



# TO STUDY THE IMPACT OF FACTORS OF SOCIAL MEDIA MARKETING OVER CONSUMER PURCHASING JOURNEY WITH SPECIAL REFERENCE YOUTHS OF CHIKKAMAGALURU CITY , KARNATAKA

## Author

Mr .Ravi I A<sup>[1]</sup>

Research Scholar, Department of MBA

PES Institute of Technology and Management, Shivamogga

## Co -Author

Dr. Sudharshan G M<sup>[2]</sup>

Professor, Department of MBA

PES Institute of Technology and Management, Shivamogga

## **Abstract:**

Consumers now have more options for attracting in social interactions on the internet thanks to the rise of social media. Social media has become the go-to source for consumers seeking information on the plethora of businesses available today. In recent years, Social Media Marketing (SMM) has emerged as a crucial component for companies to quickly, conveniently, and effectively reach out to their target customers. Traditional marketing strategies are unhelpful in today's world of globalization and cutthroat competition. If a company wants to stay competitive, it needs to adopt a social media marketing plan. The traditional order of things in the arena of marketing strategies used to sell products online has been upended by the rise of social media. According to the findings, online marketing is having an effect on consumer behavior, particularly among the young. The focus of this research paper is to analyze how the rise of social media has altered consumer spending habits. Respondents were selected using a random sample technique for this descriptive research study. A chi-square test was used for statistical analysis of the data received from 200 participants. Based on the results, conclusions have been concluded.

**Keywords:** Internet; consumer habits; globalization; and social media marketing

**Introduction:**

Due to rising demand from the country's expanding middle class, India's market is expected to attract millions of users within the next decade, making it one of the fastest-growing in the world. The proliferation of internet-based technologies and their incorporation into people's daily lives have fundamentally altered the nature of interpersonal and professional communication. And with the help of high-speed internet, it unites everyone in one spot. Therefore, social media has not only altered people's daily routines, but also provided a significant benefit to business owners and corporations by allowing them to more readily communicate with customers and gain insight into what kinds of items they find most appealing. As a result, advances in information technology have helped bridge the gap in communication that previously existed between producers and customers. It has helped both the vendor and the customer that consumers can now communicate with one another and discuss the things they need on social media platforms.

The advent of social media marked a new era in marketing since it allowed businesses to forge more fruitful connections with their clientele. When it comes to connecting with consumers and building communities, social media is a huge boon for businesses build rapport with buyers (Quinn, 2016). The way people shop has shifted because of social media (Chen et al., 2017). Some shoppers even look to their followers' recommendations on social media before making a purchase decision. A study by Hinz et al. The shift toward using social media for marketing purposes is revolutionary. Due to the low cost of social media advertising compared to more conventional channels, many companies have shifted their marketing budgets to focus more heavily on these platforms (Ahmad et al., 2018).

Goodrich and de Mooij (2014), Prasad et al. (2017), and Enyioko and Okwandu (2019) are just a few of the research that draw the conclusion that social media is an important part of building brand awareness. As a result, customers' decisions will be influenced favorably by the increased degree of awareness and the good reviews of user interactions on social media (Malik et al., 2013; Yogesh & Yesha, 2014). Brand awareness as a mediation construct in the influence of purchasing decisions, however, has received little attention in the academic literature.

**Literature Review:**

According to Rockendorf (2011), this means that social media is a gold mine for market research, providing insights into consumer preferences and purchase habits. In this post, we take a look at the function of E-word-of-mouth, E-advertising, and E-communities on consumer brand loyalty and purchases. In light of Forbes & Vespoli's (2013) research. Social media can affect consumer preference for any service or product. Consumers' choices may be influenced by factors such as quality, brand recognition, marketing, or cost. This study's findings show that consumers are influenced to make purchases of all price points, small and large, by the recommendations of their social media contacts and friends.

The university looked at a random sample of 249 consumers' purchases to see what kinds of products people bought and how much they paid for them. According to this study's findings, customers are more likely to trust

the recommendations of their connections or friends on social media, regardless of the item's price (Forbes & Vespoli, 2013).

