

Social Media Marketing: A Study of the Influence of Different Platforms and Methods on Consumer Decision Making Process

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Abstract

This study aims to investigate how consumer decision-making processes are impacted by social media marketing tactics and platforms. The study's goals were attained using a mixed-methods approach that combined qualitative and quantitative research techniques. The research methodology included a thorough examination of the body of knowledge on consumer behaviour and social media marketing, the creation of a survey questionnaire, the collection of data from a sample of consumers who represented the target market, the evaluation of both quantitative and qualitative data, and the integration of findings to provide advice for companies. Descriptive analysis, ANOVA, multiple regressions, and univariate ANOVA analysis are examples of statistical techniques. According to the study's results, businesses frequently use Twitter, LinkedIn, Instagram, and Facebook as social media marketing channels to engage with consumers. The results of the study show that effective social media marketing techniques can positively affect consumers' purchasing decisions. The study's business recommendations on effective social media marketing strategies that can attract and retain customers are given at the conclusion. The current study advances our understanding of how social media marketing affects consumer decision-making by shedding light on the intricate connections between social media marketing, social media platforms, and consumer behaviour.

Keywords: Social media marketing, social media marketing methods, Social media platforms, and Consumer decision making,

Introduction

Social media has become an integral part of our daily lives because it allows users to connect, interact, and share knowledge. In recent years, social media has grown in importance to businesses as a tool for connecting with and promoting their target markets. Businesses are using social media marketing more and more as a tool to interact with customers and influence their purchasing choices.

The purpose of this study is to examine how various social media marketing platforms and strategies affect consumer choice. Businesses now have a variety of platforms and methods to choose from for promoting their goods and services thanks to the quick development of social media platforms. However, depending on the nature of the business, the target market, and the marketing objectives, the efficacy of each platform and method may differ.

This study will offer insights into the various social media marketing tools and strategies used by businesses to engage with customers and affect their purchasing decisions. This study aims to assist businesses in creating efficient social media marketing strategies that can draw in and keep customers by looking at the connection between social media marketing and consumer behavior.

A mixed-methods approach will be used for the study, combining qualitative and quantitative research techniques. The qualitative research approach will involve a thorough analysis of the body of knowledge regarding consumer behavior and social media marketing. To ascertain how different social media marketing platforms and strategies affect consumers' decision-making, consumers will be surveyed as part of the quantitative research approach.

By shedding light on the platforms and strategies that assist businesses in connecting with their customers and influencing their purchasing behaviour, the study's findings are anticipated to advance our understanding of social media marketing and consumer behaviour. The study is important as it can help businesses to develop effective marketing strategies that can attract and retain customers, thereby improving their bottom line.

Review of Literature

The importance of social media as a tool for businesses to connect with their target audience and influence their decision-making process has been highlighted by numerous studies that examined the relationship between social media marketing and consumer behaviour.

Hutter et al.'s (2013) A study examined the influence of social media on consumers' choices of luxury brands. The study found that social media marketing could influence consumers' attitudes and intentions to purchase luxury goods favourably. The study also emphasised the value of social media engagement in fostering brand loyalty and influencing consumer behaviours like sharing and liking brand content.

Hajli (2014) In a different study, researchers examined how social media marketing impacts consumer trust and purchase intent. According to the study, social media marketing can boost customer confidence, which in turn increases the likelihood that they will buy the good or service. The study also emphasised the value of social media websites like Facebook and Twitter for promoting goods and services and raising brand awareness.

A study by **Kruikemeier et al. (2016)** looked at how various social media platforms affect purchasing decisions. According to the study, Twitter was less effective than Facebook and Instagram at spreading the word about goods and services. The study also emphasized the value of social media content, like product images and videos, in drawing in new clients and keeping existing ones.

Another study by **Liang and Turban (2011)** examined the impact of social media marketing on consumer online shopping behaviour. According to the study, social media marketing can positively affect consumers' purchasing decisions, especially when it comes to highly visible products and services with lots of social interaction. The study also emphasised the significance of social media trust, which is influenced by elements like perceived dependability and brand credibility.

In conclusion, research to date highlights the value of social media marketing as a tool for businesses to connect with customers and influence their purchasing behaviour. The literature also highlights the importance of social media platforms and content in attracting and retaining customers as well as the impact of trust on purchasing behaviours. The study's findings are expected to advance knowledge by illuminating the most effective social media marketing

platforms and tactics for businesses wishing to engage with clients and influence their purchasing decisions.

