



The Impact of Social Media Marketing and Customer Expectation on Post Purchase Behaviour

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ABSTRACT: This work focuses on the influence of social media in marketing and customers' expectation on the post-purchase behaviours. With the target population being young people within the academic field, the study sample is taken to be over 200 participants to whom data is collected using standardized questionnaires and then analysed through the use of regression analysis and ANOVA tests. The analysis reveals a range of relationships between two constructs of interest, social media marketing and Post-Purchase Behaviour, while customer expectation is found to moderate between the two.

Keywords: Social Media Marketing, Customer Expectations, Post-Purchase Behaviour, Regression Analysis, ANOVA

Introduction

It is critical these days within the landscape of advanced trade, social media advertising has turned out to be significant in shaping customer expectancies and behaviours significantly in terms of pre purchase expectation and put up buy narrative. This virtual phenomenon is no more capable of not only transforming the way organisations interact with their target markets but also remoulding the entire consumer perspective right from the moment they show interest in the product to the time they look back in post purchase scrutiny.

While using the social media platforms, the capacity consumers get confronted with a barrage of relevant commercials, endorsements by the influencers, endorsements by their peers and these are some of the factors that effective the formation of their expectations. What a purchaser expects before putting out their money today is a seamless proactive combination of entrainment, information, and attention, setting a higher bar for brands that a brand must not only reach but surpass. Today, it is not simply about the superior of a product or the quality of a service provided, but substantially, about values a brand associate itself with and the logo appeal it gets.

Consumers employ so-called word of mouth marketing, often in social media, wherein they discuss their experiences and tastes in products, apt to influence the purchase of themselves and of their friends. Recommended word of mouth can be very useful for a brand as they would convert a customer into an advocate just because of the positive things they have said about a particular product or service. On the other hand, negative reviews pose a great danger in that they go viral quickly and may harm the image of a given brand thus discouraging clients. In this web of feedback, the role of purchase customer support is underlined, as well as the necessity for companies to be involved in a dialogue with the target audience, sourcing out their concerns and fostering community.

Social Media Marketing

In nowadays virtual generation, agencies are an increasing number of turning toward Social Media Marketing as a pivotal element of their basic marketing strategy. This method leverages the power of social media structures to now not handiest enhance a logo's visibility but additionally to have interaction with a broader audience in a significant way. Through the strategic deployment of SMM, corporations' goal to foster sturdy relationships with their consumers, thereby translating digital interactions into tangible commercial enterprise value.

At the coronary heart of a business enterprise's social media marketing method lies the creation and curation of engaging content that resonates with the target market. This content, tailor-made to the particular characteristics of each social media platform, is designed to reflect the emblem's identification, values, and messaging. Whether it's thru thought-upsetting articles on LinkedIn, visually charming posts on Instagram, or engaging video content material on YouTube, the goal remains steady: to captivate the audience's attention and inspire interaction. This dynamic content material strategy is instrumental in building a narrative around the brand that is each compelling and relatable. Monitoring and analytics play a critical role in shaping a enterprise's social media marketing efforts. By constantly tracking performance across diverse structures, companies can gauge the effectiveness in their content and engagement techniques. This analysis permits them to identify what resonates with their target market, informing information-driven selections to optimize their social media presence. The insights received from analytics no longer only help in first-class-tuning content material but also in aligning social media sports with broader commercial enterprise targets, together with enhancing emblem cognizance, using website visitors, or increasing income.

Customer Expectation

Customer expectation encapsulates the set of assumptions, desires, and desires that a consumer hold concerning a product, service, or logo interaction earlier than it takes place. In a generation described through fast technological improvements and ever-evolving marketplace dynamics, those expectancies are not static but continuously shift based on a myriad of factors consisting of cultural developments, technological improvements, past reviews, and peer impacts. At its centre, information consumer expectation is about grasping the multifaceted nature of what customers expect and require from their interactions within the marketplace.

Expectations can extensively be categorised into specific and implicit. Explicit expectancies are the ones which might be Truly said, perhaps in a service agreement or product feature list, even as implicit expectancies are those who aren't said however are assumed or inferred, often based totally on industry requirements, earlier stories, or societal norms. For example, when ordering a product on-line, customers explicitly

count on to receive what they ordered, but implicitly, in addition they anticipate it to be introduced within a reasonable time frame, securely packaged, and with a honest technique to go back the product if essential.

