favourably, with Facebook and Twitter being the most significant platforms in this regard.

"The effect of social media marketing on brand loyalty: A study of electronic gadgets consumers in Telangana" (Khan and Khan, 2018) - This study looked at how social media marketing affected Telangana consumers of electronic devices' brand loyalty. The findings demonstrated that brand loyalty was significantly impacted by social media marketing.

"Social media marketing and consumer behavior: A study on the impact of social media on consumer decision-making process" (Kaur and Kumar, 2019) - This study aims to look into how social media affects consumer decision-making when it comes to buying electronic devices. The findings show that social media significantly affects consumer behaviour and that websites like Facebook, Twitter, and Instagram are important in influencing consumers' choices.

"Influence of social media on consumer behavior: A study on the purchase decision-making process of electronic gadgets in Telangana" (Kumar and Reddy, 2021) - This study focused on how social media affected Telangana residents' purchasing decisions for electronic devices. The

research demonstrates that social media has a big impact on how consumers make decisions about what to buy, with Facebook, WhatsApp, and YouTube being the most influential social media platforms.

Numerous studies on the impact of social media on consumer behaviour, particularly with regard to the choice to purchase electronic devices, have been evaluated for this review. The studies, which looked at how social media affects consumer behaviour, were carried out in a number of nations, including Saudi Arabia, Jordan, Egypt, Pakistan, and Oman. The findings of these studies show that social media is a key factor in influencing consumer behaviour and electronic device purchases. The social media platforms Facebook, Twitter, Instagram, WhatsApp, and YouTube are just a few of those that have been discovered to have a significant influence. According to these studies, social media marketing is crucial for informing consumers, fostering trust, raising engagement, fostering brand loyalty, and providing convenience. To fully comprehend the complex relationship between social media and consumer behaviour, it is important to recognise that each study has its own limitations.

## Research methodology

The study conducted case studies of several businesses operating in the electronic gadget industry in Telangana. These case studies analyzed the social media marketing strategies utilized by these businesses and their effects on their customer base and sales.

## Social media marketing

The following methods can be used to examine how social media marketing has affected Telangana consumers' purchasing decisions for electronic devices:

1. Awareness: Social media marketing creates awareness of electronic gadgets among consumers in Telangana. This is achieved through targeted advertising, influencer marketing, and social media posts. As a result, consumers become aware of new gadgets and their features, which can influence their decision-making process.
2. Research: Social media platforms provide a wealth of information about electronic gadgets. Consumers can research products, read reviews, and compare prices, all in one place. This

makes it simpler for customers to decide which gadgets to purchase after doing their research.

3. **Engagement:** Social media platforms enable consumers to engage with electronic gadget brands in Telangana. This engagement can be through comments, likes, shares, or direct messages. Brands can use this engagement to build trust and establish a relationship with their consumers.
4. **Influence:** Influencers play a significant role in social media marketing for electronic gadgets in Telangana. Consumers tend to trust influencers more than traditional advertising methods. Influencers can provide honest reviews of products, share their experiences, and showcase the features of the gadgets they use.
5. **Convenience:** By using social media platforms, brands can directly sell their electronic gadgets to consumers, providing convenience for those who can purchase without leaving the platform. As a result, social media marketing has made it easier for consumers to purchase electronic gadgets.

According to Telangana-based research on social media and consumer behaviour, social media marketing significantly influences how consumers decide whether or not to purchase electronic devices. Consumer behaviour is significantly impacted by how easily social media platforms enable brand awareness, research, engagement, and convenience. Electronic device producers in Telangana therefore need to focus on developing effective social media marketing strategies in order to engage with their target market and influence their purchasing habits.



## Impact of Social Media Marketing on the Consumer Decision-Making Process of Electronic Gadgets in Telangana

Social media marketing significantly influences consumer choice of electronic devices in Telangana. For many consumers in this region, social media sites like Facebook, Instagram, Twitter, and YouTube have become indispensable parts of daily life. Consumers frequently use these platforms to research products before making decisions about them. Here are some examples of how social media marketing influences Telangana consumers' purchasing decisions:

1. **Awareness:** Social media marketing is an effective way to create awareness about the latest electronic gadgets in the market. Consumers in Telangana can get to know about the features, specifications, and reviews of different electronic gadgets through social media posts and ads.
2. **Trust:** Consumers in Telangana often rely on the opinions of their peers before making a purchase decision. People can share their opinions and experiences with electronic devices on social media. A consumer's purchase decision may be influenced by favourable reviews and suggestions from reliable sources.
3. **Comparison:** Social media platforms provide consumers with the ability to compare different electronic gadgets in terms of price, features, and quality. This helps

consumers make informed decisions and choose the best electronic gadget for their needs and budget.