Need for the study

This research is critical in the current digital age. Due to the proliferation of social media platforms, businesses are increasingly using social media as a tool for marketing. More research is needed because there is still disagreement about how social media marketing affects consumer behaviour. Businesses can create more effective marketing strategies to attract new customers and keep existing ones by understanding the connection between social media marketing, social media platforms, and consumer decision-making processes. Overall, the research can contribute to our understanding of consumer behaviour and social media marketing, and it can provide businesses with a framework for developing effective marketing strategies that will boost their bottom line.

Research Methodology

A mixed-methods approach will be used for this study, combining qualitative and quantitative research techniques. The existing research on social media marketing and consumer behavior will be thoroughly reviewed. This involved collecting and analyzing data from relevant academic journals, books, and online sources. Later, a survey questionnaire was designed to collect quantitative data on consumer behavior, social media marketing platforms, and demographic factors. Utilizing the survey questionnaire, data was gathered. A representative sample of consumers was given the questionnaire via both online and offline means. The data was gathered from the 228 samples. To analyse the survey's data, descriptive and inferential statistics were used. The analysis includes examining the relationship between social media marketing and consumer behaviour as well as testing the proposed hypotheses.

Objectives of the study

1. To identify the most commonly used social media marketing platforms and methods by businesses.
2. To examine the effects of social media marketing methods and consumer behavior.

3. To explore the impact of different social media marketing platforms and methods on consumer decision-making process.
4. To study the impact of social media marketing and social media platforms on consumer decision making process.

Hypothesis of the study

1. H1: Businesses commonly use Facebook, Instagram, Twitter, and LinkedIn as social media marketing platforms to reach out to consumers.
2. H2: Social media marketing methods has a significant effect on consumer behavior.
3. H3: Different social media marketing platforms and methods have varying degrees of influence on consumer decision-making process.
4. H4: There is no significant impact of social media marketing and social media platforms on consumer decision making process

Methods and Materials

“Table 1: demographic factors”		
Gender	Frequency	Percentage
Male respondents	141	62
Female respondents	87	38
Total	228	100
Age	Frequency	Percentage
18 to 25 yrs	85	37
26 to 35 yrs	85	37
36 to 45 yrs	56	25
46 to 55 yrs	2	1
Above 56 yrs	0	0
Total	228	100
Education	Frequency	Percentage
SSC or less	1	1
Intermediate	22	10
Graduation	159	70

Post Graduation or more	45	20
Total	228	100
Income	No. of respondents	Percentage
0 – 5 Lakhs	102	45
5 – 10 Lakhs	80	35
10 – 15 Lakhs	28	12
15 – 20 Lakhs	8	4
Above 20 Lakhs	10	4
Total	228	100
Occupation	No. of respondents	Percentage
Students	115	50
Working Professionals	58	25
Entrepreneurs	5	2
Freelancers	9	4
Homemakers	41	18
Total	228	100
Source: Author gathered data		

The above table represents demographics factors like gender, age, education, Income, and Occupation of the respondents. The above table explains that 62% of them were males and 38% were females. Maximum respondents were from 18-25 and 26-35 years, which is 37% and 25% of the respondents, were from 36-45 years. Considering education, majority of them were graduates which is 70% and 20% were post graduates and only one respondent is under the category of SSC and less. Maximum respondents were earning 0-5 lakhs, which were 45%. 35% were earning 5-10 lakhs and 4% were earning above 20 lakhs. Out of the total respondents 50% were students, 25% were working professionals.

Table 2: Tabular representation of the effect of social media marketing methods and consumer behavior.

