

THE IMPACT OF SOCIAL MEDIA MARKETING ON THE RETAIL CUSTOMERS PURCHASE DECISIONS AT PUNE

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Abstract:

The primary goal of this article is to determine the impact of social media marketing on the retail customer purchasing decisions at Pune. Utilizing the nonexperimental quantitative method of research and validated questionnaires in data analysis with Mean, Person Product-Moment Correlation Coefficient (Pearson-r) and Multiple Linear Regression Analysis as statistical tools, the outcome displayed the levels of social media marketing and customer purchasing decisions through the lens of Pune customers are high, which means that these two variables are oftentimes manifested. There is a positive strong relationship between social media marketing and customer purchasing decisions It was also found out that quality content as a domain of social media marketing best influences customer purchasing decisions.

Keywords:

social media marketing, customer purchasing decisions

Introduction:

Customers purchase decisions is vital because it helps forecast how customers will behave and what their inclinations, requirements, demands, wants, necessities, and lifestyles will be (Asma & Misbah, 2009). Marketers need to comprehend customer preferences. Marketing professionals' benefit from knowing what drives customers' decision since it enhances segmentation, targeting, and forecasting. Prior to putting a product on the market, it is essential to determine what kind of products buyers want. Marketers today use social media as a platform for advertising and even for selling their products and services, thanks to technological advancements. Marketers take advantage of this in order to develop a strategy to help them attract more customers. Today, social media is used by so many people for contact and communication that harnessing the social media ecosystem and reaching customers is very straightforward. Thanks to social media marketing, businesses now have a new channel to communicate and affect customer purchasing decision (Baghamati & Ahmad, 2015).

Customers purchase decisions refers to the steps customers take before purchasing a good or service, including the circumstances under when, why, and how they make or decline to make a purchase. In all business and service industries, customer decision has the highest concentration. The most crucial factor for every company to consider understands how customer needs and preferences are changing in the modern world. Since changes in culture, economy, and technology affect how customers behave. The studies' sites, procedures, and goals on customer decision are ultimately changed due to these alterations (Peighambari et al., 2016). Furthermore, using social media allows a company to regulate its information broadcast, connect and converse with its intended customers in a dialogue format, and improve customer engagement. It moves and forms public discourse, and businesses operating within it are becoming more aware of its societal impact. A company's social media presence may influence its customers' purchasing decisions. Increased customer decision allows a company to increase website

traffic, revenue, client fulfilment, trust, and decision quality (Buffer, 2019 in Nanda, 2022). The researchers decided to conduct this study to assess and further analyse the influence of social media marketing on customer purchase decisions.

Literature review:

□ Social Media Marketing:

Technologies and the internet enable people to share information and expertise in new ways (Evans, 2010). Social media is the most widely used form of communication (Stelzner, 2010). Social networking sites are a new form of interpersonal interaction that is altering people's decisions and expectations, as well as the way businesses operate (Wollan et al., 2011). Social media platforms offer a simple way for users to invite and converse with others. This manner of communication has given millions of customers a voice, allowing them to communicate with one another and share their thoughts and experiences with a global audience at minimal or no expense (Trusov et al., 2009).

Thus, social media marketing provides possibilities for interaction while also necessitating innovative and unconventional approaches (Kweskin, 2007) to guarantee customers experience brand and product orientation (Xiaofen & Yiling, 2009). As a result, marketers should use social media to cultivate brands online and activate buying intentions (Cuming, 2008 cited in Astoriano et al., 2022). Mayfield (2008) defines social networking as "a forum for users to express themselves creatively that focuses on the human aspect." As a result, social networks provide marketers with a way to understand how people connect and interact with one another, as well as the importance of developing connections (The New Media Consortium, 2008).

As a result, social media has facilitated customer-to-customer interaction and enabled customers and brands to interact (Mangold & Faulds, 2009). The importance of this rise in widespread interaction is that social media has raised awareness of situations in an altering environment; as a result, marketing via social media is playing an increasingly significant role in the marketing field (Mayfield, 2011).

□ Customer's Purchase decisions

According to Kumar et al. (2020), the business models for numerous sectors and organizations have evolved due to social media. Studying how social media affects customers' decisions is a relatively new field of inquiry. To manage the fierce competition in the market today, organizations and businesses must have effective communication. Online businesses have made the time-consuming procedure of product selection and purchase a pleasant substitution for our young groups. Almost every young person on the internet uses social networking sites.

