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## Impacts of social media marketing on the buying behaviour of the individuals

**Tanguturi Sarath Chandra Teja and Suchit Kaul**

### Abstract

This study shows the impact of digital marketing on individual's behavioral prospect of online consumers of India. This study was performed on the basis of a structured questionnaire for primary data as well as a sample of 186 respondents from Indian consumers to attain their behavioral pattern towards digital marketing. The world is shifting from analog to digital marketing and there is no exception, the usage of digital marketing and social media marketing also increasing. Usage of internet is increasing rapidly everyday and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing to buy products or services. Mostly younger generation are using digital and social media sites to purchase products and consumer's are influencing digital marketing advertisements to purchase of products.

**Keywords:** Social media marketing, buyer behaviour, purchase of products

### Introduction

#### Social media marketing

The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has purpose-built data analytics tools that allow marketers to track the success of their efforts.

Social Media Marketing gets traffic through social media sites. It uses social media sites and platforms for the lead generation and sells a product or a service. Companies tap their current and potential customers, current and prospective employees, bloggers, their target audience and in fact tap the general public or as they say the entire worldwide west.

They do this through applied filters on social media channels. Digging through your social channels is nearly impossible without monitoring or listening to specific keywords, phrases, or hashtags. Social media marketing uses social media and social networks to market products and services of the company.

It allows companies to engage with existing customers and reach new ones as they promote their culture, mission, or tone. Sites like Facebook, Twitter, and Instagram are commonly used to execute social media marketing.

#### Difference between social media marketing and traditional marketing

Traditional marketing commonly involves advertising through radio, TV, newspaper and magazines. Social media marketing is an online marketing method that focuses on gaining traffic through social media channels; also a link building services can help with this.

Social media marketing is far less expensive. You'll pay a fraction of the traditional media price to reach the same number of people (or more) and you can reach the audience you want.

Social Media marketing is an economical and faster way to promote your service/brand as compared to the more expensive and time-consuming process of traditional marketing? In social media marketing you can set up accounts on various platforms like Instagram, Facebook or LinkedIn, whereas traditional marketing would involve approaching a publishing house with marketing message. Feedback Social media marketing is a two-way street. You get to hear back from your customers this will help to get insights into what is working for you and what is not. On the other hand, traditional marketing is one way i.e. branded to customer which is not that engaging.

You can use social media to gauge interest in new geographic markets as well Targeting. You can target prospects on social media using built-in advertising tools with specific targeting features including location, interests, age and many more parameters related to your business category. While with a newspaper or television campaign, it's difficult to target people who are actually interested in your business.

### **How social media marketing (SMM) works**

Social media has changed the way we function as a society and the way we connect with one another. As platforms like Facebook, Twitter, and Instagram took off, businesses also took notice. They began to use these sites to further their interests through social media marketing. That's because these sites are able to change consumer behaviour. Social media websites allow marketers to promote content and have people engage with it by employing a broad range of tactics and strategies. Many social networks allow users to provide detailed geographical, demographic, and personal information, which enables marketers to tailor their messages to what is most likely to resonate with users.

According to Buffer, there are five key pillars of social media marketing:

#### **Strategy**

This step involves determining goals, the social media channels to be used, and the type of content that will be shared.

#### **Planning and Publishing**

Businesses should draft plans of what their content will look like (i.e., will there be videos? Photos? How much script?) And decide when it will be put out on the platform. Listening and Engagement: Monitoring what users, customers, and others are saying about the posts, brands, and any other business assets. This may require the adoption of a social media engagement tool.

#### **Analytics and Reporting**

Part of being on social media is knowing how far posts are going, so reports of engagement and reach are very important.

#### **Advertising**

Purchasing ads on social media is a great way to promote and further develop a brand.

#### **Advertising**

Purchasing ads on social media is a great way to promote and further develop a brand. Some metrics that are used to measure the success of social media marketing include:

Return on investment (ROI), Website reports, such as Google Analytics, Customer response rates or the number of times customers post about a company A campaign's reach and virility or how much customers share content. While deciding and implementing a social media campaign things that must be taken into consideration

#### **Content**

Content should be relevant and should serve the purpose. Also it should be tailor made for each social media site. Context- Context is more important than the content it means how you place the content. It should be in right and subtle way.

#### **Shares**

The more the shares the more is the engagement. It shows that you AD is reaching maximum number of people. We can say that shares are the currency of social media adv.