Consumers' perceptions of advertisements, brands, and their own purchase decisions can all be influenced by the popularity of these mediums online. Although it probably won't influence shoppers' final verdicts, it could serve as a moderating factor (Taining, 2012). The public's perception of a brand on social media can lead to changes in consumer spending. A positive association with a company or its products can influence a buyer's final decision. A consumer's perception of a brand can shift and their purchasing behavior might be influenced by the recommendations of friends on social media. However, commercially-provided social media advertising can have an effect on consumers' perceptions of brands and their propensity to buy such brands (Yang, 2012). Marketers can use this data to inform their strategy. Marketers frequently employ social media in their strategies. It's a cheap and simple approach to get the word out about their products and services to the public.

In addition to serving as a platform for advertising, brands and services may use social media to build relationships with their target audiences. According to another piece of research, customers and potential customers can have direct conversations with a brand's representative via social media. Brands and businesses capitalize on the fact that the vast majority of consumers now utilize social media to do product research and make purchases. While the internet consumer market is growing rapidly around the world, it is also becoming increasingly segmented along cultural lines (Vinerean, Cetina, & Tichindelean, 2013). Consumers can easily interact and contact the company via social media if they have any issues with the company's products or services. Challenges arise when businesses must decide how to respond to feedback and comments posted on social media. Their opinions and feedback can strengthen brands and encourage more customers to buy. Every aspect of a product has the potential to sway a customer's final purchase decision.

Understanding why people use social media can help us better serve them. According to Heinonen (2011), consumers use the Internet for three primary reasons: information, entertainment, and social interaction. Two basic categories of motivation have been identified by researchers (Krishnamurthy and Dou, 2008): intellectual, such as knowledge sharing and advocacy, and emotional, such as social connection and self-expression.

Consumers' internet behavior has been used to uncover their social media engagement. Today's consumers rely heavily on the Internet to help them pursue their goals. Their inspiration may stem from their desire to reunite with old acquaintances, expand their business, or receive positive feedback on their performance. Social media reviews serve as a secondary resource for consumers looking to get the most bang for their buck. Social media reviews have an effect on sales of both expensive and cheap products. Reviews on everything from nail polish to limo services can be accessed by the public. Reviews like this can sway consumers to make a purchase or at least help them feel more confident in their final verdict.

The impact of social media extends beyond the realm of marketing and sales to areas where objectivity and fairness are essential, such as in politics and the selection of jurors. Because of the Internet's widespread availability, jurors can now look to social media for information to use in their deliberations and decision-making (Simpler, 2012). Using social media, potential jurors can publicize their opinions on the case at hand.

There are benefits for jurors in receiving information or evidence that can back up their decision. When it comes to disseminating timely news and data, Twitter is unrivaled. Although the veracity of the information presented here cannot be verified, it should provide the jury with a sense of the general consensus of the case. Recent studies have shown that jurors' access to social media sites like Facebook and Twitter enhances their understanding of the case and may even sway their verdict (Simpler, 2012).

Another study looked at how people's decision-making processes were affected by exposure to health-related news stories and social media posts. The research tracked discussions of flu shots on popular Dutch news and social media outlets. In February, March, and April of 2012, the Dutch news and social media websites promoted influenza vaccine programs. The findings of this study revealed that the mainstream media and social media present messages with different tones. Social media is more critical of the behaviour of Internet users, which may affect the success of vaccination programs and recommendations given by health authorities (Lehmann, Ruiters, & Kok, 2013). News media coverage tended to be more impartial and nonjudgmental. This research, however, finds that such eHealth announcements only represent an initial stage. People are more likely to react to events in the news on social media than in traditional media. Due to the prevalence of the Internet, it is appealing and has the potential to serve as a significant health information resource.

