



An empirical study on the impact of Social Media Advertising on Buying Behaviour for Consumer Electronics

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ABSTRACT

In recent years, social media advertising has become a cornerstone of the most successful electronics firms' marketing strategy. since the rise of social media, most electronics merchants have begun to see the importance of leveraging social media platforms to create value for their businesses.

the goal of this research is to see how social media advertising affects customer purchase habits when it comes to electronics. in addition to the research, it looks at customer purchasing behaviour in relation to the consumer decision-making process. it assesses the total influence of social media advertising on the electronics industry's customer decision-making process.

the data for this study was acquired using a self-administered questionnaire in a descriptive quantitative research methodology. the study's participants are active social media users in western province, and a convenience sampling approach was used to choose a sample of 300 consumers. because the goal of the research is to determine the influence of each independent variable on the selected dependent variable, the hypotheses were evaluated using correlation and regression analysis.

the current study's findings demonstrated that social media advertising had a beneficial impact on customer purchasing behaviour in the electronics business. three of the four independent factors, namely entertainment, familiarity, and social imaging, have had a substantial impact on consumer behaviour, whereas the fourth variable, advertising spend, has had no statistically significant impact. the current research has important ramifications for the electronics business, allowing marketers to utilise the data to determine their customers' true purchasing behaviour in a digital environment and make informed choices.

KEYWORDS: ConsumerBuyingBehavior,ELECTRONICSRetailers,ELECTRONICS,SocialMediaAdvertising

INTRODUCTION

most companies have launched their brands on social media platforms since the introduction of social media advertising. electronics merchants first used social media to raise brand recognition; but, as more businesspeople realised the value of using social media to reach their target clients, social media advertising has grown significantly over the last decade. furthermore, past research shows that the evolution of social media advertising is in line with the electronics business.

At the same time Gerald identified that the 71% of the social media users prefer to make purchases based on social media accounts, and he also found that the millennials are considered to be the generation that spends most of their time online, with social media influencing 47 % of their purchases. (Gerald, 2019) He further pointed out that social media provides a platform and the best way to execute an effective marketing campaign. Similarly, a recent report from Deloitte shows how social media advertising effects on consumer buying behavior and also it states that 47 % millennials are influenced by the social media (Roesler, 2019) There can be seen an ever more increasing impact of social media advertising on consumer buying behaviour

RESEARCH METHODOLOGY:

as previously said, several studies have been undertaken to determine the link between social media and the electronics business. according to gerald, social media advertising influences 47 percent of transactions (gerald, 2019), while roesler discovered that millennials are the most likely to make purchases online (roesler, 2019). further digging revealed some significant insights about social media platforms and how they function as advertising tools; using this information, he proposes measuring the influence of social media advertising on consumer behavioural change. furthermore, no local study has been conducted in this area; to address this gap, further studies in the indian setting are required.

in the case of Indian electronics retailers, they wanted to know real-time insights about their customers and industry in order to grow their businesses, so more research is needed to find out the most up-to-date information on demographic factors, social media consumption, and consumer buying behavioural patterns. On the other hand, due to the high level of competition, Indian electronics retailers spend thousands on their social media advertising.

Based on the context, the purpose of this research is to determine the influence of social media advertising on customer purchasing behaviour, with a focus on the electronics business.

The objectives of this research study can be listed as follows,

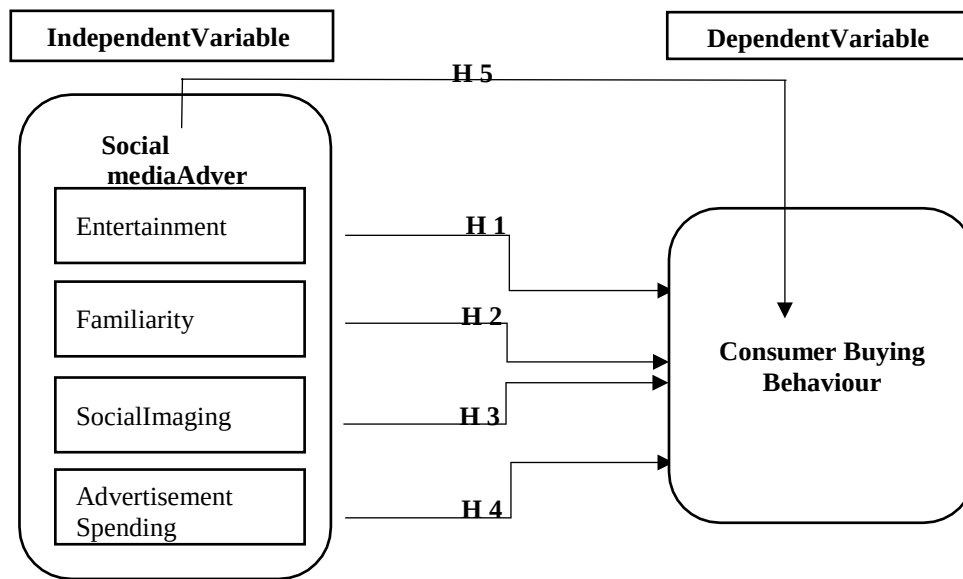
- to investigate the many forms of social media advertising employed in the electronics business.
- to determine the extent to which social media advertising influences customer purchasing behaviour in the electronics business.
- to determine the best social media advertising tactics for influencing customers in the electronics business.