#### **Engagement**

It means how people interact to our content. The reaction could be in the form of likes, shares etc

#### **Hashtags**

People use to add Meta information on social media sites. Hashtags makes it easy to discover your content online which again increases the chance of conversion.

#### **The three main types of social media advertising are: Organic**

Content that picks views up naturally and you don't have to pay for it,

#### **Paid**

Content that is sponsored by an organization, so it costs money to post,

#### **Earned**

Content that has been given freely in the form of shares, likes, and comments.

#### **The different types of social media platforms**

Social networking (Facebook, LinkedIn, Google+), Micro blogging (Twitter, Tumblr). Photo sharing (Instagram, Snapchat, Pinterest), Video sharing (YouTube, Facebook Live, Periscope, Vimeo). Facebook is the biggest social media platform. The first step is to set up a goal that weather you want conversions, drive traffic or engagements. You can customise your audience and also where you want your ad to be placed. Instagram is another important platform for the ad campaigns it generally increase you engagement with the audience. It mainly includes pictures and videos so you can create more appealing content there and engage audience using hashtags and regularly posting stories. Influencer marketing can be done through Instagram as creators and celebrities are more active on Instagram now days so using Instagram can add advantage.

#### **YouTube**

For marketers, it's a great way to share long-form content with your audience, especially if they're not avid readers. We can turn your blog posts into video tutorials. Through YouTube video ads campaign can be promoted as viewers will able to see the ad before starting the video or in between the video for which you have to pay and your ad will be seen by the audience As with all social media platforms, you can also use LinkedIn to run your advertisements. If business falls into the B2B category then it's a right place to advertise. It is a platform where professionals connect so the reach can be increased amongst them. LinkedIn is also one of the top platforms for lead generation. Evidently, since people on LinkedIn are there to talk business, they also don't mind interacting with businesses. That means that your business can get some serious attention on the platform if you play your cards right Snapchat has 293 million daily active users. Since all images and videos disappear after 10 seconds, content on the platform is fleeting and short-lived. The engagement can

be increased through Snapchat by continuous posting and interaction with the audience and posting behind the scene kind of videos.

### **Different types of other social media marketing**

There is several other type of other social media marketing we can use, Content marketing/content creating, Advertising and sponsorship, Influencer marketing, Influencer marketing, Paid media, Building your following, Contributing to forums.

### **Literature Review**

Sudipta Nayan Bhardwaj, Alimpiya Bordoloi (2020) in their study concluded that the e-shopping behaviour of online buyer is complicated process. The consumer makes buying decision as per family needs and their budget limits. Accordingly, they are likely to minimize transaction costs and maximize compatibility with needs. Further, it was found that e-shopping is influenced by social norms and competitive offers. Manu Vasudevan Unni (2020) has found that irrespective of gender, online shopping is positively related to income, household size, domestic requirement s and uniqueness of products. Mandy Pick (2020) has concluded that the internet proves to be blessings, which provides maximum shopping convenience, which makes shopping online-anytime and anywhere. Umidjon Akhunjonov, Bojan Obrenovic (2017) conducted the study on, "Internet based online-Shoppers", which reveals that the online consumer as more as are older; are variety seeker, prefer convenience innovative products, behaves impulsive, less conscious about brand and price of goods and their behaviour is influenced by direct marketing and advertising for domestic needs.

Laura Aragoncillo, Carlos Orus (2018) stated that e-commerce has changed the perceptions of online buyers, because of its flexibility and variety of offers at the click. Altogether 57 dimensions of online goods and services have been examined in e-commerce environment, which found different one to other on different e-commerce websites. Adnan Veysel Ertemel, Ahmad Ammoura (2016) studied "Consumer Decision Making on the Web: A Theoretical Analysis and Research Guidelines". Authors studied that customer can possibly settle on better quality choices while shopping on the web. Regardless, whether or not such potential is being recognized by most clients is a questionable issue. Consequently, the inspiration driving this investigation is to perceive how certain features of electronic circumstances well influence the limits of purchasers to make better decisions and perceive information getting ready methods that would engage clients to make better quality decisions while shopping on the web. A cross-disciplinary theoretical assessment reliant on forms drawn from monetary angles (e.g., time costs), figuring (e.g., proposition administrators), and cerebrum science (e.g., decision philosophies) is directed to perceive factors that conceivably sway decision quality in electronic conditions. The investigation is critical from a theoretical perspective since it breaks down a huge piece of online purchaser dynamic, to be explicit, the impact of the electronic condition on the limits of purchasers.