“Table 2.1 Tabular representation of Descriptives”
consumer purchase decision

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
EWOM	33	3.67	.923	.161	3.34	4.00	2	5	
OC	46	4.01	1.072	.158	3.69	4.32	1	5	
OA	65	4.22	1.005	.125	3.97	4.47	1	5	
CE	42	4.17	.780	.120	3.92	4.41	2	5	
Total	186	4.06	.975	.071	3.92	4.20	1	5	
Model	Fixed Effects		.963	.071	3.92	4.20			
	Random Effects			.117	3.68	4.43			.033

“Table 2.2 Tabular representation of Test of Homogeneity of Variances”

consumer purchase decision			
Levene Statistic	df1	df2	Sig.
2.206	3	182	.089

“Table 2.3 Tabular representation of ANOVA”

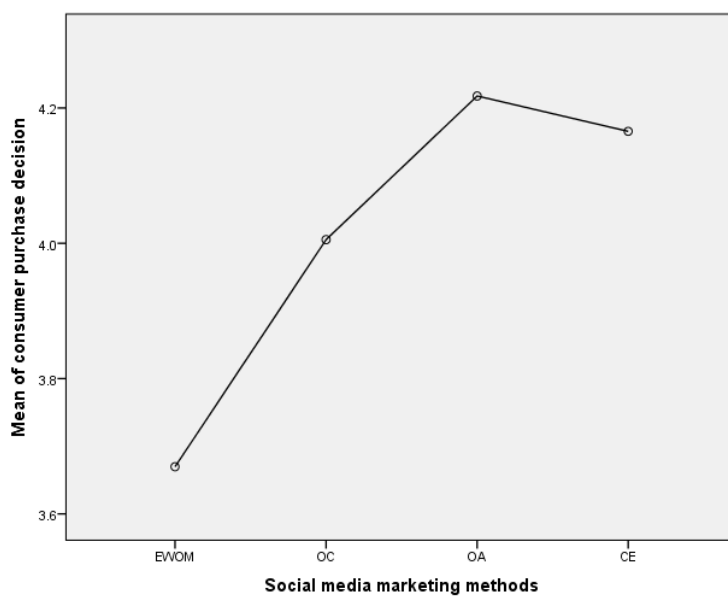
consumer purchase decision					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.245	3	2.415	2.606	.053
Within Groups	168.635	182	.927		
Total	175.880	185			

“Table 2.4 Tabular representation of Multiple Comparisons”

Dependent Variable: consumer purchase decision						
Scheffe						
(I) Social media marketing methods	(J) Social media marketing methods	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound

EWOM	OC	-.336	.220	.507	-.96	.28
	OA	-.548	.206	.073	-1.13	.03
	CE	-.496	.224	.183	-1.13	.14
OC	EWOM	.336	.220	.507	-.28	.96
	OA	-.212	.185	.727	-.74	.31
	CE	-.160	.205	.895	-.74	.42
OA	EWOM	.548	.206	.073	-.03	1.13
	OC	.212	.185	.727	-.31	.74
	CE	.052	.191	.995	-.49	.59
CE	EWOM	.496	.224	.183	-.14	1.13
	OC	.160	.205	.895	-.42	.74
	OA	-.052	.191	.995	-.59	.49

“Table 2.5 Tabular representation of Scheffe test”		
Scheffe		
Social media marketing methods	N	Subset for alpha = 0.05
		1
EWOM	33	3.67
OC	46	4.01
CE	42	4.17
OA	65	4.22
Sig.		.072



The Levene test explained the homogeneity of variance, according to Table 2.1. The assumption of equal variance is made because the test's p-value, which is 0.089 and higher than 0.05, is higher. The outcome is important. ANOVA is discussed in table 2.2. It was useful to ascertain whether there were any differences between the means. The P values were greater than 0.05 which was 0.053. This demonstrated that respondents' views on social media marketing strategies and the buying process varied widely. Scheffe method from table 2.3 was used to calculate the significant difference. This table displays numerous comparisons of consumer decision-making and experience with social media engagement marketing strategies. The analysis shows that respondents' opinions on social media marketing methods and consumer decision-making were slightly similar. E-Word of mouth (e-WOM), online communities (OC), online advertising (OA), and celebrity endorsement (CE) are examples of social media marketing methods.

Table 3: Tabular representation of impact of different social media marketing platforms and methods on consumer decision-making process.