Dynamic procedures with varying amounts and types of information sources have been utilized since consumers cannot trial travel-related items and services before purchasing them (Fodness, & Murray, 1977). Numerous studies have shown that tourists rely heavily on social media for trip planning. Travelers' decisions may be heavily influenced by reviews of attractions, accommodations, modes of transportation, cuisine, and dining establishments. Businesses and organizations in the tourism industry have taken to social media as a means of reaching their target audience by disseminating travel-related content such as blog posts, videos, images, and user reviews. All of these factors can have an impact on where you decide to go and how you feel about returning in the future. Fifty-eight percent of American online vacationers relied on user reviews when planning their trips: About half of them looked at testimonials and suggestions: Eighteen percent relied on digital images and social media: Blogs were read by 13%, while videos were watched by 5% (eMarketer, 2007).

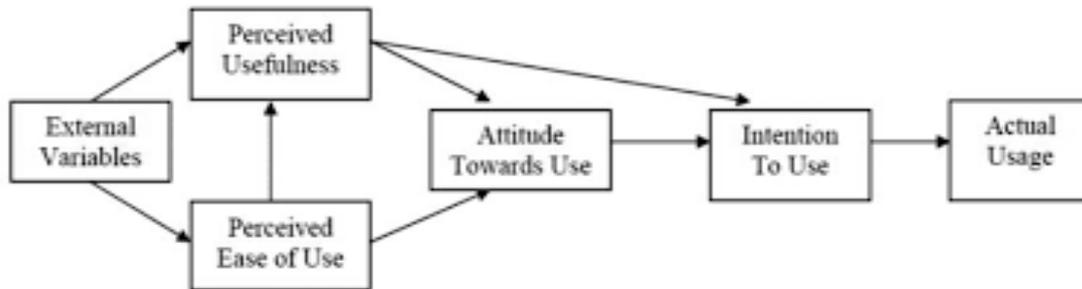
### Need of **the Study**

Due to emerging technology and recent advancements on the digital platform has caused traditional marketing go inferior than the digital marketing. Consumer's resistance to traditional marketing is mainly due to its inability to have a two-sided conversation and the advertising revenues for many traditional media have declined (Duffett, 2017). Whereas, social media is increasingly assuming a significant role in the lives of consumers by giving birth to a whole new interactive platform on the internet (Yavisha Ramnarain, 2013), where marketers across the globe find remarkable opportunities to interact and build close associations with the consumers. The consumers now have become more informed, more demanding and spend more time on social media. Thus, change in the consumer preference and attitude have caused a significant change in their buying behaviour (Yavisha Ramnarain, 2013). Thus, this study attempts to understand the impact of various factors affecting purchase intention of the customer

## Theoretical framework

### Technology Acceptance Model (TAM)

Technology Acceptance Model has been developed by Davis (1989) is one of the most popular research model to predict the use and acceptance of information systems and technology by individual users. In TAM model, there are two factors perceived usefulness and perceived ease of use is relevant in computer use behaviors. According to TAM, ease of use and perceived usefulness are the most important determinants of actual system use. Behavioral intention is the measure of the likelihood of a person employing the application.



**Diagram No.1: Technology Acceptance Model**

### Research objectives

- a. To understand the role and significance of social media marketing on consumer purchase journey
- b. To identify and analyze influence of social media marketing factors on consumer purchase journey

### Research Methodology:

Primary data was gathered using an online survey through questionnaire. The study design is deductive, and quantitative methods are used to quantify study variables. Data was collected from Two hundred (200) consumers. Structured surveys containing closed statements scored on the Likert's scale (1-5 as strongly agree, agree, neutral, disagree, and strongly disagree accordingly) are used to collect primary data. The study used a simple random sample method and the chi-square analysis method.

### Sources of Data

- Primary Data: The primary data will be collected from the social media users to study the factors influencing their purchase intention towards hotels and resorts service using a survey questionnaire.
- Secondary data: The secondary data is being collected from magazines, books, journals, research articles

### Research Design and sampling Plan

A survey questionnaire will be used to collect the data. The researcher would adopt Snowball sampling to collect the data.