Muhammad Naeem (2020) made the study on habits of online consumers in India the key objective of the study was to analyse habits of online shopping consumers with respect to India and identify the key factors that influence their

shopping patterns this study was conducted on a sample of 100 different backgrounds such as businesspeople, working professionals, students etc. the study had used you choose such as percentage analysis, chi square testing and ranking method to analyse the data that is obtained from the survey. By analysing the data that is obtained from the survey researcher concluded that access to market, availability of Internet, low prices, 24/7 services, free delivery, cash on delivery. Were few of key aspects that had influenced customers purchase habits?

Prasath Perumal, Archchana Yoganathen (2018) had made a study on gender wise consumer perception towards online shopping The primary motive of this study is to know the gender wise consumer attitude while shopping online. The study was made on 150 respondents from various regions of Surat, researcher had used various analysis techniques such chi-square frequency distribution etc and finally concluded that there is very significant difference between male and female attitude towards online shopping, the study had Furthermore concluded that female are more inclined than male towards online shopping, majority of the female purchases clothing, groceries, fashion accessories whereas male are more likely to purchase electronics, home appliances etc. Man Lai Cheung, Guilherme D. Pires, Philip J. Rosenberger (2020) had made research on consumers perception towards online shopping the key objective of is study was to know the type of products purchased by the customers online, study was executed on a sample of 100 Majority of the respondents belongs to that student community. The study had found that product information, flexibility, price, range of products, convenience, delivery speed, were few of the factors that has motivated customers to purchase online. Andrew T Stephen (2016) had made research about consumers in digital and social media marketing settings.

### **Five themes are identified:**

- (i) Consumer digital culture,
- (ii) Responses to digital advertising,
- (iii) Effects of digital environments on consumer behaviour,
- (iv) Mobile environments, and
- (v) Online word of mouth (WOM).

Collectively these articles shed light from many different angles on how consumers experience, influence, and are influenced by the digital environments in which they are situated as part of their daily lives. Andrew T Stephen (2016) had made research about consumers in digital and social media marketing settings.

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Sayabek, Ziyadin, Raigul Doszhan, Alex Borodin, Aizhan Omarova and Aigerim Ilyas (2019) published research on social media consumers. It examines how consumers experience, are influenced and are influenced by the digital environment they are in as part of their daily lives and existing knowledge tends to focus disproportionately on Word of Mouth (WOM), which is only part of the digital consumer experience. Several avenues for future research have been proposed to encourage researchers to consider a wider range of phenomena. Bruno Godeya, Aikaterini Manthioua, Daniele Pederzolia, Joonas Rokkab, Gaetano Aiello, Raffaele Donvitoc, Rahul Singh (2016) made a research which explores the relationships by analysing pioneering brands in the luxury sector (Burberry, Dior, Gucci, Hermès, and Louis Vuitton). Based on a survey of 845 luxury brand consumers (Chinese, French, Indian, and Italian), who follow the five brands studied on social media, the study develops a structural equation model that helps to address gaps in prior social media branding literature. Specifically, the study demonstrates the links between social media marketing efforts and their consequences (brand preference, price premium, and loyalty). The study measures brands' social media marketing efforts as a holistic concept that incorporates five aspects (entertainment, interaction, trendiness, customization, and word of mouth). Another contribution of the study is that it finds that SMMs have a significant positive effect on brand equity and on the two main dimensions of brand equity: brand awareness and brand image.