The digital age has significantly amplified customer expectations, mainly in phrases of personalised reports, convenience, and speed. Consumers now assume brands to now not best recognize them as people however additionally to expect their needs and choices, supplying tailored suggestions and solutions. This stage of personalization extends across the patron adventure, from initial discovery thru to buy and post-buy help.

Convenience is another pivotal factor of present-day customer expectancies. In a world wherein offerings can be accessed with a easy tap on a screen, customers expect interactions to be seamless, efficient, and easy to navigate. This consists of the entirety from consumer-pleasant website interfaces and frictionless checkout strategies to clean get entry to customer support and problem-loose returns guidelines.

Post Purchase Behaviour

Customer behaviour that falls in this category involves activities, behaviours and actions that customers exhibit once they have consumed the services or received the products. This phase in the patron enjoy is crucial because it can slash an extent of affect a person's destiny buying decisions, their allegiance to an icon or when they decide to seek other options. When read together, these studies allow for the interpretation of put up-buy behaviour to understand the buyer mind and the dynamics of customer pleasure, loyalty, and advocacy.

The anticipated self – assessment is a typical stage through which clients pass to evaluate or assess the anticipated experience before purchasing a product or service with the actual experience they received. Satisfaction occurs as the services or products delivered another up to and including these expectancies, thus resulting in a pleasant put up-procure experience. This is one of the joy! That explains why people want to make consecutive purchases within a particular emblem. For instance, buyers who are glad with the purchase are likely to pursue the same buy again and recommend the products or services to different individuals, thereby enhancing the logo's good reputation through phrase-of-mouth publicity.

On the other hand, should the product or service offering fails to deliver on customer expectancies, then customers are likely to be disappointed and may even suffer from customer's remorse which involves feelings of regret and disappointment for having made the particular decision. This poor put up-purchase experience can prompt product returns, negative word-of-mouth communication and finally aversion towards the brand in the future. It is crucial to consider the impact on the actual and potential customers as well as the overall image of the brand since dissatisfaction expression through, for instance, the social networks or evaluation websites might influence the shopping choices among potential buyers.

Literature Review

The impact of Social Media Marketing on Customer expectation

The study shows that there is a significant impact on the influence of SMM on the buying behaviour of senior high school (SHS) students, conducted by (Cabales & Bacatan, n.d.) show clearly that there is a direct correlation. It also reveals the great effect of the digital platforms on youth consumer groups. Their work strongly shows that SMM is highly interactive among the SHS students especially focusing on the good content, customers experience and the quantity of engagements on social media platform. The results indicate that SMM campaigns with emphases on interacting, enlightening, and relevant content can create triggers to lead the students of SHS to change buying behaviours. This study ascertains that interactive nature of social media offers much more than just customer engagement, but rather it has its own shaping power on consumer purchasing decision where quality content is a major determinant of customer engagement and ultimately the subsequent purchase behaviour.

The impact of Social Media Marketing on post purchase behaviour

There is significant impact according to (Mensah, et al. 2021) probes the association between canopy dissonance, information bombardment and consumer decision quality on social media. It adopts Seem (Structural Equation Modelling) to analyse the reactions from 249 participants through the analysis of positivist approach and explanatory design. The research results indicate that the social media user choice oversupply significantly affects decision quality and that choice quality and post-purchase dissonance have a positive correlation. This research contributes to the information about purchase-mixed emotions of consumers in the digital era by stressing the role of social media in decision-making. It provides fresh facts that do not be in the traditional markets and serves as a case study on effective marketing strategies under option overload in the emerging markets namely Sub-Saharan Africa.

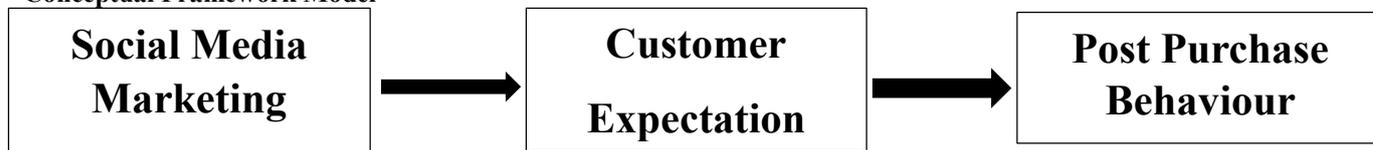
There is a significant impact of as per the study, (Dan J. Kim, 2019) found. one of the topics to investigate is the impact of social media on travellers' post-purchasing activities - specifically, how their marital status influences these activities. This is a rapidly growing trend since social media and internet are increasingly being used by marketers in the travel industry as effective tools which ensure that potential customers base their purchase decisions on consumer generated content prior to the actual buying process. The research revealed that customers who were married demonstrated post-purchase behaviour that was more positive than respondents who were single.