Additionally, according to Faisal (2016), marketers have tried to expand by focusing on online-based channels for their advertising to enhance their methods of connecting with customers. The internet plays a big part in educating customers about the new product through direct mail and online marketing like pop-ups (McNamara, 2008). In light of their client's tastes and inclinations, marketers encounter obstacles when redeveloping their tactics (Ratcliffe, 2019; Ryan, 2013). To ensure that customers are happy with the company's goods and services for a long time, these strategies must satisfy their target markets or customers' needs (Gurau & Ranchhod, 2002; Pamsari et al., 2013).

Theoretical Framework:

The Engel Blackwell Kollat (EBK) Model developed by Engel et al. (1968) is a comprehensively described theoretical framework for structural models of customer purchase decisions reflecting the customer purchase decisions process when selecting a good or service of the purchasing decision process. Lastly, Kotler's Black Box Model (2004) provides a good representation as it stresses the process and the variables that affect the customer's decision-making process. This paradigm claims that by examining stimuli and responses, it is possible to gain insight into the customer's "black box"

of thought. It is used to investigate customers purchasing purchase decisions. If the customer collects the data, the customer will analyse the information and compare it to previous experiences and perceptions. Customers consider for a while before making a decision stage, choosing to buy anything based on reason. During the decision-making process, customers are impacted by internal and external cues and how they perceive themselves after purchasing (Voramontri and Klieb, 2018).

Conceptual Framework of the Study

Independent Variable



Social Media Marketing

Customers Experience
Quality Content
Regularity of Visit

Dependent Variable



Customers purchase decisions

Purchase Decision
Online purchasing Impression
Customers Attitude
Shopping Experience
Customer Satisfaction

Objective:

This paper is related to the study of impact on Pune retail customers purchase decisions. The objectives set for the study are as follow:

1. To comprehend Social Media elements that affect customers Purchasing decisions.
2. To study shopping parameters adopted by customers for selecting retail outlets

Research Design:

The study used a non-experimental quantitative research design to gather information concerning the social media marketing. The study used a non-experimental quantitative research design to gather information concerning the social media marketing and customer purchasing purchase decisions of Pune. Nonexperimental research is conducted when the independent variables cannot be accurately controlled because they have already manifested. In other words, non-experimental research is employed when it is impossible to manipulate, include, exclude, or allocate respondents to groups in order to control the variables of interest (Dagohoy et al., 2021). Thus, the researchers utilized the non-experimental quantitative research design to identify the relationship between social media marketing and customer purchasing purchase decisions.

Statistical Tools:

The collected data was subjected to the appropriate statistical analysis as described below. The following statistical instrument was utilized in this investigation: Mean: This metric was employed to gauge the effectiveness of social media marketing and consumer purchase decisions. Pearson The significant relationship between social media marketing and customer purchasing decisions was found using the product-moment correlation. Multiple Regression Analysis was employed to ascertain which social media marketing domain most effectively influences the purchasing decisions of customers.

Analysis and Interpretation:**Table No:1 Demographic Variables**

S.No	Variables	Categories	Frequency	Percent
1	Gender	Male	90	60
		Female	60	40
2	Which social media account you have?	Face book	49	33
		Twitter	25	17
		LinkedIn	26	17
		Instagram	50	33
3		Less than an hour in a day	25	17

	How frequently you use social media?	2 to 5 hours in a day	65	43
		6 to 9 hours in a day	40	27
		More than 9 hours in a day	20	13
4	Age	18-26 years	42	28
		27-35 years	41	27
		36-44 years	36	24
		Above 45 years	31	21
5	Which category of products you prefer to buy Online social media?	Garments and Cosmetics	47	31
		Grocery	20	13
		Electronic goods	24	16
		Furniture	26	17
		Foods and Eatables	21	14
6	Reason for visit the retail outlets:	price discount,	32	22
		offers,	20	13
		range,	30	20
		services,	20	13
		convinces	29	19
		infrastructure	19	13
	N		150	100

Interpretation:

Table No. 01 displays the respondents' detailed demographic variables. There were 40% female responders and 60% male respondents in the sample. In a similar vein, 28% of respondents are between the ages of 18 and 26. Then came 27 percent and 24 percent of people aged 27 to 35 and 36 to 44, respectively. 21 percent of those older than 45. Every respondent had at least one social media account, with Instagram being the most popular. The majority of respondents—31%—preferred social media when looking to buy clothing and cosmetics, followed by furniture (17%) and electronics (16%). The majority of respondents go to retail establishments in order to take advantage of price breaks (22%), and 29% are persuaded.