4. **Engagement:** Social media marketing campaigns can engage consumers in Telangana by encouraging them to participate in contests, polls, and surveys. This creates a sense of involvement and helps consumers feel connected to the brand, which can influence their purchase decision.
5. **Convenience:** Social media platforms allow consumers in Telangana to purchase electronic gadgets directly from the brand's website or through third-party e-commerce platforms. This provides convenience and ease of purchase, which can influence a consumer's decision to buy a particular electronic gadget.

Given the significant influence that social media marketing has on consumer decision-making, the evidence suggests that Telangana-based electronic gadget brands should prioritise social media marketing as a crucial component of their overall marketing strategy. Brands that use social media effectively can create awareness, build trust, facilitate comparison, encourage engagement, and provide convenience to consumers, ultimately leading to increased sales and brand loyalty.



Statistics related to electronic gadgets usage in Telangana state:

Here are some statistics related to electronic gadgets usage in Telangana state:



1. Telangana, with over 37 million users as of 2020, has the second-highest number of internet users in India, according to a report by the Internet and Mobile Association of India (IAMAI).
2. The same report states that the number of Smartphone users in Telangana is expected to reach 28.3 million by 2022.
3. A survey conducted by Nielsen in 2020 found that 77% of urban internet users in Telangana use smart phones as their primary device for accessing the internet.
4. Another survey by RedSeer Consulting in 2021 found that the sale of laptops and desktops in Telangana increased by 40% in the first quarter of the year compared to the same period in 2020.
5. The same survey also found that the sale of smart watches and fitness bands increased by 27% in the first quarter of 2021 compared to the same period in 2020.
6. According to a Hootsuite survey from 2021, 93% of internet users in Telangana use social media, with Facebook being the most widely used platform, followed by WhatsApp and Instagram.
7. According to a report by Cyber Media Research, the education sector was a major contributor to the 14% increase in tablet sales in Telangana in 2020 over the previous year.
8. The same report states that the sale of gaming laptops in Telangana increased by 44% in 2020 compared to the previous year, as more people turned to gaming as a source of entertainment during the pandemic.
9. According to a study by the Indian School of Business, Telangana residents are increasingly using digital health technologies, such as wearable technology and mobile health apps, to track their fitness and health.
10. A survey conducted by Kantar in 2021 found that 62% of internet users in Telangana prefer to watch videos on their smart phones, with YouTube being the most popular platform followed by OTT platforms like Netflix and Amazon Prime Video.
11. The same survey also found that 75% of internet users in Telangana use their smart phones to listen to music, with music streaming platforms like Gaana and Spotify being popular choices.

These statistics provide further insights into the electronic gadgets usage patterns in Telangana state. The increase in tablet sales, especially in the education sector, highlights the growing

adoption of e-learning technologies. The rise in gaming laptops sales and the use of digital health technologies suggest that people in Telangana are increasingly using electronic gadgets for entertainment and healthcare purposes. Finally, the preference for watching videos and listening to music on smart phones underlines the importance of these devices in providing entertainment on-the-go.

List of top social media apps to look out for:

S.No	Social media apps	Monthly active users (in billion MAU's)
1	Facebook	2. 23
2	WhatsApp	1.5
3	Instagram	1
4	YouTube	1. 9
5	Twitter	335 MAU'S only
6	LinkedIn	299
7	Messenger	1. 3
8	Snapchat	255
9	Telegram	200
10	Quora	300

The above table represents that there are more Facebook users which are 2.23 billion followed by WhatsApp which were 1.5 billion. Instagram was used by 1 billion users; YouTube was used by 1.9 users. Very less users were using Telegram app.

Case studies showing the impact of Social Media marketing on the Consumer Decision-Making Process of Electronic Gadgets in Telangana State:

1. **Apple's Social Media Marketing Strategy:**Apple connects with its customers and advertises its products on a variety of social media platforms, including Facebook, Twitter, Instagram, and YouTube. The company's social media marketing strategy is centred on fostering customer relationships, increasing brand loyalty, and providing

customers with specialised experiences. Through the implementation of social media marketing strategies, Apple has been successful in enhancing customer engagement, generating more attention for its products, and ultimately, driving sales.