**Results and Discussion:****Table 1: Frequency Table**

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Male	95	15.0	47.5	47.5
Female	103	16.2	51.5	99.0
Others	2	.3	1.0	100.0
Total	200	31.5	100.0	
<b>Age (in Years)</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
20-25	47	7.4	23.5	23.5
26-30	96	15.1	48.0	71.5
31-35	33	5.2	16.5	88.0
36 and Above	24	3.8	12.0	100.0
Total	200	31.5	100.0	
<b>Qualification</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Below Graduation	10	1.6	5.0	5.0
Graduation	67	10.6	33.5	38.5
Post-Graduation	117	18.5	58.5	97.0
Above Post Graduation	6	.9	3.0	100.0
Total	200	31.5	100.0	

Source: Authors Compilation

From the above, 1.1 specifies the respondent's gender: male respondents were 95, female respondents were 103, and other respondents were 2. Furthermore, the respondents' age (in years) was 20–25 were 47, 26–30 were 96, 31–35 were 33, 36 were above, and above respondents were 24. The respondents qualifications were below graduation were 10; graduation was 117; and above post-graduation respondents were 6.

**Table 1.2: Descriptive Statistics**

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
	<b>Statistic</b>	<b>Statistic</b>	<b>Statistic</b>	<b>Statistic</b>	<b>Statistic</b>
Influence in purchasing choice.	200	1	5	3.30	1.097
Enhance the quality of my purchasing decisions	200	1	5	3.57	.970
Increase the efficiency of purchasing decisions	200	1	5	3.64	1.018
Facilitate procurement of superior products	200	1	5	3.57	1.068
Valid N (listwise)	200				

Source: Authors Compilation

From Table 1.2, it appears that influence on purchasing choice had a mean of 3.30 and a standard deviation of 1.097. Further enhance the quality of my purchasing decisions. The mean was 3.57, and the standard deviation was 0.970. Also, Increase the efficiency of purchasing decisions mean was 3.64 and std. deviation was 1.018 and Facilitate procurement of superior products mean was 3.57 and std. deviation was 1.068.

**Table 1.3: Cross tabulation statistics for gender and Influence in purchasing choice, Enhance the quality of my purchasing decisions, Increase the efficiency of purchasing decisions and Facilitate procurement of superior products.**

		Gender			Total	Chi-Square	Cramer's V Coefficient
		Male	Female	Others			
Influence in purchasing choice.	SD	12	4	0	16	7.822	0.140
	D	14	11	0	25		
	N	31	37	1	69	P = 0.451	P = 0.451
	A	28	35	1	64		
	SA	10	16	0	26		
Total		95	103	2	200		
Enhance the quality of my purchasing decisions	SD	3	5	0	8	6.667	0.129
	D	7	10	0	17		
	N	34	22	1	57	P = 0.573	P = 0.572
	A	37	52	1	90		
	SA	14	14	0	28		
Total		95	103	2	200		
Increase the efficiency of purchasing decisions	SD	2	4	0	6	6.405	0.127
	D	11	12	1	24		
	N	24	21	0	45	P = 0.602	P = 0.602
	A	39	48	0	87		
	SA	19	18	1	38		
Total		95	103	2	200		
Facilitate procurement of superior products	SD	7	2	0	9	12.315	0.175
	D	12	12	0	24		
	N	19	28	2	49	P = 0.138	P = 0.138
	A	42	38	0	80		
	SA	15	23	0	38		
Total		95	103	2	200		