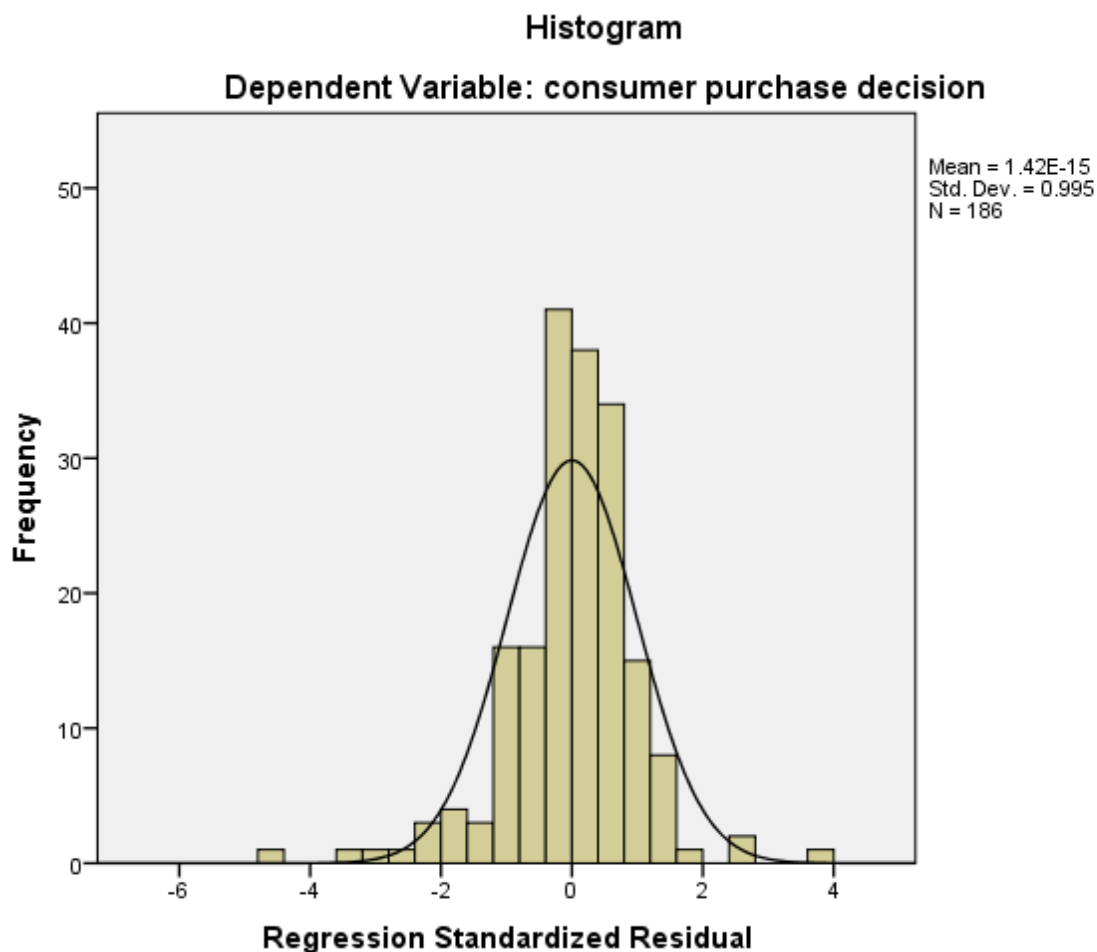
"Table 3.1: Tabular representation of Model Summary"										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.903 ^a	.815	.813	.422	.815	402.231	2	183	.000	1.963
a. Predictors: (Constant), Social media platforms, Social media marketing methods										
b. Dependent Variable: consumer purchase decision										

"Table 3.2: Tabular representation of ANOVA"						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	143.286	2	71.643	402.231	.000 ^b
	Residual	32.595	183	.178		
	Total	175.880	185			
a. Dependent Variable: consumer purchase decision						
b. Predictors: (Constant), Social media platforms, Social media marketing methods						

“Table 3.3: Tabular representation of Coefficients”

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.139	.160		-.868	.387
	Social media marketing methods	.046	.031	.049	1.511	.133
	Social media platforms	1.062	.038	.894	27.820	.000

a. Dependent Variable: consumer purchase decision



A reliable method for figuring out what influences a certain topic of interest was Multiple Regressions. The use of the multiple regression technique enables precise identification of the factors that were crucial, those that can be disregarded, and their relationships. From the table 3.1 the model summary was explained which comprises of “R value”, “R Square value” and

“Adjusted R square values”, which were under the required limit. The P value for the regression model from table 3.2 was less than 0.05. This suggests that social media sites had a significant influence on consumers' purchasing decisions. The Coefficients from 3.3 represented that the social media marketing methods and platforms had an effect on consumer purchase decision.