Tien Wang (2017) His study identifies social identity as the common factor in the social media context. Furthermore, research suggests that social identity has multiple dimensions including cognitive, affective, and evaluative. However, whether these three dimensions exert the same influences on these two important behaviours is not clear yet. The present study attempts to fill this research gap and examine the various effects of cognitive, affective, and evaluative dimensions on use and purchase behaviours. The result shows that these three dimensions have various effects on focal behaviours. The findings indicate that affective dimension has an effect on use behaviour, while the cognitive and evaluative dimensions have an influence on purchase behaviour. Evaluative identity has a stronger influence than its cognitive counterpart. The three dimensions are distinct and non-substitutable by other parts. AN Mason, J Narcum, K Mason (2021) researched to examine how the COVID-19 pandemic led to increases in consumers' social media marketing behaviours in the United States (U.S.). A questionnaire was used to collect survey data from 327 U.S. consumers. Analysis of Variance tests were performed to examine mean differences in consumers' use of social media as a consumer decision-making tool. The findings showed that consumers have increased their utilization of social media as a tool for identifying products, collecting information on products, evaluating products, and making product purchases. Thus, the findings demonstrate the growing importance of social media marketing since the COVID-19 pandemic began. Mrs. K.R. Mahalaxmi (2016): Found out People prefer shopping and electronic goods to buy through digital channels and study revealed that there is a rise in purchase of convenience goods through digital channels among people. Effective reach of advertisements for convenience goods will increase the sales of those goods through digital channels. The customers are satisfied with

products they bought through the digital channels this is a positive sign for the growth digital channels in consumer purchase decision

Akanksha Dhiman, K Rajagopal, Vaishali Mahajan (2021): showed that male consumer behaviour changes in a positive way when factors like quality of interaction as well as electronic form of word of mouth considered. The main demographic factors are of age and income and it's found out that the major digital platform users are between the age group of 22 to 38. As the age increases and the income of an individual increases, the shift from digital to offline platforms is visible, thus reducing the impact of digital marketing influence on the buying behaviour of male consumers. Despite this, the increasing disposable income has increased the cosmetic consumption for the male consumers, with increasing preference to buy them from offline sources.

Bamini KPD Balakrishnan, Mohd Irwan Dahnil, Wong Jiunn Yi (2014): Social Media Marketing Mediums have positive significant impact on purchase intention of generation Y. Online Advertisement has positive impact on brand loyalty. The online marketing communications, specifically, E-WOM, Online Communities and Online Advertisement are effective in promoting brand and product through company website and social media platforms. The respondent which is the UMS students are interested in engaging and giving their feedback on product through social media marketing medium to increase purchase intentions.

Laura Aragoncillo and Carlos Orús (2017): Has concluded that offline channel is slightly more encouraging of impulse buying than the online channels. Factors that encourage online impulse buying explain this behaviour to a greater extent than do discouraging factors. Social networks can have a big impact on impulse buying.

Abaid Ullah Zafara, Jiangnan Qiu a, Ying Li a, Jingguo Wang b, Mohsin Shahzad a (2019): Stated that the impact of celebrities posts, contextual interactions create an urge to buy impulsively among Facebook users. Celebrities post authenticity, positive sentiments and observational learning significantly encourage users to buy impulsively Negative sentiments significantly discourage users urge to buy impulsively, but the influence was low compared to the positive sentiments. Elisabeta Ioană, Ivona Stoica (2014): Concluded that social networks have a role in influencing the behaviour of consumers in the virtual environment, particularly when the degree of exposure of messages and the relation created between the variety of information given and the consumer who is about to make a purchase. Smith, K.T. (2012): Studied that Millennials have a definite preference for certain forms of online advertising. There are digital marketing strategies that are considerably more effective in grabbing the attention of Millennials, motivating them to re visit to a website, and also encouraging Millennials to write online reviews on the websites.

Xin Jean Lim, Aifa Rozaini bt Mohd Radzol, Jun-Hwa Cheah (Jacky), Mun Wai Wong (2017): Studied the Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude and found that respondents with a favourable attitude towards social media influencers would generally harbour an intention to purchase the influencers' endorsed product. The respondents were more likely to accept meanings from brands endorsed by social media influencers, with whom

they perceived as a resemblance to themselves or whom they admired. Dr Nick Hajli (2013). This research shows that advancements in the internet along with social media have empowered customers. The results show that trust, encouraged by social media, affects intention to buy. When potential consumers are encouraged to trust in vendors by their peers, and also to trust in the SNS itself, they are more likely to buy through social networking sites.

**Objectives & research methodology**

**Objectives**

After going through various research papers in the literature review section, the objectives that are formulated for the research purposes are as follows: To identify the role of Social Media Marketing in defining the consumer buying behaviour. To analyse and study the temporary and permanent factors that impacts the buying behaviour in the life of people due to Social Media Marketing.

**Research methodology**

Methodology arises from theoretical, analytical and systematical analysis of the methods applied for the program in the area of concern. It can consist of various techniques like theoretical model, qualitative techniques, quantitative techniques etc. The following study consists of both the primary and secondary data sources for the analysis purpose.