The impact of customer expectation on post purchase behaviour

As outlined by (Kim et al., 2003) consumer satisfaction is a product of pleasure, anticipation, and trust that can be explained through social exchange theory integrating with expectation-confirmation theory. Two web surveys done through major universities of South Korea was done, and it is the result showing that the consumer expectations and trust have a good effect on satisfaction and the last that satisfaction impact repurchase intention. The research highlights that satisfaction creates a chain of trust and long-term loyalty, indicating the negative effects that trust disruptions are able to lead to as well as a crucial role that expectations do play in customer satisfaction. The study highlights the importance of customer satisfaction and trust development in e-commerce. They claim that the continuity of customer satisfaction is of utmost importance for developing a long-term trust as well as repurchase intentions and holding on to customers. Moreover, the higher levels of consumer trust raise their expectations.

Research Gap

Still there is a gap in the research about the effect of social media marketing on consumer's expectations and post-purchase behaviour which is found in a literature analysis. Little is known about how social media marketing impacts or validates the consumers' expectation and in turn what may this affect their happiness, loyalty, and other post-purchase behaviours. Furthermore, an even fewer researches have been conducted on the specific effects of different social media applications and how they impact on certain demographic groups. Besides, more empirical studies in various cultural and economic contexts are needed so as to comprehend the entire global power of social media marketing on the consumers' behaviour.

Conceptual Framework Model**Rationale of the study**

The study gap identified is the intersection of social media marketing and customers' purchases expectations that shape post-purchase behaviour. Usually, the existing research is concentrated on the singular aspect, but often it is exactly the combination of these aspects which shapes the background for features such as customer satisfaction, loyalty, and word-of-mouth. It "reveals" the implications and consequences of distinct types of social media content and the modifying role of customer satisfaction across industries and cultures that has remained "unexplored". Understanding the working dynamics of the post-purchase behaviour will require a great deal of research. The lenses of social media marketing and consumer expectations should be considered.

Objective of the study

1. To evaluate the impact social media marketing on customer expectation.
2. To evaluate the impact of customer expectation on post purchase behaviour.
3. To evaluate the direct impact of social media marketing on post purchase behaviour.
4. To evaluate the mediating impact of customer expectation between the relationship of social media marketing on post purchase behaviour.
5. To evaluate the difference in the social media marketing on customer expectation and post purchase behaviour on basis of demographic variable (Age).

Hypothesis

- H1: There is significant impact of social media on customer expectation.
 H2: There is significant impact of customer expectation on post purchase behaviour
 H3: There is significant of social media on post purchase behaviour
 H4: Customer expectation significantly mediated the relationship between social media marketing and post purchase behaviour
 H5: There is significant difference in social media marketing, customer expectation and post purchase behaviour on the basis of Age

Research Methodology

The study: It will be a casual study. Survey method will be used to collect the data.

Sample Design:

Population: The population for this study will be young people in academic sector

Sample Frame: Sample frame of this study will be people using social media.

Sampling Technique: Purposive sampling technique will be used in this study.

Sampling size: The sample size of this study will be over 200 young people.

Tools used for Data Collection: Standardized questionnaires were adapted to collect data on social media impact on customer expectation, post purchase behaviour. The data was collected using Likert scale ranging from 1 to 5 where 1 indicated strongly agree and 5 indicate strongly disagree.

Tool used for Data Analysis:

Cronbach's Alpha Reliability Test was applied to check the reliability of social media impact and customer expectation on post purchase behaviour

Regression Analysis is done to find the significant impact.

ANOVA test was applied to evaluate age impact on social media, customer expectation and post purchase behaviour.

Results and discussion**Reliability test**

S.No	Variable	Cronbach's Alpha	No of Items
1	Social Media Marketing	.754	5
2	Customer Expectation	.753	5
3	Post Purchase Behaviour	.763	5

Social Media Marketing: The reliability test for the Social Media Marketing scale showed a Cronbach's alpha of 0.754. This means that the five items used to measure social media marketing are consistently reflecting the same underlying concept.

Customer Expectation: The Customer Expectation scale had a Cronbach's alpha of 0.753. This indicates that the five items used to measure customer expectations are reliable and provide consistent results.