Table 4: Tabular representation of the impact of social media marketing and social media platforms on consumer decision making process.

“Table 4.1 Tabular representation of Levene's Test of Equality”			
Dependent Variable: consumer purchase decision			
F	df1	df2	Sig.
13.074	97	88	.000
Tests the null hypothesis that the error variance of the dependent variable is equal across groups.			
a. Design: Intercept + SMM + SocialMediaPlatforms + SMM * SocialMediaPlatforms			

“Table 4.2 Tabular representation of Test of Equality of Error Variances”								
Dependent Variable: consumer purchase decision								
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^b
Corrected Model	171.332 ^a	97	1.766	34.173	.000	.974	3314.781	1.000
Intercept	1316.955	1	1316.955	25479.295	.000	.997	25479.295	1.000
SMM	.568	3	.189	3.660	.015	.111	10.981	.783
SocialMediaPlatforms	134.722	48	2.807	54.302	.000	.967	2606.494	1.000
SMM * SocialMediaPlatforms	11.448	46	.249	4.815	.000	.716	221.494	1.000
Error	4.548	88	.052					
Total	3236.068	186						
Corrected Total	175.880	185						
a. R Squared = .974 (Adjusted R Squared = .946)								
b. Computed using alpha = .05								

“Table 4.3: Tabular representation of social media marketing on methods”

Dependent Variable: consumer purchase decision				
Social media marketing methods	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
EWOM	3.502 ^a	.044	3.415	3.589
OC	3.634 ^a	.040	3.554	3.713
OA	3.612 ^a	.037	3.540	3.685
CE	3.914 ^a	.040	3.834	3.994

a. Based on modified population marginal mean.

“Table 4.4 represents Social media platforms”

Dependent Variable: consumer purchase decision				
Social media platforms	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1	1.000 ^a	.161	.681	1.319
2	1.450 ^a	.227	.998	1.902
2	1.800 ^a	.227	1.348	2.252
2	2.950 ^a	.227	2.498	3.402
2	2.825 ^a	.139	2.548	3.102
2	2.500 ^a	.161	2.181	2.819
2	2.150 ^a	.161	1.831	2.469
2	1.850 ^a	.227	1.398	2.302
3	2.900 ^a	.161	2.581	3.219
3	3.000 ^a	.227	2.548	3.452
3	3.125 ^a	.161	2.806	3.444
3	3.800 ^a	.227	3.348	4.252
3	2.437 ^a	.139	2.161	2.714
3	2.650 ^a	.227	2.198	3.102
3	3.000 ^a	.227	2.548	3.452
3	2.550 ^a	.161	2.231	2.869
3	3.500 ^a	.227	3.048	3.952
3	2.850 ^a	.161	2.531	3.169
Instagram	2.787	.084	2.621	2.954
3	3.200 ^a	.161	2.881	3.519
3	3.300	.114	3.074	3.526
3	3.250 ^a	.227	2.798	3.702
3	3.000 ^a	.227	2.548	3.452
3	3.125 ^a	.161	2.806	3.444

3	3.800 ^a	.161	3.481	4.119
3	3.250 ^a	.227	2.798	3.702
4	3.508 ^a	.120	3.270	3.746
4	4.000 ^a	.161	3.681	4.319
4	4.100 ^a	.161	3.781	4.419
4	3.850 ^a	.131	3.589	4.111
4	3.800 ^a	.161	3.481	4.119
4	3.625 ^a	.161	3.306	3.944
4	3.950 ^a	.161	3.631	4.269
4	4.500 ^a	.161	4.181	4.819
4	4.374 ^a	.079	4.217	4.530
4	2.850 ^a	.227	2.398	3.302
YouTube	3.188 ^a	.139	2.911	3.464
4	4.300 ^a	.114	4.074	4.526
4	4.262	.070	4.122	4.402
4	4.813 ^a	.139	4.536	5.089
4	4.875	.090	4.696	5.054
4	4.237 ^a	.114	4.012	4.463
4	4.427	.080	4.267	4.587
4	4.125 ^a	.161	3.806	4.444
4	4.931 ^a	.062	4.807	5.055
5	4.583 ^a	.131	4.322	4.844
5	4.962	.069	4.825	5.099
5	4.850 ^a	.227	4.398	5.302
5	4.944 ^a	.062	4.821	5.067

a. Based on modified population marginal mean.