Literature Review

The usage of social media has become fashionable in the twenty-first century. Consumer choices, purchasing behaviour, appraisal, and contact with companies have all been influenced by internet-based communications.

The introduction of social media in the shape of Twitter and Facebook is starting to have a significant impact on corporate operations and academic writing. Many academic research articles have examined the influence of social media in the corporate sector in recent years. The function of Twitter in a range of marketing domains, including helping firms brand and advertise themselves, has been investigated (Greer and Ferguson 2001). Companies must now concentrate on improving their knowledge of their consumers in order to boost their profitability (Karimi, 2015). Traditional distribution channels have suffered as a result of customers' increased usage of online shopping owing to greater access to product/service information, as Grant (2007) pointed out. Companies develop a social network and communicate with their whole target population using a customer-centric strategy. Marketing is increasingly built on interactions, rather than the old way. Several research have discovered, analysed, and validated consumers' reasons for joining social networks. Consumers have been seen using social media to get information and seek assistance, as well as to develop their skills and knowledge about a certain product or service. Members identify with the brand's emblems and meaning, as well as the opportunity to express their interest and get satisfaction from participating in the community (Shao, 2009, Park et al., 2009, Brodie et al., 2011a, Zaglia, 2013). Social media may now give extra and extensive information on any product or business to a diverse group of individuals with differing viewpoints. A variety of social media sites have made information sharing easier. For example, Wikipedia, a free online encyclopaedia, is one of the most popular platforms that allows people to cooperate on sharing content (Chen et al. 2011a). Customers may review and rate items on other sites that have the capacity to create reviews and ratings, such as Amazon.com. Furthermore, members of these platforms are mutually reliant on one another (Chris A new age of content production has evolved as a result of the emergence of social networks, where people can readily share their experiences and knowledge with other users (Chen et al. 2011a). The future generation of internet enterprises will be built around communities, which will be an effective tool for attracting new customers (Bagozzi & Dholakia 2002; Ridings & Gefen 2004). Online communities, for example, provide organisations with the potential to enhance their customer relationship management system (Ridings & Gefen 2004), resulting in a new Development where firms may develop 389 A study of how social media affects customer performance. Furthermore, in platforms where customers engage socially, users might get acquainted with one another, thus establishing a source of trust (Lu et al. 2010). This may have a big impact on whether or not people want to purchase anything (Gefen 2002). When influencers and celebrities play a role in promoting a company online, it is often claimed that "celebrity is required." Celebrity endorsements inspire individuals to choose a certain company; celebrities and influencers play a significant role in internet marketing. (2011a, Chen et al.) Wikipedia, Facebook, YouTube, and Twitter are just a few of the social media sites that make these tasks easier. Individuals utilise various social media platforms to communicate with other users online, such as online forums and communities, suggestions, ratings, and reviews. Individuals are drawn to the internet to share knowledge and obtain social support (Ridings & Gefen 2004). Web-based living includes correspondence sites that foster the formation of relationships between customers from various backgrounds, resulting in a diverse social structure. Requests and dynamics are energised by the material provided by the customer.

Conceptual Framework



Hypotheses

The researcher has developed following hypotheses based on the theoretical model.

Hypothesis 1

H 1: Consumer's buying behaviour is positively influenced by Entertainment factor of thesocial media advertising campaign.

Hypothesis 2

H 2: Consumer's buying behaviour is positively influenced by Familiarity factor of the socialmedia advertising campaign.

Hypothesis 3

H 3: Consumer's buying behaviour is positively influenced by Social Imaging factor of socialmedia advertising campaigns.

Hypothesis 4

H 4: Consumer's buying behaviour is positively influenced by the amount that is spent insocial media advertising campaign.