Post-Purchase Behaviour: The Post-Purchase Behaviour scale showed a Cronbach's alpha of 0.763. This high value signifies that the five items used to measure post-purchase behaviour are reliably measuring the same construct.

All three scales used in the study have shown strong internal consistency, which means the items within each scale are dependable and consistently measure what they are intended to measure. These values are all above the generally accepted threshold of 0.70, indicating that the items within each scale are reliable measures of their respective constructs.

Regression Analysis

H1: There is significant impact of social media on customer expectation.

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.504 ^a	.254	.251	.59368	

a. Predictors: (Constant), AVG_SMM

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.862	1	28.862	84.719	<.001 ^b
	Residual	84.829	249	.341		
	Total	113.691	250			

a. Dependent Variable: AVG_CE
b. Predictors: (Constant), AVG_SMM

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.794	.182		9.856	<.001
	AVG_SMM	.479	.052	.504	9.204	<.001

a. Dependent Variable: AVG_CE

The R Square value of 0.254 implies that 25.4 of the variances in customer expectations can be explained by social media marketing efforts. The Adjusted R Square, which accounts for the number of predictors, is slightly lower at 0.251

The F- statistic of 84.719 and the p- value of lower than 0.001 indicate that the regression model is statistically significant. This means that the model provides a good fit for the data and the relationship observed between social media marketing and customer expectations is doubtful to be due to chance.

The constant term (1.794) represents the anticipated value of customer expectations when social media marketing is zero. The measure for AVG_SMM (0.479) suggests behaviour that for each unit increase in social media marketing, customer expectations increase by 0.479 units. Both the constant and the measure for AVG_SMM are statistically significant with p- values lower than 0.001.

Interpretation

The results indicate that social media marketing has a significant positive impact on customer expectations. The moderate R value and the statistical significance of the model suggest that while social media marketing is an important factor, other factors also impact customer expectations. As social media marketing efforts increase, customer expectations are likely to increase as well, pressing the significance of effective social media strategies in enhancing customer satisfaction.

H2: There is significant impact of customer expectation on post purchase behaviour

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.603 ^a	.363	.361	.61962	

a. Predictors: (Constant), AVG_CE

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.549	1	54.549	142.081	<.001 ^b
	Residual	95.598	249	.384		
	Total	150.147	250			

a. Dependent Variable: AVG_PPBB
b. Predictors: (Constant), AVG_CE

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.872	.203		4.295	<.001
	AVG_CE	.693	.058	.603	11.920	<.001

a. Dependent Variable: AVG_PPBB

The R Square value of 0.363 implies that 36.3 of the friction in post-purchase behaviour can be explained by customer expectations. The Adjusted R Square, which accounts for the number of predictors, is slightly lower at 0.361.

The F- statistic of 142.081 and the p- value of lower than 0.001 indicate that the regression model is statistically significant. This means that the model provides a good fit for the data and the relationship observed between customer expectations and post-purchase behaviour is doubtful to be due to chance.

The constant term (0.872) represents the anticipated value of post-purchase behaviour when customer expectations are zero. The measure for AVG_CE (0.693) indicates that each unit increase in customer prospects results in a 0.693 unit increase in post-purchase behaviour. Both the constant and the measure for AVG_CE are statistically significant with p- values lower than 0.001.

Interpretation

The results indicate that customer prospects have a significant positive impact on post-purchase behaviour. The strong R value and the statistical significance of the model suggest that customer expectations are an important factor impacting post-purchase behaviour. As customer expectations increase, post-purchase experience is likely to come more favourable, pressing the significance of managing customer expectations to enhance post-purchase experiences.

H3: There is significant of social media on post purchase behaviour

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.540 ^a	.291	.289	.65367	

a. Predictors: (Constant), AVG_SMM

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.753	1	43.753	102.398	<.001 ^b
	Residual	106.394	249	.427		
	Total	150.147	250			

a. Dependent Variable: AVG_PPBB
b. Predictors: (Constant), AVG_SMM

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.231	.204		6.036	<.001
	AVG_SMM	.589	.058	.540	10.119	<.001

a. Dependent Variable: AVG_PPBB

The R Square value of 0.291 implies that 29.1 of the friction in post-purchase behaviour can be explained by social media marketing efforts. The Adjusted R Square, which accounts for the number of predictors, is slightly lower at 0.289.

The F- statistic of 102.398 and the p- value of lower than 0.001 indicate that the retrogression model is statistically significant. This means that the model provides a good fit for the data and the relationship observed between social media marketing and post-purchase behaviour is doubtful to be due to chance.