Source: Authors Compilation

According to table 1.3, Influence in purchasing choice was Strongly Disagree by 12 Male and 4 Female, Disagree by 14 Male and 11 Female, Nether Agree or Disagree by 31 Male and 37 Female, and 1 Others were Agree by 0 Male and 35 Female. Others were strongly agreed upon by 0 males and 16 females. Enhancing the quality of my disagreements By 3 male and 5 female votes, they strongly disagree.7 males and 10 females disagreed. Were neither agreed Upon nor Disagreed Upon by 34 males and 22 females, with one exception. 37 men and 52 women agreed, with one exception. 14 men and 14 women strongly agreed. Two male and four female respondents strongly disagreed with the idea of making purchasing decisions more efficient, while 11 male and 12 female respondents agreed. 24 men and 21 women agreed or disagreed. 39 men and 48 women agreed, while 0 others disagreed were strongly agreed upon by 19 male and 18 female respondents. Facilitate

procurement of superior products were Strongly Disagree by 7 Male and 2 female 12 men and 12 women disagreed. Were neither agreed upon nor disagreed upon by 19 males and 28 females, with 2 others voting neither Agreed upon 42 men and 38 women agreed, while 0 others disagreed. 15 males and 23 females strongly agreed.

The chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test are non-significant and that the variable influences purchasing choice. And gender have no association with each other. Cramer's value of 0.14 indicates a strong association between the variables of gender and influence on purchasing choice. The chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test are non-significant, and the variable Enhance the quality of my purchasing decisions. Gender and gender have no relationship with one another. Cramer's value of 0.129 indicates a strong association between the variables of Gender and Enhance the quality of my purchasing decisions.

The chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test are non-significant, and the variables Increase the efficiency of purchasing decisions and Gender have no association with each other. Cramer's value of 0.127 indicates a strong association between the variables of gender and increasing the efficiency of purchasing decisions. Further, the chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test and thee non-significant, and the variables Facilitate procurement of superior products and Gender have no association with each other. Cramer's value of 0.17 indicates a strong association between the variables of gender and facilitation of the procurement of superior products. Therefore, for the current study, the gender of the respondents is shown to have a significant association with usefulness among the respondents.

**Table 1.4: Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Advertising is beneficial in purchasing decision	200	1	5	3.73	.982
It is transparent and straightforward.	200	1	5	3.63	1.062
It does not need any mental exertion.	200	1	5	3.67	1.038
It is simple Marketing	200	1	5	3.87	.900
Valid N (listwise)	200				

Source: Authors Compilation

From table 1.4, it is evident that advertising is beneficial in purchasing decisions; the mean was 3.73 and the standard deviation was 0.982. Further, it is transparent and straightforward; the mean was 3.63 and the standard deviation was 1.062. Also, it does not require any mental exertion. The mean was 3.67, and the standard deviation was 1.038. And it is simple marketing: the mean was 3.87 and the standard deviation was 0.900.

**Table 1.5: Cross tabulation statistics for gender and Advertising is beneficial in purchasing decision, It is transparent and straightforward, It does not need any mental exertion and It is simple Marketing.**

		Gender			Total	Chi-Square	Cramer's V Coefficient
		Male	Female	Others			
Advertising is beneficial in purchasing decision	SD	5	0	0	5	11.458	0.169
	D	9	12	0	21		
	N	17	21	0	38	P = 0.176	P = 0.176
	A	40	54	2	96		
	SA	24	16	0	40		
Total		95	103	2	200		
It is transparent and straightforward.	SD	3	4	0	7	3.346	0.092
	D	14	10	0	24		
	N	21	27	1	49	P = 0.909	P = 0.909
	A	34	41	1	76		
	SA	23	21	0	44		
Total		95	103	2	200		
It does not need any mental exertion.	SD	4	2	0	6	6.172	0.124
	D	6	14	0	20		
	N	30	24	1	55	P = 0.628	P = 0.628
	A	32	39	1	72		
	SA	23	24	0	47		
Total		95	103	2	200		
It is simple Marketing	SD	1	1	0	2	26.747	0.259
	D	7	6	2	15		
	N	15	24	0	39	P = 0.001	P = 0.001
	A	48	48	0	96		
	SA	24	24	0	48		
Total		95	103	2	200		