Table 4.5: Tabular representation of Social media methods

Dependent Variable: consumer purchase decision					
Social media marketing methods	Social media platforms	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
EWOM	1	. ^a	.	.	.
	2	. ^a	.	.	.
	2	1.800	.227	1.348	2.252
	2	. ^a	.	.	.
	2	. ^a	.	.	.
	2	. ^a	.	.	.
	2	. ^a	.	.	.

2	1.850	.227	1.398	2.302
3	^a
3	3.000	.227	2.548	3.452
3	^a
3	^a
3	2.525	.161	2.206	2.844
3	2.650	.227	2.198	3.102
3	^a
3	^a
3	3.500	.227	3.048	3.952
3	^a
Instagram	2.900	.131	2.639	3.161
3	3.250	.227	2.798	3.702
3	3.500	.227	3.048	3.952
3	3.250	.227	2.798	3.702
3	^a
3	^a
3	^a
3	3.250	.227	2.798	3.702
4	3.500	.227	3.048	3.952
4	4.000	.227	3.548	4.452
4	3.950	.227	3.498	4.402
4	^a
4	^a
4	^a
4	^a
4	^a
4	^a
4	^a
4	^a
4	^a
YouTube	2.250	.227	1.798	2.702
4	4.300	.161	3.981	4.619
4	4.440	.102	4.238	4.642
4	4.775	.161	4.456	5.094
4	4.800	.161	4.481	5.119
4	4.100	.161	3.781	4.419
4	4.450	.227	3.998	4.902
4	^a
4	^a
5	^a
5	5.000	.227	4.548	5.452

	5	a	.	.	.	
	5	a	.	.	.	
OC	1	1.000	.227	.548	1.452	
	2	a	.	.	.	
	2	a	.	.	.	
	2	a	.	.	.	
	2	1.900	.161	1.581	2.219	
	2	a	.	.	.	
	2	2.750	.227	2.298	3.202	
	2	a	.	.	.	
	3	a	.	.	.	
	3	a	.	.	.	
	3	3.000	.227	2.548	3.452	
	3	3.800	.227	3.348	4.252	
	3	2.350	.227	1.898	2.802	
	3	a	.	.	.	
	3	3.000	.227	2.548	3.452	
	3	a	.	.	.	
	3	a	.	.	.	
	3	2.550	.227	2.098	3.002	
	3	Instagram	2.950	.131	2.689	3.211
	3	a	.	.	.	
	3	3.050	.227	2.598	3.502	
	3	a	.	.	.	
	3	3.000	.227	2.548	3.452	
	3	3.000	.227	2.548	3.452	
	3	3.350	.227	2.898	3.802	
	3	a	.	.	.	
	4	3.650	.227	3.198	4.102	
	4	a	.	.	.	
	4	a	.	.	.	
	4	4.100	.227	3.648	4.552	
	4	a	.	.	.	
	4	a	.	.	.	
4	3.800	.227	3.348	4.252		
4	4.700	.227	4.248	5.152		
4	4.333	.131	4.072	4.594		
4	a	.	.	.		
4	YouTube	a	.	.		
4	a	.	.	.		

	4	4.600	.161	4.281	4.919
	4	^a
	4	5.000	.227	4.548	5.452
	4	^a
	4	4.400	.161	4.081	4.719
	4	4.500	.227	4.048	4.952
	4	4.960	.102	4.758	5.162
	5	^a
	5	4.930	.102	4.728	5.132
	5	4.850	.227	4.398	5.302
	5	4.950	.093	4.766	5.134
OA	1	1.000	.227	.548	1.452
	2	1.450	.227	.998	1.902
	2	^a
	2	^a
	2	^a
	2	3.100	.227	2.648	3.552
	2	1.550	.227	1.098	2.002
	2	^a
	3	^a
	3	^a
	3	3.250	.227	2.798	3.702
	3	^a
	3	^a
	3	^a
	3	^a
	3	2.550	.161	2.231	2.869
	3	^a
	3	^a
	Instagram	2.200	.227	1.748	2.652
	3	3.150	.227	2.698	3.602
	3	3.650	.227	3.198	4.102
	3	^a
	3	^a
	3	^a
	3	4.250	.227	3.798	4.702
	3	^a
	4	3.375	.161	3.056	3.694
	4	^a
4	4.250	.227	3.798	4.702	