Table No:2 Level of Social Media Marketing

Particular	SD	M	Descriptive Level
Customers Experience	0.80	3.77	High
Quality Content	0.73	3.62	High
Regularity of Visits	0.86	3.76	High
Overall Mean	0.73	3.72	High

N=150, M=Mean, SD=Standard Deviation

Interpretation:

Table No: 2 shows the collected results of the level of social media marketing in terms of customers' experience, quality content, and regularity of visits. The mean of customers' experience of the respondents is 3.77, with a standard deviation of 0.80. Meanwhile, the respondents' mean of quality content is 3.62, with a standard deviation of 0.73. On the other hand, the regularity of visits as an indicator has a mean of 3.76 with a standard deviation of 0.86. This indicates that the regularity of visits of the respondents is high. Additionally, the respondents' mean level of social media marketing is 3.72, with a standard deviation of 0.73. All indicators were described as high. This means that the social media marketing of the respondents is oftentimes manifested.

Table No: 3 Level of Customers' Purchasing decisions

Particular	SD	M	Descriptive Level
Purchase Decision	0.89	3.72	High
Online Purchasing Impression	0.84	3.76	High
Customers' Attitude	0.83	3.70	High

Shopping Experience	0.81	3.69	High
Customers' Satisfaction	0.76	3.45	
Overall Mean	0.74	3.66	high

N=150, M=Mean, SD=Standard Deviation

Interpretation:

Shown in Table 3 are the collected results to what is the customers' purchasing purchase decisions in terms of purchase decisions, online purchasing impressions, attitudes, shopping experience, and customer satisfaction. The mean purchase decision level among respondents is 3.72, with a standard deviation of 0.89. This demonstrates the respondents' high level of purchase decision. The respondents' mean result of online purchasing impression is 3.76, with a standard deviation of 0.84. This demonstrates that the respondents' level of online purchasing impression is high. Additionally, the respondents' mean customer attitude level is 3.70, with a standard deviation of 0.83. This demonstrates the respondents' high level of customer attitudes. The respondents' mean level of shopping experience is 3.69, with a standard deviation of 0.81. This demonstrates that the respondents' level of shopping experience is high. The respondents' mean value of customer satisfaction is 3.45, with a standard deviation of 0.76. This shows that the level of customer satisfaction of the respondents is high. The respondents' overall mean level of customer purchasing decision is 3.66, with a standard deviation of 0.74. This demonstrates that the respondents' level of customer purchasing decision is high, indicating that the respondents' purchasing decision as a customer is often observed.

Correlation Analysis:

Hypothesis:1

H0: There is no strong correlation between customer purchase decisions and social media marketing

H1: There is strong correlation between customer purchase decisions and social media marketing

Table No: 4 Significant Relationship between Social Media Marketing and Customers' Purchasing decision

Social Media Marketing	Customers Purchase decisions					
	Purchase Decision	Online Purchasing Impression	Customers Attitude	Shopping Experience	Customers Satisfaction	Overall
Customers Experience	0.704* (0.000)	0.734* (0.550)	0.737* (0.000)	0.746* (0.000)	.641* (0.000)	.795* (0.000)
Quality Content	.761* (.000)	.695* (.000)	.753* (.000)	.781* (.000)	.767* (.000)	.840* (.000)
Regularity of Visits	.679* (.000)	.682 (.000)	.711* (.000)	.754* (.000)	.748* (.000)	.798* (.000)
Overall	.776* (.000)	.767* (.000)	.798* (.000)	.827* (.000)	.782* (.000)	.883* (.000)

*p<.05 Significant

Interpretation:

Significant Relationship between Social Media Marketing and Customers' Purchasing Purchase decisions Presented in Table No: 4 is the significant relationship between social media marketing and customers' purchasing purchase decisions. It can be gleaned that the overall computed r-value is 0.883, indicating that there is a MODERATELY positive correlation between social media marketing and the respondents' purchase purchase decisions. As a result, the null hypothesis was rejected since the p-value is less than the .05 significance level. Furthermore, it is shown that the association between overall social media marketing has a high positive correlation to the domain customers' purchasing purchase decisions, as seen by its R-values of .776, .767, .798, .827, and .782. All p-values were less than the .05 significance level; thus, the null hypothesis was rejected. This result confirms several

studies (Buss & Begorgis, 2015; Sharma, 2020) that a positive relationship exists between social media marketing and customer purchasing purchase decisions.