Source: Authors Compilation

According to Table 1.5, advertising is beneficial for purchasing decisions. Strongly disagree by 5 male respondents, disagree by 9 male respondents 12 female respondents, neither agreeing nor disagreeing by 17 male respondents 40 male respondents agreed with 21 female respondents. 54 female respondents strongly agreed upon by 24 male and 16 female respondents, it is transparent and straightforward. Strongly Disagree 3 male and 4 females disagree 14 males and 10 females disagree neither agrees nor disagree 21 male, 27 female respondents agree, 34 male, 41 female respondents strongly Agree: 23 male and 21 female respondents it does not need any mental exertion. Strongly Disagree 4 respondents male respondents disagree 6 Male 14 Female respondents neither agree nor disagree 30 male and 24 female Respondents Agree 32 Male 39 Female Respondents Strongly Agreed: 23 male and 24 female respondents It is simple marketing Strongly Disagree 1

Male, 1 Female Respondents Disagree 7 Male, 6 Female Respondents Neither agree nor disagree 15 male, 24 female respondent agree 48 male, 48 female respondent Strongly Agree: 24 male and 24 female respondents.

The chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test are non-significant, and the variable Advertising is beneficial in purchasing decisions, and gender and advertising have no association with each other, Cramer's value of 0.169 indicates a strong association between the variables of gender and advertising, which is beneficial in purchasing decisions. The chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test are non-significant, and the variable It is transparent and straightforward, and genders have no association with each other Cramer's value of 0.092 indicates a strong association between the variables of gender and transparency and straightforwardness.

The chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test are non-significant, and the variable It does not require any mental exertion. And gender have no association with each other Cramer's value of 0.124 indicates a strong association between the variables of gender and that it does not require any mental exertion. The chi-square statistics obtained with  $p < 0.05$  indicate that the results of the test are significant, and the variable It is simple: marketing and gender have no association with each other. Cramer's value of 0.259 indicates a very strong association between the variables of gender and simple marketing. Therefore, for the current study, the gender of the respondents is shown to have a significant association with usefulness among the respondents.

**Table 1.6: Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Extending service knowledge by social media content	200	1	5	3.75	1.047
It fulfills its promises and obligations.	200	1	5	3.76	1.049
It is a legitimate practice.	200	1	5	3.83	1.000
It is a trustworthy	200	1	5	3.90	.932
Valid N (listwise)	200				

Source: Authors Compilation

From table 1.6, it is evident that extending service knowledge through social media content had a mean of 3.75 and a standard deviation of 1.047. Further, it fulfilled its promises and obligations with a mean of 3.76 and a standard deviation of 1.049. Also, the legitimate practise mean was 3.83 and the standard deviation was 1.000, while the trustworthy mean was 3.90 and the standard deviation was 0.932.

**Table 1.8: Cross tabulation statistics for gender and Extending service knowledge by social media content, It fulfills its promises and obligations, It is a legitimate practise and**

		Gender			Total	Chi-Square	Cramer's V Coefficient
		Male	Female	Others			
Extending service knowledge by social media content	SD	5	3	0	8	11.523	0.17
	D	8	9	0	17		
	N	21	19	2	42	P = 0.174	P = 0.174
	A	34	50	0	84		
	SA	27	22	0	49		
Total		95	103	2	200		
It fulfills its promises and obligations.	SD	SD	4	0	9	13.887	0.186
	D	D	4	1	14		
	N	N	19	1	44	P = 0.085	P = 0.085
	A	A	44	0	83		
	SA	SA	32	0	50		
Total		95	103	2	200		
It is a legitimate practice.	SD	4	2	0	6	11.513	0.17
	D	7	5	1	13		
	N	16	29	0	45	P = 0.174	P = 0.174
	A	40	41	1	82		
	SA	28	26	0	54		
Total		95	103	2	200		
It is a trustworthy	SD	2	2	0	4	8.925	0.149
	D	6	5	1	12		
	N	18	20	0	38	P = 0.349	P = 0.349
	A	47	45	1	93		
	SA	22	31	0	53		
Total		95	103	2	200		