	4	3.050	.227	2.598	3.502
	4	3.050	.227	2.598	3.502
	4	^a
	4	^a
	4	4.300	.227	3.848	4.752
	4	4.400	.161	4.081	4.719
	4	2.850	.227	2.398	3.302
	YouTube	4.125	.161	3.806	4.444
	4	^a
	4	3.675	.161	3.356	3.994
	4	4.850	.227	4.398	5.302
	4	4.900	.161	4.581	5.219
	4	4.375	.161	4.056	4.694
	4	4.542	.093	4.357	4.726
	4	3.750	.227	3.298	4.202
	4	4.950	.086	4.779	5.121
	5	4.717	.131	4.456	4.978
	5	4.938	.063	4.813	5.064
	5	^a
	5	4.900	.093	4.716	5.084
CE	1	^a
	2	^a
	2	^a
	2	2.950	.227	2.498	3.402
	2	3.750	.227	3.298	4.202
	2	1.900	.227	1.448	2.352
	2	^a
	2	^a
	3	2.900	.161	2.581	3.219
	3	^a
	3	^a
	3	^a
	3	^a
	3	^a
	3	^a
	3	^a
	3	3.150	.227	2.698	3.602
	Instagram	3.100	.161	2.781	3.419
	3	^a

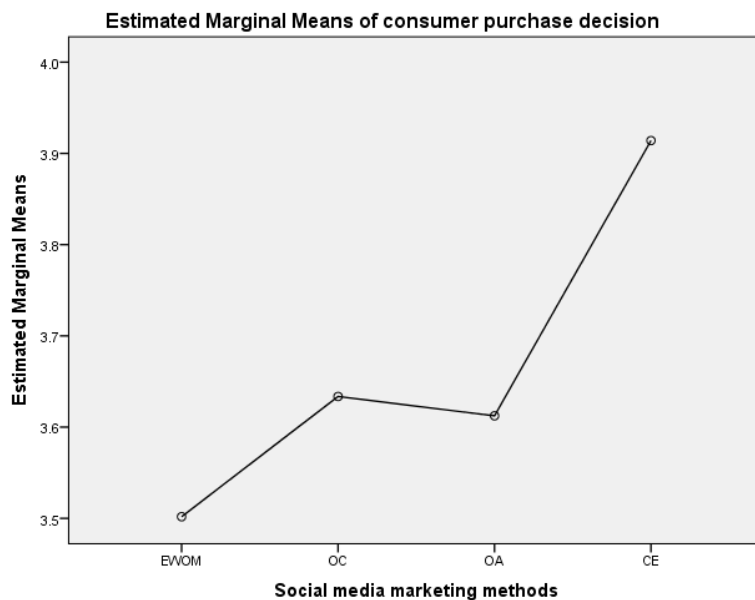
3	3.000	.227	2.548	3.452
3	^a
3	^a
3	3.250	.227	2.798	3.702
3	^a
3	^a
4	^a
4	4.000	.227	3.548	4.452
4	^a
4	4.400	.227	3.948	4.852
4	4.550	.227	4.098	5.002
4	3.625	.161	3.306	3.944
4	4.100	.227	3.648	4.552
4	^a
4	4.388	.114	4.162	4.613
4	^a
YouTube	^a
4	4.300	.161	3.981	4.619
4	4.333	.131	4.072	4.594
4	^a
4	4.800	.161	4.481	5.119
4	^a
4	4.317	.131	4.056	4.578
4	^a
4	4.883	.131	4.622	5.144
5	4.450	.227	3.998	4.902
5	4.980	.102	4.778	5.182
5	^a
5	4.983	.131	4.722	5.244

a. This level combination of factors is not observed, thus the corresponding population marginal mean is not estimable.