**Primary Sources**

Primary sources are the first-hand sources, i.e., the data's are collected directly from the sources in contact with the study or are impacted by the area of concern. In our research, the observation and collection of data for primary source is done through a structured questionnaire based on Likert Scale. Likert Scale is the well-known ten-pointer bipolar response that was invented in 1932. The pointer on these scales are used to indicate on the points of 0-10 that how much the people are satisfied or dissatisfied with the context of the question.

Secondary sources as the name suggests are the second hand data's that are extracted from some previously collected data's. These data's extracted for our theory is mainly from research purpose is from journals, articles, newspaper etc.

There are various sampling techniques available for the analysis of the data. They are broadly classified into Probability and Non-probability sampling techniques. In this research, the sampling techniques we were used Non-Random Sampling Technique.

In non-random sampling, Convenience technique was used. The reason being that we are going to collect data only from limited population as per the convenience, and the desired information about the whole population derived based on

that result. Also, this technique is convenient and cheaper as compared to other techniques.

Target population comprises of the group of individuals to whom the conclusions that will be founded in research will be applicable. It can also be called as theoretical population. In this research, the target population will be the individuals who were indulge in any sort of social media marketing in last 5 years.

It refers to the total number of individuals which are under consideration for the purpose of research. It is decided on the basis of the ease, budget etc. The greater will be the sample size, greater will be the accuracy with less sampling error. The sample has compressed to 186 respondent's opinions. The respondents will be mainly the ones who were actively using social media for searching, viewing or casually browsing platforms for the purpose of shopping and various other purposes. The survey has been comprised on people in Jharkhand, UP, Rajasthan, Punjab, Uttar Pradesh Karnataka, Kerala, Tamil Nadu, Telangana and Andhra Pradesh.

This basically refers to the overall technique that one uses to accommodate and integrate the different components of the research process in a systematic and logical way, which ensured the proper identification and addressing the problem statement of the research. Here in this research, causal and data integrated descriptive analysis designs of research has utilised.

In this research, various statistical tools like Bar Graphs, Pie Charts, tables, Mean, Median, Mode, SPSS, and Excel etc. will be used for efficient and accurate analysis of the data, so that a meaningful and apt conclusion will be drawn. SPSS Statistics is the world's most organised statistical software designed to solve business and research related issues by various kinds if analysis and testing. In this research the analysis process used will be an easy one involving just a few steps.

**Statistical Technique**

We used here PLS SEM technique and for analyzing data we were used software named as SMART PLS 2.

