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Influence of Social Media Marketing on Buying Behaviour of Consumers in Odisha

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Abstract

In world geopolitics, India is a major actor. It is the opportunity land. Throughout the past 20 years, the nation has seen changes in the fields of technology, education, and industry. The initiatives Made in India, Start-Up India, and Digital India gained traction. There are 460 million social media users in India. This study looks into how social media marketing affects customers' purchasing decisions in Odisha, India. Businesses are using social media platforms more and more to interact with customers and market their products as a result of their rapid growth. The purpose of this study is to investigate how social media marketing tactics affect Odisha consumers' decision-making and purchase behaviors. We used a mixed-methods strategy to gather information from a wide range of local customers through surveys and interviews. The results show a strong relationship between social media marketing initiatives and consumer purchasing patterns, underscoring the potency of influencer endorsements, user-generated content, and targeted advertising. Important elements that modulate this link are also identified by the study, including social proof, involvement, and trust. The findings offer insightful information to marketers that want to better tailor their social media campaigns to the distinct tastes and habits of Odisha customers. From the standpoint of sustainable development, the study is important.

Keywords: Social Media, Consumer Buying Behavior, Digital Marketing, Online Shopping

1. INTRODUCTION

Social media marketing (SMM) was one of the biggest game-changers for companies. Technological advancements in the past decade have reshaped marketing tactics and brought in a new era for the industry as a whole (Wibowo et al., 2020). Social media marketing (SMM) shifts the emphasis back to the consumer and provides marketers with new ways to connect with them and find innovative ways to include them into their businesses. Basically, it's crucial for marketers to understand how social media has affected consumer buying choices (CBDM) (Anjorin et al., 2024). In order to develop engaging and successful marketing strategies and campaigns, research on customer behavior is essential. It is important to understand how companies typically see a gradual increase in the number of customers after introducing new goods or services. At first, just a small number of consumers would buy them. Companies have shown keen interest in using social media strategies to influence consumer actions and win their loyalty Al Kurdi et al., 2024).

Nowadays, almost everyone uses some form of social media. On social media sites such as Facebook, Instagram, Twitter, and Linked-In, the user base is always growing. It is estimated that over 500 million people are actively engaged in social media. The ever-increasing number of social media users has piqued the curiosity of marketers. Increasingly, marketers are realizing that social media marketing must be a part of their overall marketing communication plan. Businesses can also benefit from the ease of communicating with customers through social media (Goel & Diwan, 2022).

1.1.Impact of Social Media on Consumer Behaviour

In view of social media, individuals presently connect, convey, and cooperate with organizations in new ways. The impact of social media on consumer conduct has been progressively high because of the rising number of individuals utilizing these stages to investigate items, pursue buying choices, and offer their opinions with others (Armutcu et al., 2024). One of the essential manners by which social media influences consumer conduct is by making it more straightforward for clients to get information about items and administrations. Social media users have the opportunity to peruse reviews, compare prices, and gain a better understanding of the features and benefits of a variety of products and services. Because of this, traditional advertising and marketing channels are not as heavily relied upon, and consumers are better able to make educated purchases. Businesses' interactions with customers have likewise evolved as a result of social media (Cao at el., 2021). Modern companies may engage with customers on a more human level by responding to their inquiries and complaints in a straightforward and honest manner (Manzoor et al., 2020). As a result, the consumers have become more loyal and trusting, which has allowed companies to develop stronger relationships with their target audiences. In addition, managing a company's reputation on social media can be challenging. A brand's reputation can take a serious hit if uncontrolled bad comments and reviews are allowed to circulate on social media. Proactively monitoring social media, responding appropriately to client comments, and addressing customer issues are all things brands should be doing.

1.2. Social Media Marketing Strategies

Numerous strategies have been formulated by organizations to guarantee that their social media marketing is of the greatest quality (Mason et al., 2021). Advertisers use big name supports as an instrument to raise item deceivability on social media. Social media locales like Facebook, Instagram, Twitter, TikTok, and so on, are consulted for these suggestions. Additional deals from these superstars are an immediate consequence of their high social status. Since they can contact a more extensive crowd and grab clients' eye more quickly than traditional publicizing strategies, VIP influencers are strong marketing instruments. Openness and trust for the brand might be upgraded along these lines. It is a wide practice for organizations to publicize their products on social media by contacting persuasive records with sizable crowds Mari et al., 2023). As a component of the promotions, these celebrities broadcast live from their different social media profiles. A few evaluations put the level of television ads utilizing superstar supports at 25% and the level of publicizing consumptions at 10%. Additionally, involving big names in promotions is plainly connected with expanded corporate profitability. This is on the grounds that superstars assist firms with laying out novel positions and positive brand sees on the lookout. Social media publicizing likewise incorporates corporate promoting, which means to support an organization's picture in addition to selling its products (Pratiksha & Kavitha, 2023).