The constant term (1.231) represents the anticipated value of post-purchase behaviour when social media marketing is zero. The measure for AVG_SMM (0.589) indicates that each unit increase in social media marketing results in a 0.589 unit increase in post-purchase behaviour. Both the constant and the measure for AVG_SMM are statistically significant with p- values lower than 0.001.

Interpretation

The results indicate that social media marketing has a significant positive impact on post purchase behaviour. The moderate R value and the statistical significance of the model suggest that while social media marketing is an important factor, other factors also impact post-purchase behaviour. As social media marketing sweats increase, post-purchase behaviour is likely to become more favourable, highlighting the significance of effective social media strategies in enhancing customer satisfaction and post-purchase experiences.

H4: Customer expectation significantly mediated the relationship between social media marketing and post purchase behaviour

To examine hypothesis H4, that There is a significant difference in customer expectation when social media marketing and post- purchase behaviour are related.

How Social Media Marketing has a direct impact on post-purchase behaviour.

First of all, in the case of the direct effect of SMM on post-purchase behaviour. So, we did establish that it will have a direct influence to some extent.

The study on an impact of social media marketing and Customer expectation

Secondly, there is the role of social media marketing in terms of what customers expect. A noteworthy observation made in this study is that effective social media marketing not only increases customers' expectations. This supports Hypothesis H1.

The Role Played by Customer Expectations on The Post Purchase Behaviour

also, how customers choose and make decisions on products and what effect customer expectations has on their behaviour towards a certain product after purchase. Where high levels of prospects arrive, this translates into positive behaviours such as writing positive comments and using the same business or organization for continued patronage again. This confirms Hypothesis H2.

Mediation Analysis

Finally, in order to determine whether or not the customer expectation acts as a moderator between Social Media Marketing and Post-Purchase Behaviour, the previous research findings are going to be integrated.

Direct Impact: In contrast to other types of social media marketing strategies, direct Impact bines with post-purchase behaviour.

Indirect Impact through prospects

A note worth making is that social media marketing elevates the customer expectation.

They also enhance the post-purchase behaviour due to the progressive rise of customer expectations in organisational and management strategies.

Its 'Mediating Role' affirms that considering customer expectations, the direct effect of SMM on PPA becomes obscure. This means that customer expectations are an essential link in this relationship between customer characteristics and B2B services.

It is clear and has been confirmed by the analysis that customer expectation indeed has the role of mediating between social media marketing and post purchase behaviour. This means that social media marketing operating in this market satisfies the customer expectations as it contributes to post-purchase behaviour. This indicates that businesses should focus on engaging and satisfying these expectations to harness the benefits of social media marketing.

H5: There is significant difference in social media marketing, customer expectation and post purchase behaviour on the basis of Age

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
AVG_SMM	Between Groups	18.312	3	6.104	13.999	<.001
	Within Groups	107.702	247	.436		
	Total	126.013	250			
AVG_CE	Between Groups	14.293	3	4.764	11.839	<.001
	Within Groups	99.399	247	.402		
	Total	113.691	250			
AVG_PPB	Between Groups	22.370	3	7.457	14.414	<.001
	Within Groups	127.777	247	.517		
	Total	150.147	250			

The ANOVA results show that there are statistically significant differences in social media marketing, customer prospects, and post-purchase behaviour grounded on age. These differences are substantiated by the low p- values (<0.001) for all three variables, confirming the hypothesis that age significantly impacts social media marketing sweats, customer expectations, and post-purchase actions. This Sug behaviour that age is an important factor to consider when analysing and strategizing for these aspects in the environment of marketing and customer behaviour studies.

Implications and limitation

Implications

Strategic Social Media Marketing

It is against this backdrop that social media marketing affect customer prospects hence the importance of an effective social media strategy in organizations today. Organizations must stay focused on what benefits the followership, obey the laws of engagement, and provide value-rich content that is consistent with their brand identity. The management of the social media platforms to increase their awareness by exercising the functions that are available can assist in creating positive perceptions of consumers, which would eventually result to elevated satisfaction and loyalty.

Customer Expectation Management

Realizing that customer prospects are informed by the social media relations is therefore vital on how these prospects are handled comprehensively. Namely, it is crucial for businesses to proactively use social networks for branding and make sure that online representations fully reflect immolations and values, which implies setting of realistic expectations. coordinated and consistent presentation of information on

all platforms of social media may ensure that there is little confusion between potential buyers and product/service real nature and behaviour prior to purchase.