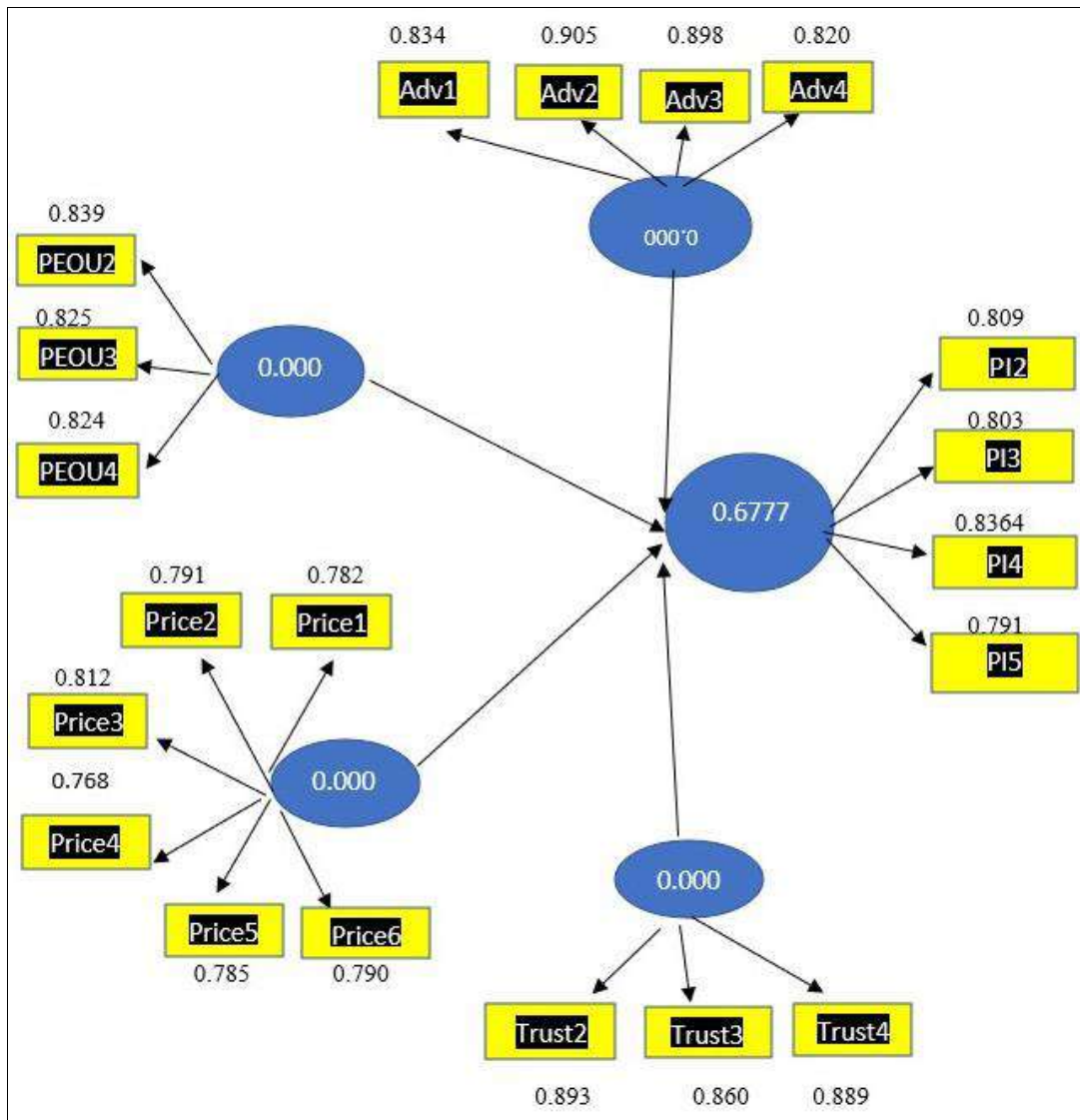
PLS-SEM is also known as PLS PM. It stands for Partial Least Square Structural Equation Modelling or Partial Least Square Path Modelling. It is the structural method which measures the cause and effects in the relationships of the model with observed variables. The model estimates the observing variables. A mathematical algorithm helps the model equations by estimating observing variables through its sub-models named as measurement and structural model, hence the PLS-SEM model procedure is called or named as "Partial". This statistical method is referenced by the researchers, as it can measure small as well as large sample size data

Source of Data	Primary
Size of Sample	186
Sampling Frame	People in Jharkhand, UP, Rajasthan, Punjab, Madhya Pradesh, Karnataka, Kerala, Tamil Nadu, Telangana and Andhra Pradesh
Sampling Technique	Convenience Sampling (Non- Random)
Research Design	Causal
Data analyst's technique	PLS SEM

**Conceptual framework**

This framework is based on the factors of advertisement, ease of use, price and trust. This model helps to use in the

study of impact of various factors on the purchase intentions of digital marketing



**Table 1: Hypotheses**

H 1	Advertisement	Advertisements has a positive and significant effect on intention to use online shopping in digital marketing site.
H 2	Ease of use	Ease of use has a positive and significant effect on intention to use online shopping in digital marketing sites.
H 3	Price	Price has a positive and significant effect on intention to use online shopping in digital marketing sites.
H 4	Trust	Trust has a positive and significant effect on intention to use online shopping in digital marketing sites.

**Analysis and Results**  
**Measurement model**

Confirmatory Factor Analysis (CFA) is a special kind of factor analysis most commonly used in social research. It is used to access whether a construct's measures are compatible with the perception of the existence of the construct or factor. CFA is widely used to determine the authenticity of a single model, to assess the loading value of an object to assess whether a set of factors is related or not, and to assess the variability and functionality of a set of measures.

It works on Convergent Validity, Divergent Validity, Reliability, Composite Reliability, Internal Reliability, Combined Reliability.

Combined reliability is used to assess internal consistency, which should be greater than the 0.7 bench that will be considered sufficient and also referred to the coefficient, which is obtained by combining all true point variations and

covariance in the combination of related index variables.