Hypothesis 5

H 5: Consumer buying behaviour is positively influenced by Social Media Advertising

Methodology

Research Design

Research design explains the total structure of the research methodology and it contains the Research philosophy, Research approach, Research strategy and time horizon and techniques and procedures. Research philosophy of the study can be identified under positivistic, epistemological, assumption through the research therefore the researcher is separated from the study. Deductive research approach will be conducted on the study that means research is focused to test existing theory.

Data Collection Method

The primary data source of this research was mainly obtained from the questionnaires. Therefore, questionnaires were distributed both offline and online to the target respondents, secondary data were gathered by referring to the previous studies and other secondary information sources.

Data Presentation and Analysis

As the study is more quantitative oriented, collected data will be analyzed using an analyzing software named "Statistical Packages for Social Sciences (SPSS-26)". It contains, Assumption testing, correlation analysis, regression analysis in both simple linear and multiple linear methods in order to test the hypotheses.

Data Analysis and Discussion Descriptive Statistics

Descriptive statistics were used to explain and interpret the basic characteristics of the data.

Table 1: Descriptive Statistics

	Entertainment	Familiarity	Social Imaging	Advertisement Spending	Consumer Buying Behaviour
Mean	2.9908	3.1511	3.0167	2.8133	3.0813
Median	3	3	3	3	3
Mode	3.25	2.33	3.2	3.33	3
Std. Deviation	0.799	0.847	0.754	0.872	0.733
Variance	0.639	0.719	0.569	0.761	0.539
Skewness	0.009	0.326	0.011	0.01	0.013

According to the table 3 mean value of the variables; Entertainment, Familiarity, Social Imaging and Advertisement Spending and Consumer Buying behaviour respectively state 2.99, 3.15, 3.01, 2.81 and 3.08 which have dispersed from the mean values amounting 0.799, 0.847, 0.754, 0.872, 0.733 of standard deviations lay at the acceptable range.

Reliability Test

Considering the dependent and independent variables, Consumer Buying behavior, Entertainment, Familiarity, Social Imaging and Advertisement Spending, respectively state 0.866, 0.934, 0.871, 0.856, 0.768 of Cronbach's Alpha values and all of those values are greater than 0.7. Therefore, the extent to which the questionnaire of this study remains the same, and the questionnaire or the measurement continue to be stable over time and the similarity of measurements within a given time period is ensured.

Table 2: Reliability Analysis

	Cronbach's Alpha	N of Items
Consumer Buying Behaviour	0.866	5
Entertainment	0.934	4
Familiarity	0.871	3
Social Imaging	0.856	5
Advertisement Spending	0.768	3

Assumption Testing Normality Test

Normality derives from the normal distribution which is a key concept of statistics in practice, according to the below normal probability plot it can be assumed that most of the dots were close to the normality line. Thus, it can be concluded that the dataset is normally distributed.

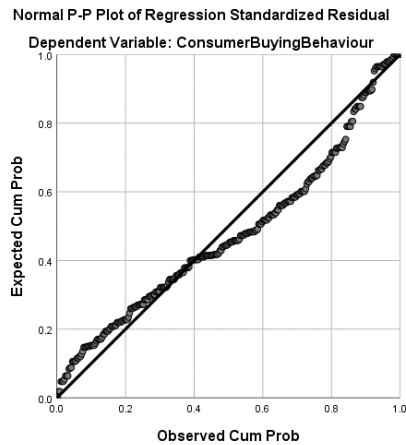


Figure 1: Normal Probability PlotSource: Multicollinearity

Analysis

Table 3: Multicollinearity Analysis

	Collinearity Statistics Tolerance	StatisticsVIF
Entertainment	0.148	6.745
Familiarity	0.436	2.295
Social Imaging	0.128	7.784
Advertisement Spending	0.689	1.451

According to Weisberg & Britt state that anything under 0.20 tolerances and exceeds 10 of VIF value suggests serious multicollinearity in a model. (Weisburd, D. & Britt, C., 2013) Here Entertainment and social Imaging indicates a value under 0.20 and all the other independent variables exceed 0.20 of tolerance level and all the VIF values reported are lesser than 10, thus it can conclude it nearly fulfills the conditions.

Linearity

Table 4: Linearity Table

R ² linearity value	
Entertainment	0.853
Familiarity	0.762
Social Imaging	0.864
Advertisement Spending	0.318

According to the above table 4, values taken from the linearity graphs show the majority of the dots lie along with linear line, therefore, it can conclude that there is linear relationship between separate independent variables and the dependent variable.