Source: Authors Compilation

According to table 1.7, extending service knowledge through social media content is strongly disagreed with by 5 male respondents and disagreed with by 8 male respondents. 9 female respondents 21 male respondents either agree or disagree, while 19 female respondents agree. 50 female respondents strongly agreed by 27 male and 22 female respondents. It fulfills its promises and obligations. Strongly Disagree 5 male and 4 female respondents disagree. 9 male and 4 female respondents Neither agree nor disagree 24 male respondents and 19 female respondents agreed 39 male and 44 female respondents Strongly Agree: 18 male and 32 female respondents It is a legitimate practice. Strongly Disagree 4 male and 2 female respondents disagree; 7 male and 5 female respondents either agree or disagree. 16 male and 29 female respondents agree; 40 male and 41 female

respondents strongly agree with 28 male and 26 female respondents. It is trustworthy Strongly Disagree 2 Male 2 Female Respondents Agree 6 Male 5 Female Respondents Neither agree nor disagree 18 male and 20 female respondents agreed 47 male and 45 female respondents Strongly Agree 22 male and 31 female respondents.

The chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test are non-significant, and the variables extending service knowledge by social media content and gender have no association with each other. Cramer's value of 0.17 indicates a strong association between the variables of gender and extending service knowledge through social media content. The chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test are non-significant, and the variables It fulfills its promises and obligations and Gender have no association with each other. Cramer's value of 0.186 indicates a strong association between the variables gender and it fulfilling its promises and obligations. The chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test are non-significant and the variable is a legitimate practice. And gender has no relationship with one another. Cramer's value of 0.17 indicates a strong association between the variables of gender and it being a legitimate practice. The chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test are significant, and the variables It is a trustworthy and gender have no association with each other. Cramer's value of 0.149 indicates a very strong association between the variables of gender and It is a trustworthy. Therefore, for the current study, the gender of the respondents is shown to have a significant association with usefulness among the respondents.

### **Conclusion:**

Gender is a key factor in determining the gender of the respondents. For this study, the respondent was 95, female respondents were 103, and other respondents were 2.4, 6.5, and 6.6, respectively. The age (in years) was 20-25, 26-30, 96, 31-35, 33, 36, and 24, with females being the norm. The subject matter of the study was gender, ethnicity, and religion. Males were recruited from college and were required to complete a writing program, while females were recruited after graduation.

The results of the survey will be used to determine the sex and age of the participants. The chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test are non-significant and that the variables influence purchasing choice, with gender having no association with each other. However, there is a strong association between the variables of gender and increase the efficiency of purchasing decisions, with Gender being more significant than the variables. Additionally, advertising is beneficial in purchasing decisions. Cross tabulation statistics show that gender and advertising are beneficial in purchasing decisions as they are transparent and straightforward.

It does not require any mental exertion and is simple marketing. This study found that the chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test are non-significant, and the variable Advertising is beneficial in purchasing decisions. Cramer's value of 0.169 indicates a strong association between the variables of gender and advertising, and there is a transparent and straightforward relationship between them. The results also showed that gender and marketing have no association with each other, and that the gender of the

respondents is shown to have a significant association with usefulness among the respondents. Table 1.6 provides descriptive statistics for gender and extending service knowledge by social media content.

It fulfills its promises and obligations, meeting a mean of 3.75 and a standard deviation of 1.049. It is a legitimate practice and is a trustworthy source of data. Table 1.8 provides further information on the subject. The chi-square statistics obtained with  $p > 0.05$  indicate that the results of the test are non-significant and the variables extending service knowledge by social media content and gender have no association with each other. Cramer's value of 0.186 indicates a strong association between the variables gender and it fulfilling its promises and obligations. The gender of the respondents is shown to have a significant association with usefulness among the respondents. Strongly Disagree 4 male and 2 female respondents disagree; 7 male and 5 female respondents either agree or disagree; 16 male and 29 female respondents agree; 40 male and 41 female respondents strongly agree with 28 male and 26 female respondents. Both sides agree that the test is trustworthy and have a positive effect on the outcome.

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