Internal consistency tests the consistency of results on all items in the tests. It estimates that the total number of complete tests may vary if slightly different materials are used. If the study had a good internal agreement, respondents should answer the same question for each question, namely three "agree" or three "strongly disagree." If different answers are given, there is a sign that the questions are not well-formed and reliable. It is measured in Cronbach Alpha mode where the value must be > 0.7 for the model to be satisfactory.

Cronbach alpha is a measure of internal consistency, which means how closely related the items are as a group. It is considered to be as measure of reliability. Cronbach's alpha is not a statistical test; it is a coefficient of reliability or consistency. The generally accepted rule is that  $\alpha$  0.6-0.7 indicates an acceptable level of reliability, and 0.8 or more is a very good level.

**Table 2:** Results of outer loading

Constructs	Items	Loadings
Advertisement	Adv1	0.8348
	Adv2	0.9058
	Adv3	0.8982
	Adv4	0.8207
Ease of Use	PEOU 2	0.8391
	PEOU 3	0.8251
	PEOU 4	0.8248
Purchase Intention	PI2	0.8094
	PI3	0.8037
	PI4	0.8364
	PI5	0.7913
Price	Price1	0.7821
	Price2	0.7915
	Price3	0.8127
	Price4	0.7684
	Price5	0.7859
	Price6	0.7906
Trust	Trust2	0.8933
	Trust3	0.8606
	Trust4	0.8898

**Table 3:** Results of Convergent Validity

	AVE	Composite Reliability	R Square	Cronbach's Alpha
Adv	0.7494	0.9227		0.8877
EOU	0.6883	0.8689		0.774
PI	0.6567	0.8844	0.6777	0.8255
Price	0.622	0.908		0.8785
TR ST	0.7768	0.9126		0.8562

Convergent validity refers to how closely the new scale is related to same construct's other variables and other indicators. The construct should not only correlate with

related variables but should not correlate with dissimilar variables that are not related. Convergent validity refers to the degree to which two tests are used, a parameter frequently used in sociology, psychology and behavioral sciences.

Using correlation coefficients, Convergent validity can be calculated. A successful convergent validity assessment indicates that a concept test is strongly correlated with other tests designed to evaluate concepts that are logically identical. Relative to discriminant proof, convergent evidence is better viewed. That is, inter correlation trends between two different measures should be low, while correlations with similar measures should be significantly higher. As a multi-trait multi-method matrix, this proof can be ordered.

Price has value 0.622 and EOU has value 0.6883, PI has value 0.567 but both are close to 0.7 therefore, internal reliability for each construct is established and given in Table 3. Composite Reliability is also known as construct reliability and it is the measurement of internal consistency similar to Cronbach's alpha. Composite reliability of every construct is greater than 0.7, so, the reliability of every construct is established and are mentioned in Table 3.

Discriminant validity is shown by proof that tests of constructs that should not be strongly related to each other theoretically are not, in fact, found to be highly correlated with each other. In fact, discriminant validity coefficients should be substantially smaller in magnitude than convergent coefficients of validity.

Evidence of discriminant validity is given when, in practice, measurements of constructs that should not logically be highly linked to each other are not found to be linked to each other. The purpose of proof of discriminant validity is to be able to distinguish between tests of various constructs.

**Table 4:** Results of discriminant validity

	Adv	EOU	PI	Price
Adv	0.86568			
EOU	0.64640	0.82964		
PI	0.69580	0.76350	0.81037	
Price	0.72900	0.73620	0.73050	0.78867
TRST	0.74950	0.75580	0.72490	0.76970

In this research we followed the criteria of Fornell and Lacker (1981). The values which are highlighted in table 4 are the square root of AVE. The discriminant validity is proved in this research as the values below the highlighted

diagonal are lower. The discriminant validity can be proven by different criteria's but this criteria is followed extensively that is why we used this method to prove the discriminant validity.