Homoscedasticity

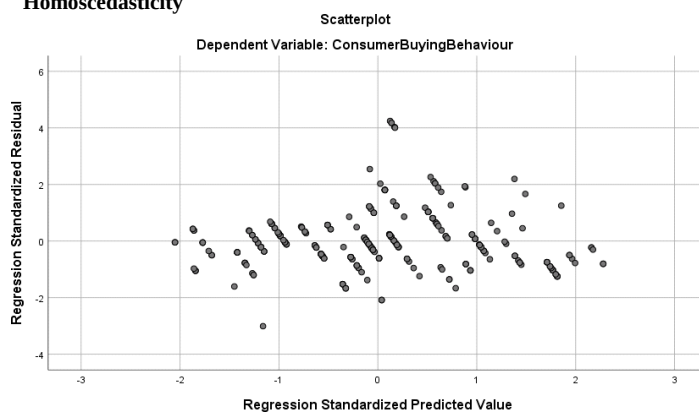


Figure 2: Homoscedasticity

Scatter plot indicates a random array of dots around the regression line. Thus, all independent variables showed no obvious signs of funneling, therefore it can be concluded that the assumption of homoscedasticity has been met.

Correlation Analysis

According to the table 5 the Pearson's correlation values with respect to each independent variable, Entertainment, Familiarity, Social Imaging, Advertisement spending, reported a correlation values of 0.924, 0.873, 0.929, and 0.564 respectively.

Table 5: Correlation Analysis

** Correlation is significant at the 0.01 level(2- tailed).	Consumer Buying Behaviour	Entertainment	Familiarity	Social Imaging	Advertisement Spending	Sig. (2- tailed)
Consumer Buying Behaviour	1	.924**	.873**	.929**	.564**	0.000
Entertainment	.924**	1	.711**	.922**	.516**	0.000
Familiarity	.873**	.711**	1	.746**	.468**	0.000
Social Imaging	.929**	.922**	.746**	1	.551**	0.000
Advertisement Spending	.564**	.516**	.468**	.551**	1	0.000

Regression Analysis Model Summary

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df2	Sig. F Change
1	.980 a	0.960	0.959	0.14832	0.960	1756.47 2	4	29 5	0.000

R Square represents the Coefficient of Determination which measures the proportion of variation in one variable that is explained by the other. R square of the model is obtained as 0.960. Hence it can be identified that 4% of unexplained variations are involved in the model. Therefore, 96% of the dependent variable can be explained from the independent variables; Entertainment, Familiarity, Social Imaging and Advertisement Spending

ANOVA

Table 7: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154.566	4	38.641	1756.472	.000 ^b
	Residual	6.490	295	0.022		
	Total	161.055	299			

According to the above table 7 it depicts, P value is 0.000, which is less than 0.05. It illustrates that the overall model applied can be statistically significant and predicts the dependent variable. Further table revealed that out of total 161.055 of the sum of square, 154.566 of variation can be explained by regression where 6.490 of variation of dependent variable consumers' buying behavior is explained by the residual. Thus, it can be concluded that the model is fitted because a relatively large portion is explained by regression.

Coefficients**Table 8: Coefficients Multiple Regression**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	β	Std. Error				Lower Bound	Upper Bound
(Constant)	0.104	0.038		2.759	0.006	0.030	0.179
Entertainment	0.354	0.028	0.385	12.694	0.000	0.299	0.409
Familiarity	0.329	0.015	0.380	21.452	0.000	0.299	0.359
Social Imaging	0.262	0.032	0.269	8.252	0.000	0.199	0.324
Advertisement Spending	0.033	0.012	0.039	2.796	0.006	0.010	0.056

According to the table 8, it depicts the beta (β) and significance (p) values with respect to each independent variable towards the consumer buying - behavior, Entertainment ($\beta = 0.354$, $P = 0.000$), Familiarity ($\beta = 0.329$, $P = 0.000$), Social Imaging ($\beta = 0.262$, $P = 0.000$), Advertisement spending ($\beta = 0.033$, $P = 0.006$), all the independent variables indicate positive values and all the significance values lie on the accepted range that is $P < 0.05$. Therefore, it can be concluded that social media advertising indicates a significant positive relationship towards the dependent variable consumer buying behaviour. Therefore, the regression model can articulate as follows.

$$\hat{Y} = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

$\hat{Y}$ = Dependent variable = Consumer Buying Behaviour (CBB) X_1 = Independent Variable 1 =

Entertainment (EN)

X_2 = Independent Variable 2 = Familiarity (FA) X_3 = Independent Variable

3 = Social Imaging (SI)