1.3.Objectives of the study

- To analyze the impact of social media marketing on the online buying behavior of consumers in Odisha State
- To examine the influence of social media platforms (Facebook, YouTube, WhatsApp) on consumers' decisions to purchase products online.
- To comprehend how personal factors such as age and gender affect online buying behavior in the context of social media marketing

1.4.Hypothesis of the Study

H1: Social media marketing on platforms like Facebook, YouTube, and WhatsApp significantly influences the online buying behavior of consumers in Odisha State.

H2: Personal factors such as age and gender significantly impact online buying behavior, mediated by social media marketing

2. LITERATURE REVIEW

Pop et al. (2022) examined how several customer journey structures mediate the relationship between SMI trust and the various elements of customer journeys. These constructs include desire, information search, assessing alternatives, buying choices, satisfaction, and experience sharing. This is accomplished by elucidating the effect of SMI trust on customers' travel decision-making via the lens of customer journey theory. The results of the data analysis using Smart PLS demonstrate that customers' trust in SMIs has a favorable effect on their decision-making at every step of the trip planning process. In addition, the trust influence on the subsequent stage is mediated at each level of the decision-making process, which shows continual SMI input and has a knock-on effect across the whole process. Advertising tourism on

SMIs is a great way to get people excited about going, as that's where most people check for information on future vacations. In addition to serving as a promotional tool, the legitimacy of SMIs plays a vital role in successfully influencing the destination choices of passengers.

Kurdi et al. (2022) investigated this impact by remembering many influencer qualities for the attitude and intention of customers. Organizations are involving social media influencers as a more effective present day marketing strategy to sway customers' intentions and attitudes. This concentrate also takes a gander at the moderating function that vloggers play as a recently evolved marketing instrument. To carry out this evaluation and accomplish its main goal, data from TikTok clients is gathered utilizing a quantitative research technique. TikTok has filled in popularity as a global web platform for short movies. Utilizing the PLS-SEM approach, the analysis phase is carried out. The discoveries demonstrate a considerable influence of the proposed research model, with the exception of the moderating impact of vloggers on consumer intention and the influence of source relatability on consumer attitude. The survey's conclusions had unforeseen ramifications and validated the collection of earlier research in the area, yet they also filled an information vacuum in the field by consolidating various components that had not been recently concentrated on in one strong framework to create an integrated new model.

Cao et al. (2021) analyze the consumers perceptions towards the social media. The amount of consumer engagement with social media marketing content varies between platforms, and some users even choose not to engage with such content, according to growing data. However, there is a dearth of empirical research into the contextual factors that may account for these differences. Some studies examine the participation in social media for creation, contribution, and consumption (Raees et al., 2023). The attempts were made to figure out how essential contextual features of social media, including media richness and trustworthiness of content, affect various levels of engagement behaviors. The researchers employed PLS-SEM. The findings indicate that the media environment significantly influences engagement habits. With an emphasis on the ways in which the social media setting influences various engagement behaviors, this review contributes to the growing body of literature on social media engagement.

Mason et al. (2021) demonstrated how the COVID-19 pandemic affected the increase of commercial social media use by American consumers. Previous evaluations have focused on the ways in which a pandemic would affect preventative health activities, rather than how it might affect consumer behavior. To fill this void, researchers used the Consumer Decision-Making Model to examine how consumers' social media activities changed during various stages of the decision-making process. More specifically, a survey was used to collect data from 327 consumers in the United States. Authors used analysis of variance tests to look at how customers' average usage of social media to inform their purchasing decisions varied. Customers are increasingly turning to social media to do research, find things, evaluate products, and ultimately make purchases. Consequently, the findings demonstrate the critical importance of social media marketing during the COVID-19 pandemic. Given the global nature of the COVID-19 pandemic, it is possible to extrapolate the findings to other nations. The recommendations provided can help businesses adjust to the changing habits of their customers and the impact of social media on their decision-making processes.

3. RESEARCH METHODOLOGY

3.1. Research Design

This study used a quantitative research methodology to look at how social media marketing affected Odisha State customers' online purchasing habits. Data was gathered from a sample of 185 internet shoppers as part of a cross-sectional study strategy.