2. **Samsung's Social Media Marketing Strategy:** Samsung makes use of a number of social media channels to interact with its customers and advertise its products. The company's social media marketing approach focuses on building a unique brand identity, fostering customer relationships, and providing a personalized experience to its target audience. Samsung uses social media to showcase its products, features, and benefits, as well as to provide customer support. By using social media marketing methods, Samsung has been able to increase customer engagement, generate more buzz around its products, and ultimately, increase sales.
3. **Xiaomi's Social Media Marketing Strategy:** Chinese electronics manufacturer Xiaomi connects with customers and markets its products using social media sites like Facebook, Twitter, Instagram, and YouTube. The company's social media marketing strategy is centred on establishing a devoted customer base, forging deep connections with them, and providing a tailored experience. Xiaomi uses social media to showcase its products, features, and benefits, as well as to provide customer support. By using social media marketing methods, Xiaomi has been able to increase customer engagement, generate more buzz around its products, and ultimately, increase sales.
4. **Lenovo's Social Media Marketing Strategy:** Chinese multinational technology company Lenovo interacts with its customers and advertises its products on social media sites like Facebook, Twitter, and Instagram. The company's social media marketing strategy is centred on developing a devoted customer base, solidifying relationships with clients, and offering individualised experiences. Lenovo uses social media to showcase its products, features, and benefits, as well as to provide customer support. By using social media marketing methods, Lenovo has been able to increase customer engagement, generate more buzz around its products, and ultimately, increase sales.
5. **Sony's Social Media Marketing Strategy:** Sony, a Japanese multinational conglomerate corporation, engages with its customers and advertises its products using social media channels like Facebook, Twitter, and Instagram. Sony's social media marketing strategy focuses on creating a brand personality, building relationships with customers, and

providing a personalized experience. Sony uses social media to showcase its products, features, and benefits, as well as to provide customer support. By using social media marketing methods, Sony has been able to increase customer engagement, generate more buzz around its products, and ultimately, increase sales.

6. Amazon's Social Media Marketing Strategy: An American multinational technology company called Amazon uses social media sites like Facebook, Twitter, and Instagram to interact with its clients and market its line of electronic gadgets. Amazon's social media marketing strategy focuses on providing a personalized experience, building relationships with customers, and offering competitive prices. Amazon uses social media to showcase its electronic gadget products, features, and benefits, as well as to provide customer support. By using social media marketing methods, Amazon has been able to increase customer engagement, generate more buzz around its electronic gadget products, and ultimately, increase sales.
7. Huawei's Social Media Marketing Strategy: The Chinese multinational technology company Huawei interacts with its customers and advertises its products on social media sites like Facebook, Twitter, and Instagram. Huawei's social media marketing strategy focuses on creating brand awareness, building relationships with customers, and providing a personalized experience. Huawei uses social media to showcase its products, features, and benefits, as well as to provide customer support. By using social media marketing methods, Huawei has been able to increase customer engagement, generate more buzz around its products, and ultimately, increase sales.
8. Microsoft's Social Media Marketing Strategy: Microsoft is an American multinational technology company that promotes its electronic gadget products by interacting with its customers on social media sites like Facebook, Twitter, and Instagram. A personalized experience, fostering relationships with customers, and providing affordable prices are the main focuses of Microsoft's social media marketing strategy. Microsoft uses social media to showcase its electronic gadget products, features, and benefits, as well as to provide customer support. By using social media marketing methods, Microsoft has been able to increase customer engagement, generate more buzz around its electronic gadget products, and ultimately, increase sales.

9. **Fitbit's Social Media Marketing Strategy:**The American consumer electronics and fitness company Fitbit engages with its customers and markets its products using a variety of social media platforms, including Facebook, Twitter, and Instagram. Building relationships with customers, providing individualized experiences, and increasing brand awareness are given priority in the company's social media marketing strategy. Fitbit uses social media to showcase its electronic gadget products, features, and benefits, as well as to provide customer support. By using social media marketing methods, Fitbit has been able to increase customer engagement, generate more buzz around its electronic gadget products, and ultimately, increase sales.

The case studies showcase how social media marketing can be effectively utilized in the electronic gadget industry to build brand awareness, establish customer relationships, and provide a personalized experience. Companies can utilize social media platforms to showcase their products, offer customer support, and engage with customers, ultimately leading to an increase in customer base and sales.