X_4 = Independent Variable 4 = Advertisement Spending (AS)

α = Constant value

ϵ = Error

$\beta_1, \beta_2, \beta_3, \dots$ represent the Coefficients

$$\hat{Y} = 0.104 + 0.354 X_1 + 0.329 X_2 + 0.262 X_3 + 0.033 X_4 + \epsilon \text{ CBB} = 0.104 + 0.354 \text{EN} + 0.329 \text{FA} + 0.262 \text{SI} + 0.033 \text{AS} + \epsilon$$

Hypotheses Testing

In order to test the hypotheses of the current study, linear regression and multiple regression analyses were adopted. The Hypothesis can be tested using R, R Square P - value (sig level) and the Coefficient (B) ; therefore R and R square results taken from simple linear regression tables and coefficient values have taken from the multiple linear regression tables. Below table 9 depicts the summary results of regression analyses.

Table 9: Summary of Hypotheses Testing

Hypothesis	Relationship	Status	Justification
H1	Positive Significant	Accepted	R = 0.924 R Square = 0.853 P-value = 0.000 Coefficient = 0.354
H2	Positive Significant	Accepted	R = 0.873 R Square = 0.762 P-value = 0.000

H3	Positive Significant	Accepted	Coefficient =0.329
			R = 0.929
			R Square = 0.864
			P-value = 0.000
			Coefficient =0.262
H4	Positive Significant	Accepted	R = 0.564
			R Square = 0.318.
			P-value = 0.000
			Coefficient =0.033
H5	Positive Significant	Accepted	R = 0.980
			R Square = 0.960
			P-value = 0.000
			CBB =0.104 + 0.354 EN + 0.329 FA + 0.262 SI + 0.033 AS + ε

Summary of Key Findings

according to the descriptive statistics of demographic variables it can be found almost all the respondents have their interest on electronics. 59% from the whole sample is represented by females. majority of the respondents' age lie between 21-30 age on results, which is categorized as young adults.

analyzing the social media presence of the sample, 87 % of respondents indicate that there are following electronics brands online.

entertainment, familiarity, social imaging and advertisement spending separately state 0.924, 0.873, 0.929, 0.564 of pearson correlation values towards the consumer buying behavior. therefore, social imaging and entertainment factors state the highest correlation with the dependent variable consumer buying behaviour whereas advertisement spending states the moderate correlation.

according to table 9, β coefficient of the entertainment indicates 0.354. if the entertainment increases by one unit while other variables are constant, the consumer buying behavior increases by 0.354 (35.4%). similarly, the familiarity depicts β value of 0.329. it illustrates if the familiarity is increased by one unit while other variables are constant, the consumer buying behavior increases by 0.329 (32.9%). β value of social imaging indicates 0.262, if the social imaging increases by one unit while other variables are constant, the consumer buying behavior increases by 0.262 (26.2%). whereas advertisement spending indicates beta value of 0.033 and it illustrates if the advertisement spending increases by one unit while other variables are constant, the consumer buying behavior increases by 0.033 (3.3%). further the p-value of the variables states that less than 0.05 level of significance, which implies a significance relationship, that can conclude all the hypotheses of the study have been accepted.

Conclusion and Recommendations Managerial Implications

constructing the managerial implications of the study, it depicts a more realistic and practical implications, therefore the electronics industry retailers can use this study to change the consumers buying behavior towards their brand, also findings of the study can directly apply on the electronics industry itself. hence, the study provides the following recommendations.

in practice, electronics retailers use more attractive advertising campaigns to develop their brands, from those advertisements electronics retailers can influence people to purchase their brand, which means they are using advertising to make a positive impact on the consumers' buying behavior therefore, the electronics retailers need to think of innovative ways of getting their consumers.

the present study found that the most suitable advertising types for change consumer buying behavior are entertainment, familiarity, social imaging and advertisement spending, assume that the electronics retailer uses social imaging in their social media campaign that means electronics retailer uses an influencer such as a celebrity to endorse the electronics brand, after exposing to the advertisement people try to follow that personality and accordingly people think of purchasing the product. therefore, indicators of social imaging can be identified as customer image and superiority, which means social class that shows in advertisement will increase customer image towards electronics brands and social imaging shows the superiority. when competing with other electronics brands therefore, that can conclude social imaging has a positive impact on consumer buying behaviour. similarly, all the other variables of study have

statistically proved the positive impact on consumer buying behavior, therefore it is recommended to adopt to entertainment, familiarity, social imaging and advertising spending to develop the campaigns.