Hypothesis:2

There is a strong correlation between customer purchase decisions and store layout.

H0: There is no strong correlation between customer purchase decisions and store layout.

H1: There is strong correlation between customer purchase decisions and store layout.

Table No:5 Descriptive Statistics

Particular	Mean	Std.Deviation	N
Visit per month	2.16	0.844	150
Store layout	4.15	0.639	150

Table No: 5.1 Correlations

Particular		Visit per month	Store layout
Visit per month	Pearson Correlation	1	-0.206*
	Sig (2 tailed)		0.012
	N	150	150
Store Layout	Pearson Correlation	-0.206*	1
	Sig (2 tailed)	0.012	
	N	150	150

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The correlations table displays Pearson correlation coefficients, significance values, and the number of cases with non-missing values (N). The values of the correlation coefficient range from -1 to 1. The sign of the correlation coefficient indicates the direction of the relationship (positive or negative). The absolute value of the correlation coefficient indicates the strength, with larger absolute values indicating stronger relationships. The correlation coefficients on the main diagonal are always 1, because each variable has a perfect positive linear relationship with itself. Correlation coefficient between consumer purchase decisions and store layout is -0.206. Accept H0 that is there is no strong correlation between consumer purchase purchase decisions and store layout.

Table No:6 Regression Analysis of the Influence of Social Media Marketing on Customers' Purchasing Purchase decisions

Social Media Marketing	Customers purchasing decision		
	B	t	Sig
Constant	0.299	1.133	0.263
Customers' Experience	0.156	1.313	0.196
Quality Content	0.460	3.661	0.001*
Regularity of Visits	0.295	3.164	0.003*
R	0.887		
R ²	0.788		
F	58.863		
P	0.000*		

*p<.05 Significant

Interpretation:

Presented in Table 6 is the regression analysis of the influence of social media marketing on customers' purchasing purchase decisions. The data shows that the multiple r-values are 0.887, which indicates a reasonably strong relationship between social media marketing and customers' purchasing purchase decisions with its indicators. The obtained F-value of 58.863 is significant at $p < 0.05$ which indicated a model fit. The r-squared value is 0.788 which shows that 78.8% the variance in customer purchasing decision was attributed to the indicators of social media marketing specified in this study. This also mean that 0.212 or 21.1% of the variance could be credited to other things that are already beyond the concern of this study.

Conclusions:

The following are conclusions made considering the findings of the study results. The level of social media marketing was described as high. Therefore, students who engage in online purchasing often observe social media marketing indicators such as customers' experience, quality content, and regularity of visits. Based on the data, the customers' purchasing decisions is high, which means that their purchase decisions, online purchasing impressions, customers attitudes, shopping experience, and customers' satisfaction are often observed; they believed that this procedure would satisfy their irrational urges, demands, wants, requirements, and way of life. There is a significant relationship between social media marketing and the customer purchasing decisions. This means that customers are influenced by internal and external stimuli provided by social media marketing during the decision-making process, particularly how they picture themselves after completing the purchase, as the EBK Model also emphasizes. In addition, quality of content best influences customer's purchasing decision although regularity of visits also significantly influences the CPD.

Limitations and direction for further research:

The results of this study and the literature review are suggestive and sufficient to provide a general picture of retail customers' purchasing decisions. There wasn't much time, money, or manpower available to conduct this study, which had a sample size of 150 customers who responded. This paper aims to provide an overview of retail customer spending patterns, rather than a comprehensive analysis of customer purchase decisions. Traditional survey research limitations, such as measurement errors, interviewer effect, and selection errors, apply to this study. Other than supermarkets, department stores, and hypermarkets, more research can be done on comparable types of other retail formats. Also researchers would like to suggest to undertake research on the impact of consumer decisions on other retail store environment etc.

Recommendations:

These recommendations were based on the previous results and conclusions. It is recommended that customers may evaluate their interactions with social media marketing, including the legitimacy and accuracy of the material on the platforms they are using. To the business owners, particularly those who utilize social media as marketing channel, it is recommended that they may enhance their marketing tactics in order to attract more clients and create a sense of community, trust, or even comfort in the virtual world. To future researchers, they are encouraged to conduct a study that would examine the efficiency of social media marketing in this new normal while taking into account the other indicators of customers' purchasing decision, as it demonstrates a wide range of potential for understanding customer decisions.

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