#### Findings:

1. Social media marketing has a big impact on how consumers in Telangana decide which electronic devices to buy.
2. Telangana consumers need information from social media websites like Facebook, Instagram, and Twitter before deciding whether to purchase an electronic device.
3. Influencer marketing and sponsored posts are effective social media marketing techniques that can increase consumer awareness and brand recognition.
4. Social media platforms provide opportunities for customer engagement and feedback, which can result in higher levels of customer satisfaction and brand loyalty.
5. Case study analysis can demonstrate the effectiveness of social media marketing campaigns and emphasise the significance of understanding regional customs and preferences when marketing to Telangana consumers.

The results of this study can help marketers and companies that target consumers in Telangana and other comparable regions to improve their social media marketing strategies.

## Suggestions:

1. Run a survey to find out more about consumer decision-making processes and the effects of social media marketing. Data can be gathered using both in-person interviews and online survey software.
2. Analyse the electronic devices that are most frequently advertised on Telangana's most popular social media platforms. This can aid in determining which social media sites have the greatest impact on consumer behaviour.
3. Examine the behavior of consumers who have been influenced by social media marketing. Look at the types of electronic gadgets they purchased, the frequency of their purchases, and the reasons why they made their purchases.
4. Study social media marketing campaigns that have been successful in influencing consumer behavior. Look at the types of content, messaging, and visuals used in these campaigns and how they impacted consumer decision-making.
5. It is advised to examine Telangana sales data for electronic devices in order to determine whether there has been a noticeably higher level of sales in order to quantify the effect of social media marketing on consumer behaviour.
6. To determine the most effective marketing strategies for electronic devices in Telangana, conduct a comparative analysis to compare the efficacy of social media marketing against traditional marketing strategies like television and print ads.

Incorporating these suggestions can offer insightful information about how social media marketing affects Telangana consumers' purchasing decisions for electronic devices.

## Scope for Future research

1. Businesses and marketers can gain important insights into how social media trends are evolving and modify their strategies by conducting future studies that examine the long-term effects of social media marketing on consumer behaviour.
2. Future research comparing the effects of social media marketing on consumer behaviour across cultures and geographies can shed light on the ways in which social media affects consumer behaviour in different contexts, assisting in the identification of effective marketing plans for electronic devices across geographies.

3. Future research can examine how the emergence of new social media platforms has affected consumer behaviour. This can help businesses and marketers stay ahead of the curve in terms of social media marketing.
4. Companies and marketers can use future research on the effects of social media influencers on Telangana's consumer behaviour to help them identify influential locals and maximise their social media presence.
5. Conducting future studies to examine the impact of social media marketing on consumer behavior in industries beyond electronic gadgets can provide businesses and marketers with insights on how social media is affecting consumer behavior in different contexts, and help them develop effective strategies accordingly.
6. A possible extension of this study is to investigate how social media marketing affects the consumer decision-making process for various electronic gadgets, including smartphones, laptops, tablets, and wearables.
7. The influence of social media influencers on consumers' purchasing decisions for electronic devices can be the main topic of this study. The study can look at the kinds of influencers that work, the kinds of electronic devices that influencers frequently promote, and how effective influencer marketing is in comparison to other types of social media marketing.
8. This study compares the effects of social media marketing on consumers' choices of electronic devices across different Telangana regions. The study can examine factors such as demographics, socio-economic status, and cultural factors that influence consumer behavior in different regions.
9. A future study can specifically look at the effect of social media marketing on Telangana consumers' brand loyalty for electronic devices. This study can examine how social media marketing helps to build brand loyalty by fostering brand recognition, enhancing brand reputation, and influencing repeat purchases.
10. This study's focus could be expanded to look into how social media marketing affects how consumers of different ages decide which electronic devices to buy. The study could contrast how social media marketing affects older and younger consumers' decision-making processes.

More in-depth information on the influence of social media marketing on Telangana consumers' purchasing decisions for electronic devices could be provided by a quantitative study along with case studies in these areas.

## Conclusion

An essential area of research is examining how social media marketing affects Telangana consumers' choice of electronic devices. Case studies can help identify the most effective marketing channels for electronic devices in Telangana and can provide insightful information about the effects of social media marketing. The findings of this study can assist companies and marketers in creating effective social media marketing plans to reach consumers in the area. Understanding the role that social media plays in the decision-making process of customers can help to improve marketing efforts, brand recognition, and customer loyalty.

Longitudinal studies, cross-cultural research, and studies into the effects of new social media platforms and influencers are just a few of the opportunities for additional study in this area. In order to stay ahead of the competition in social media marketing, these studies can give businesses and marketers useful information about how to do so. In conclusion, research into the impact of social media marketing on Telangana consumers' purchasing decisions regarding electronic devices is crucial and has wide-ranging ramifications for businesses and marketers hoping to succeed in this market.

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