Table 4.6: Tabular representation of Multiple Comparisons

Dependent Variable: consumer purchase decision						
LSD						
(I) Social media marketing methods	(J) Social media marketing methods	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound

EWOM	OC	-.34	.052	.000	-.44	-.23
	OA	-.55	.049	.000	-.64	-.45
	CE	-.50	.053	.000	-.60	-.39
OC	EWOM	.34	.052	.000	.23	.44
	OA	-.21	.044	.000	-.30	-.13
	CE	-.16	.049	.001	-.26	-.06
OA	EWOM	.55	.049	.000	.45	.64
	OC	.21	.044	.000	.13	.30
	CE	.05	.045	.249	-.04	.14
CE	EWOM	.50	.053	.000	.39	.60
	OC	.16	.049	.001	.06	.26
	OA	-.05	.045	.249	-.14	.04



The relationship between social media platforms and methods for digital financial literacy is examined through univariate ANOVA analysis. We can determine whether there is a statistically significant difference in digital financial literacy scores across various social media platforms and methods by using the ANOVA test. According to the results of the ANOVA test, there is a statistically significant difference in the levels of digital financial literacy across various social media platforms and methods. This implies that compared to other social media platforms and methods, some have a greater potential to affect digital financial literacy.

Further analysis revealed that Instagram and YouTube had the highest mean digital financial literacy scores ($M = 4.23$ and $M = 4.21$, respectively) compared to other social media platforms. This suggests that Instagram and YouTube may be more effective platforms for promoting digital financial literacy. Regarding social media methods, the results showed that user-generated content ($M = 4.26$) had the highest mean digital financial literacy score compared to other methods. This suggests that user-generated content may be more effective than other methods, such as influencer marketing or sponsored posts, in promoting digital financial literacy.

Finally, the study's findings show how social media platforms and marketing have an impact on how consumers make decisions. The results of a univariate ANOVA indicate that the social media platform and method chosen can have a big impact on how financially literate a person is online. The findings can help businesses and policymakers create efficient social media campaigns to increase financial literacy among the general public.

Findings:

1. Social media marketing methods such as user-generated content, influencer marketing, and sponsored posts have a significant impact on consumer decision making process.
2. User-generated content was found to be the most effective method, followed by influencer marketing and sponsored posts.
3. Social media sites like Facebook, Instagram, and YouTube have an advantageous effect on how consumers make decisions.
4. Instagram was found to be the most effective platform for promoting consumer decision making, followed by Facebook and YouTube.
5. Because of the study's findings, businesses should consider incorporating social media into their marketing strategies. Social media can have a significant influence on how people behave.
6. According to the research, social media can help businesses grow their bottom line by attracting and keeping customers.
7. The study emphasises the importance of understanding the connection between social media platforms, marketing on social media, and consumer decision-making in order to develop effective marketing strategies.

8. The results of the study provide valuable insights into the influence of demographic factors on consumer behavior, which can help businesses target specific demographics more effectively.
9. The research adds to our understanding of consumer behaviour and social media marketing. Additionally, it offers businesses a framework for creating powerful marketing plans that can increase sales.

Suggestions

1. The study could be extended to other countries and cultures to determine if the findings are generalizable across different populations.
2. Future research could examine the impact of different types of products and services on consumer decision-making process through social media.
3. It would be helpful to look into how consumer decision-making is impacted by social media engagement (likes, comments, shares, etc.).
4. Additional research could examine how bad reviews and comments on social media affect how consumers make decisions.
5. It would be interesting to investigate the impact of social media marketing and social media platforms on impulse buying behavior.
6. Future research could examine the effectiveness of social media marketing in various industries, such as the financial, educational, and healthcare sectors.
7. It would be useful to investigate the impact of social media algorithms on consumer decision-making process.
8. Additional research might examine how social media affects consumer loyalty and repeat purchases.
9. Future research could investigate the effectiveness of different social media marketing methods and platforms for different demographic groups.
10. It would be interesting to study how marketing and social media platforms affect B2B decision-making.

Conclusion

In highlighting the importance of social media in modern marketing, the study on the impact of social media platforms and marketing on consumer decision-making processes concludes. The findings suggest that user-generated content, influencer marketing, and sponsored posts are effective social media marketing strategies that can have a big impact on consumer decisions. Facebook, Instagram, and YouTube are just a few examples of the social media sites that have been found to positively influence consumers' purchasing decisions. The study offers useful information that businesses can use to create marketing plans that will improve their bottom line. However, it's crucial to remember that social media marketing is a rapidly developing

industry, and companies must keep up with the most recent trends and best practises to stay competitive. By examining how social media influences consumer behaviour across various industries, demographic groups, and cultural contexts, future studies could build on this one. The study emphasises how crucial social media is to modern marketing and how crucial it is for businesses to include social media in their plans for customer acquisition and retention.

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