3.2. Sample Size and Sampling Population

Online shoppers in the Indian state of Odisha made up the study's sampling population. With a 5% margin of error and a 95% confidence level, the sample size was calculated. A sample size of 185 individuals was chosen for the study based on these criteria. The study utilized a convenience sampling strategy to pick individuals from a range of online sites. The study's practical limitations and the method's accessibility to possible participants led to its selection.

3.3. Research variables

3.3.1. Dependent variables:

- **Online Buying Behavior:** The study's main dependent variable is how Odisha State customers behave while making purchases online. Based on participants' purchases that were impacted by social media marketing, this variable is assessed.

3.3.2. Independent Factors:

- **Social Media Marketing:** This variable covers using Facebook, YouTube, and WhatsApp among other social media channels for marketing. Participants' exposure to and interaction with social media marketing material is the basis for measurement.'
- **Age:** It's thought that an individual's age may have an impact on their internet purchasing habits. It has a continuous variable measurement.
- **Gender:** Another individual characteristic that might influence an online buyer's behavior is gender. There are ways for measuring it as a categorical variable for both men and women.

3.4. Collection of Data

3.4.1. Primary data

An electronic structured questionnaire was used to gather primary data for this study from the chosen participants. The study objectives guided the creation of the questionnaire, which asked questions about social media usage, internet purchasing habits, and individual characteristics including age and gender. Based on their opinions and experiences, participants were invited to respond.

3.4.2. Secondary data

For this study, secondary data was gathered from a variety of sources, including books, internet publications, and scholarly journals. The backdrop and background information on social media marketing and its effects on customer behavior were provided by this data. Secondary data was also used to bolster the study's conclusions and findings.

3.5. Tools for Analyzing Data

Statistical software was used to examine the questionnaire data. The sample's characteristics were summed up using descriptive statistics, and the hypotheses were tested using inferential

statistics like regression analysis. This study sought to ascertain how social media marketing affected consumers' online purchasing decisions while accounting for both individual and product-related characteristics.

4. DATA ANALYSIS AND INTREPRETATION

4.1.Reliability Statistics

Table 1: Reliability Analysis

	Items	Cron Bach’s alpha
Online Buying Behavior	5	0.726
Social Media Marketing	5	0.711

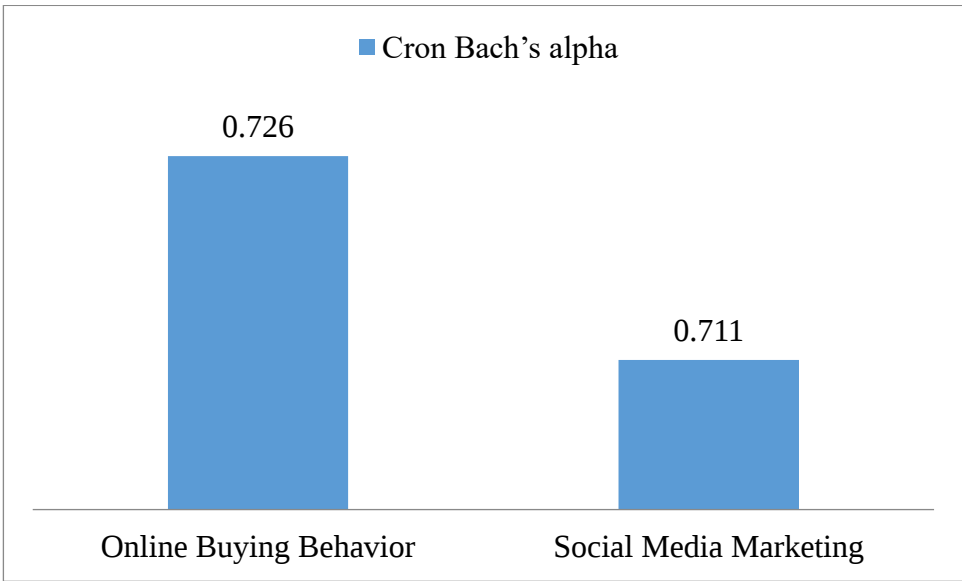


Figure 1: Reliability Analysis

To evaluate the internal consistency of the measurement scales used in the study, a reliability analysis was carried out. The following are the Cronbach's alpha values that were found for each variable: 0.711 for social media marketing and 0.726 for online buying behavior. The items within each variable exhibit a moderate to high degree of internal consistency, as shown by these values. For research purposes, a Cronbach's alpha value of more than 0.7 is usually regarded as acceptable, indicating that the items in each variable are valid measurements of the corresponding constructs.

For the variables Online Buying Behavior, Social Media Marketing, Environmental-Eco-Friendly, and Product-Oriented Factors, Table 2 presents descriptive statistics.