Post-Purchase Engagement

Taking into consideration the results of the research concerning the relationship of customer prospects with the utilization of the post-purchase behaviour, it is recommended that businesses deploy post-purchase communications. Subsequent deliveries, customer relations service, and feedback channels to the customer to enhance satisfaction and address their complaints whenever.

Positive post-purchase behaviour means that the guests will turn around and become brand lawyers that improve word of mouth marketing and ultimately nourishing a positive brand image.

Data- Driven Marketing

Measuring the relations and customers' feedback analysis of social media can provide companies with deeper insight on consumers' behaviour and their preferences. Through such data, businesses can refine its marketing strategies, create more effective personalized marketing machines, and manage overall client relations.

Limitations

Sample Size and Generalizability

The scarcity of sample is an area of weakness; the study is conducted among over 200 youth people only, which may not be sufficient or even demographically representative. It could be seen that the research results have their limitations and the generalization of the results obtained for other vulnerable groups of the population and in other regions of the country is impossible.

Tone- Reported Data

The reliance on tone- reported data through questionnaires may introduce bias, as repliers might give socially desirable answers or may not directly recall their behaviour.

Cross-Sectional Design

The study employs across-sectional design, which captures data at a single point in time. This limits the capability to draw conclusions about unproductive connections between variables. Longitudinal studies would be more effective in examining changes in customer Behaviour over time.

Focus on Specific Social Media Platforms

The study doesn't separate between the impacts of colourful social media platforms. Different platforms may have distinct influences on customer prospects and actions. unborn exploration could explore these differences to give further nuanced perceptivity.

Conclusion

This study sought to address the following objectives; To determine the effect of social media marketing on customers prospects and post-purchase behaviours using the sample of more than 200 people. The research therefore provides considerable insights on how social media marketing influence the creation of a favourable customers' prospect and their subsequent behaviour after a transaction.

These findings further translate to recognizing that social media marketing greatly impact customer prospects. This research established that timely adoption of social media, development of content which is engaging, instructional and interactive, can profoundly influence customer prospects. When a business's sponsorship of social media networking platforms corresponds with business beliefs and target audience desires and allegiances, a business can improve customer satisfaction and loyalty. This brings to light the importance of having and implementing a sound social media strategy when marketing in the current world through comprehensive marketing sweats.

similarly, the study highlights the close relationship between customer prospects and analysis of their future behaviour after purchasing a product. The findings suggest that through SM relations, when the business organization is able to satisfy or surpass the preset expectations it has developed for customers, these guests are likely to exhibit positive post-purchase behaviour. This positive behaviour can relay into lower customer loyalty, increased brand recommend ability, and positive word –of –mouth communication. as such, being able to engage and manage customer prospects through social media also has bearing on their evaluation of the product at the time of purchase while at the same time, impacting their overall customer relations with the brand(s).

It was therefore deemed fit to first assess the ability to trust the constructs used to assess measures of Social Media Marketing, customer expectation and Post Purchase Behaviour to conclude that the various scales employed were indeed reliable. This social exchange is estimated by the Cronbach's nascence values of 0. 754, 0. 753, and 0. 763, independently, indicate that internal thickness is highly in a privileged position; this means that the particulars employed in the creation of the above-mentioned questionnaire are in concord and are reliable in capturing the intended constructs. This trust ability is crucial for cementing the validity of the exploration findings and how they relate to real-world marketing processes.

From a strategic perspective it can also be considered that the counteraccusations of these findings are provocative for business as well as marketers. Business enterprises can therefore leverage this perceptivity to improve on their social media marketing efforts by focusing on the production of content that reflects their brand values within the followership they have on the social media platforms. In this regard by shifting more optimistic and real expectations to social media platform, firms can improve customer satisfaction and better customer bonds. also, after sale communication techniques, such as follow up newsletters, good customer care, and feedback tools are crucial in ensuring that customers are retained and customers encourage to repeat their business with the organisation.

Nevertheless, this study still has some limitations that may affect the validity and reliability of the results obtained. The restrictions are to be confined to a particular population and not necessarily random or composite set, where random sampling can be less accurate due to smaller sample size. This limitation, in turn, influences the external validity of the data and conclusions that can be drawn from them. Another methodological limitation is the dependence on the self-reported data by the subject and the specific tone of the question, which may lead to such biases as the social desirability and response- induced fabrication or recall of the behaviour. there are also a few methodological shortcomings, though; one of them is the cross-sectional research design that entails data collection at one point in time only, which reduces the capacity to identify correlations as cause and effect.

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