**Table 5:** Results of hypothesis

Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Standard error (ST ERR)	T Statistics (O/ST ERR)	Remarks
Adv -	0.20	0.2	0.07	0.07	2.5691	Alt- hypothesis accepted
> PI	44	014	96	96		
EOU	0.31	0.3	0.09	0.09	3.3034	Alt- hypothesis accepted
-> PI	84	085	64	64		
Price -	0.24	0.2	0.10	0.10	2.324	Alt- hypothesis accepted
> PI	65	449	61	61		
TRST	0.14	0.1	0.08	0.08	1.7285	Alt- hypothesis accepted
-> PI	13	608	18	18		

R-square is a statistical estimate that represents the Proportion of the variance for a dependent varying quantity that's described by an independent varying quantity or variables in a regression model. Whereas on the other hand

correlation describes the relationship strength with dependent and independent variable. R- Square describes to what range or extent the variance of one variable explains the variance of the other variable. It is also known as the

### Coefficient of Determination.

The formula for R-square is:  $R\text{-square} = 1 - \frac{\text{Unexplained Variation}}{\text{Total Variation}}$

Above mentioned factors are significant towards the intention to use of social media purchases. Advertisement, Ease of use, Purchase Intention, Price, Trust are the factors which were helpful in the intention to use digital marketing purchases. As a result, these factors play a significant and positive role for the use of digital marketing purchases.

Path analysis is a type of multiple regression Statistical measure that is used to estimate casual models through examining the relationships between a dependent varying quantity and two or more than two independent variables. By utilizing this technique, researcher can estimate both the magnitude and significance of casual connections between variables. Generally, researchers draw a path diagram in which internal relationships within all the variables whether it is dependent or independent and the casual direction between them are specifically laid out.

Firstly, Researchers construct an Input diagram which illustrates the hypothesized relationship. After the completion of statistical analysis, a researcher then would construct an output path diagram, which describes the relationships as they actually exist, according to the analysis conducted.

### Managerial implications

As most of the companies are already using digital marketing for the betterment of the company or to connect with their customers like. They are having their own sites from which customers can easily do shopping for which they are giving offers to their customers and giving coupon codes so that they can engage their customer and from this new customer will also join their platforms.

In the study also we have done the same we try to find out factors which are going to affect the customers to use more and more about digital marketing. So, in the study total five factors are there which are going to affect the customers. These factors are Advertisement, Ease of use, purchase intention, price, trust customers. Which is going to help their brands to grow because for their customers these factors are like the parameter for them to judge their system. Since social media advertising has many benefits like targeting the correct customers and reminding them through suggestions in websites which helps the company to increase their sales with less expenditure compared to traditional marketing.

Many of the companies with future foresee have already started digital marketing through various platforms in social media.

It helps customer to buy the products directly by clicking on the link which gives a customer to easily navigate and surf the required products. Though this is cost effective still there are many companies whose worth is really more and not bothering about these marketing.

There are many ways to advertise the product one of such is making the product reliable and trustable one of the way is to send that product to the media influencers and tie up with them to provide the feedback by which the customer will be satisfied with the reviews before buying the product.

Companies are getting benefitted by digital marketing as the customer is satisfied with the budget, discount and brand.

Many of the people now have mobiles with them and usually many of them will surf through social media. To purchase a product these days many of the end customers are buying products from online by checking reviews and buying them due to social media advertisement influence.

Some of the products may not be available at local stores or market so the customer prefers to buy the brand through online. Since wide variety of products available in online customers tend to buy desired products due to suggestions provided by social media advertisement.

The study found out that people are aware about the digital marketing and use them. Males tend to use online shopping more frequently than females. Online shopping system are generally preferred by the youth (age group 20-25) and students on particular form majority of the customer base, this is an important information for the digital marketing brands as they should focus on campaigns in and around the educational institutions. The study shows that Post graduated people are the ones who tends to use these services the most and income is not a huge determining factor for the usage of digital marketing amongst people as students constitute a majority of customer base and their income is not high as show in analysis. Digital marketing are efficient in recording the shopping transactions which help in addressing the parallel economy.

Even though digital marketing sites are increasing because of usage of internet and social media sites. From this study it is identified that customer are using largely online shopping to buy products. This is a ray of light for brands to increase their customers for digital marketing that they should provide discounts or attractive offers in this area so that they can increase their customer base. Digital marketing brands were successful in increasing their online customer base. From this information shown that customers trust online shopping. Almost 70 percentage of respondents are using and also trust digital marketing.

Respondents are satisfied with the availability of online shopping their convenience, level of accessibility and they believe that this have made their daily life an easier task.

### Limitations

The study does not look into the privacy concerns and digital purchases of the users.

During the study we are bound to collect the data from the online ways only.

Data was collected from all over the states as because of the COVID19 we can't visit to our responses and can't check whether there they are filling the responses properly or not.

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