Table 2: Descriptive Statistics

	Min	Max	Mean	S.D
Online Buying Behavior				

How often do you make purchases online?	1	5	3.15	1.023
What factors influence your decision to buy products online?	1	5	3.33	0.997
Social Media Marketing				
How frequently do you use social media platforms like Facebook, YouTube, or WhatsApp?	1	5	3.59	1.052
Do you follow any brands or companies on social media for product updates or promotions?	1	5	3.08	1.003

For Online Buying Behavior, the mean score for the frequency of making online purchases was 3.15 (SD = 1.023), indicating that participants moderately engage in online shopping. The mean score for factors influencing online buying decisions was slightly higher at 3.33 (SD = 0.997), suggesting that various factors have a moderate impact on participants' online purchasing behavior. Regarding Social Media Marketing, the frequency of using social media platforms like Facebook, YouTube, or WhatsApp had a mean score of 3.59 (SD = 1.052), showing a relatively high level of social media engagement. Participants had a mean score of 3.08 (SD = 1.003) for following brands or companies on social media, indicating moderate engagement with brand updates and promotions.

4.2.Hypothesis testing

Table 3: Model summary of variables

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.744 ^a	.523	.512	.81253
a. Predictors: (Constant), Social Media Marketing, Age, Gender,				

An R value of 0.744 in the model summary indicates a good association between the dependent variable (online buying behavior) and the predictors (social media marketing, age, and gender). The independent variables may account for around 52.3% of the variance in online purchase behavior, according to the R Square value of 0.523. The findings are guaranteed to be reliable because the model's Adjusted R Square score of 0.512 shows a small adjustment for the number of predictors. The estimate's standard error, which gives an indication of how accurate the forecasts are, is 0.81253.

Table 4: Anova summary

ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	563.333	4	74.125	54.123	.000 ^b
	Residual	152.336	180	.623		
	Total	715.669	184			
a. Dependent Variable: Online Buying Behavior						
b. Predictors: (Constant), Social Media Marketing, Age, Gender,						

The regression model is statistically significant, and the variables (social media marketing, age, and gender) together have a substantial influence on online buying behavior, according to the ANOVA table, which shows a significant F value of 54.123 ($p < 0.001$). The residual sum of squares (152.336) and the regression sum of squares (563.333) show how much of the variation is unexplained and how much is explained by the model.

Table 5: Coefficient of Determination of the Variable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.581	.401		4.125	.013
	Social Media Marketing	.623	.095	.085	1.236	0.002
	Age	.412	.025	.412	1.363	0.001
	Gender	.752	.063	.236	2.632	0.001
a. Dependent Variable: Online Buying Behavior						

The contribution of each predictor variable to the model is explained in detail in the coefficients table. When all predictors are zero, the constant (intercept) represents the baseline level of online buying activity, with an unstandardized coefficient (B) of 0.581 ($p = 0.013$). With an unstandardized coefficient (B) of 0.623 ($p = 0.002$), social media marketing clearly has a beneficial impact on consumers' online purchasing decisions. Online purchasing behavior appears to grow by 0.085 units for every unit increase in social media marketing, according to the standardized coefficient (Beta) of 0.085. The unstandardized coefficient (B) of age is 0.412 ($p = 0.001$), suggesting a statistically significant beneficial influence on the behavior of online buyers. Age has a significant impact, as seen by the standardized coefficient (Beta) of 0.412, where older age is associated with more frequent online purchases. The unstandardized coefficient (B) for gender is 0.752 ($p = 0.001$), suggesting a statistically significant positive influence on online purchasing behavior. Gender differences appear to have a considerable impact on online buying behavior, as indicated by the standardized coefficient (Beta) of 0.236. Gender plays a role in contributing to variances in online purchase decisions..

Statement	P-value	Decision
H1	0.002	Accept
H2	0.001	Accept

5. CONCLUSION

The report offers a thorough examination of how social media marketing affects customers in Odisha State's online purchasing habits. The findings show that social networking sites—in particular, Facebook, YouTube, and WhatsApp—have a big influence on what people decide to buy. This data suggests that firms may successfully use these platforms to improve their marketing strategies and supports the notion that social media marketing has a substantial impact on online purchase behavior. The study also shows that individual characteristics like age and gender have a big impact on internet purchasing habits. Social media marketing is more likely to have an impact on younger customers and users who are active on social media. Another important issue that came to light was gender, since there were discernible disparities in the purchasing habits of male and female customers. These observations have two ramifications. To get the most out of their social media operations, marketers should first target particular age groups and genders. Second, in order to develop more individualized and successful marketing strategies, companies need make the investment to comprehend the social media preferences and habits of their target audience

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