

Social media marketing methods and strategies and their impact on consumer decision making factors: An empirical study

Mr. Vinod D*, & Dr. J Venkata Ramana**

*Research Scholar, Department of MBA, Koneru Lakshmaiah Education Foundation, Vaddeswaram, AP, India.

**Research Supervisor, Department of MBA, Koneru Lakshmaiah Education Foundation, Vaddeswaram, AP, India

Abstract

The term "social media marketing" describes the use of social media websites to advertise a good, service, or company. It entails producing and disseminating content on social media platforms, such as blog posts, images, videos, and stories, in order to engage the target audience and direct traffic to a website or landing page. Social media marketing aims to establish a relationship with the target audience by delivering insightful content, fostering credibility and trust, and promoting interaction and engagement. Businesses can target a wide range of demographics and interests on social media platforms like Facebook, Instagram, Twitter, and LinkedIn, as well as track and evaluate the success of their marketing campaigns. This study aims to look into how social media marketing strategies affect how consumers make decisions. It looks at how social media marketing can improve brand recognition, shape consumer attitudes, and affect buying behaviour. The study draws on previous research in the field and analyzes data from surveys and interviews with consumers. Samples of 210 responses were gathered for the study. According to the findings, social media marketing can significantly affect how consumers make decisions, especially in terms of brand awareness and consumer attitudes. The study concludes with implications for marketers seeking to improve their social media marketing efforts and enhance their impact on the consumer decision-making factors.

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

Introduction

There has been a significant change in how businesses approach marketing and advertising as a result of the emergence of social media platforms. A crucial tool for companies looking to interact with their target market and increase brand recognition is social media marketing. Businesses are able to reach a sizable and varied audience as well as focus on particular demographics and interests thanks to the widespread adoption of social media platforms like Facebook, Instagram, and Twitter.

This study aims to investigate how social media marketing tactics affect how consumers make decisions. Before making a purchase, a consumer must go through a number of stages in the decision-making factors. Problem recognition, social media participation, trust, performance expectations, purchase intent, and post-purchase evaluation are some of these stages. Each of these phases, from establishing brand awareness to providing product details and promoting post-purchase engagement, can benefit from social media marketing. E-Word of mouth (e-WOM), online communities (OC), online advertising (OA), and celebrity endorsement (CE) are examples of social media marketing strategies.

This study examines the effects of social media marketing strategies on consumer decision-making by drawing on prior research in the area and analysing data from surveys and consumer interviews. The study focuses on the ways in which social media marketing can improve brand recognition, affect consumer attitudes, and affect consumer behaviour. The findings offer implications for marketers looking to enhance their social media marketing efforts and their influence on the decision-making factors of consumers as well as insights into the efficacy of social media marketing.

Review of Literature

A crucial tool for companies looking to interact with their target market and increase brand recognition is social media marketing. The literature review focuses on how social media marketing strategies affect how consumers make decisions.

1. Huang (2019) provides a thorough analysis of the literature on the influence of social media marketing on consumer choice. The author discusses how social media platforms have changed conventional marketing strategies while giving an overview of these platforms. Huang notes that various stages of the consumer decision-making factors, such as awareness, interest, evaluation, purchase, and post-purchase evaluation, can be addressed by social media marketing. Additionally, the author emphasises the value of loyalty, engagement, and trust in social media marketing. Consumers must feel trusted in order to participate in social media marketing campaigns, and participation is essential for fostering brand loyalty. Additionally, the study identifies the significance of content quality, source credibility, and social influence in shaping consumer decision-making factors.

2. Gupta and Pahuja (2018) a thorough analysis of empirical research on the link between social media marketing and consumer behaviour. Social media marketing and consumer awareness, social media marketing and consumer attitudes, and social media marketing and consumer behaviour were the three main themes that the authors discovered after reviewing 54 studies published between 2010 and 2017. The authors discovered that social media marketing can be successful at raising consumer awareness and swaying attitudes towards particular goods and companies. Additionally, they mentioned how social media marketing can influence consumer behaviour in a positive way, including pre-purchase intent, purchase behaviour, and post-purchase actions. The study also emphasises the significance of information quality, engagement, and trust in social media marketing. Consumers are more likely to engage with social media marketing campaigns when they perceive the information provided as credible and trustworthy. The authors also noted the importance of social influence, as peer recommendations and reviews can have a significant impact on consumer behavior.

3. Sernovitz's (2019) book, *Word of Mouth Marketing: How Smart Companies Get People Talking* provides a comprehensive overview of the concept of word-of-mouth marketing and its role in modern business. The book is a revised edition of the author's 2006 work, with updates and insights based on the changes in technology and consumer behavior over the past decade. The book provides a framework for understanding the power of word-of-mouth marketing, explaining how it works and how companies can use it to their advantage. Sernovitz highlights the importance of building trust and credibility with customers, as well as providing excellent

customer service and creating a remarkable product or service that customers will want to talk about. The book is filled with practical examples of successful word-of-mouth marketing campaigns, ranging from small businesses to large corporations. Sernovitz provides detailed case studies and practical tips for implementing word-of-mouth marketing strategies in a variety of industries.

4. Zafar and Rana's (2018) article, "Social Media Marketing and Its Impact on Consumer Behavior: A Literature Review," provides a thorough analysis of the literature on how social media marketing affects consumer behaviour. The authors cover a wide range of social media marketing-related topics, including its development and current use. The article talks about how social media marketing affects consumer behaviour, including how it affects brand awareness, purchase intent, and consumer decision-making factors. The authors examine how social media platforms are used to interact with customers, foster brand advocacy, and foster brand loyalty.

5. According to a study by Berezina, Bilgihan, Cobanoglu, and Okumus (2016), social media marketing can increase brand awareness, improve customer engagement, and provide opportunities for customer feedback. The study discovered that social media marketing, particularly in terms of raising brand awareness and boosting customer engagement, had a favourable effect on how consumers made decisions.

6. In addition, a study by Kim and Ko (2012) investigated how social media marketing affected consumer behaviour. According to the study, social media marketing can affect consumer choice by informing consumers about products, promoting customer interaction, and forging a sense of community among consumers.

Need for the study

Social media marketing's effect on consumer behaviour is a quickly developing area that offers opportunities and challenges for businesses. Companies are increasingly using social media platforms, which are becoming more and more popular, to interact with customers and raise brand awareness. To create successful marketing strategies, it is crucial to comprehend how social media marketing affects consumer decision-making procedures. The study on how social media marketing strategies affect consumer decision-making can offer insightful information on how social media marketing influences consumer engagement, loyalty, and purchase intention.

Additionally, by staying current with emerging trends and technologies, businesses can adjust their business strategies with the aid of this research. Ultimately, businesses looking to develop strong brands, boost customer satisfaction, and boost their bottom line must pay close attention to the study on the impact of social media marketing techniques on consumer decision-making.

Research Methodology

Both quantitative and qualitative research methods are used in the research methodology for the study on the influence of social media marketing strategies on the consumer decision-making factors. A sample of 210 consumers was chosen using a random sampling method. Consumer surveys and interviews were used to gather data. Close-ended survey questions were used to gauge the influence of social media marketing strategies on consumers' purchasing behaviour. The interviews were semi-structured, allowing participants to elaborate on their responses and provide additional insights into their decision-making factors. The collected data was analyzed using statistical methods such as descriptive, ANOVA, and T-test. Social media marketing strategies include E-Word of mouth (e-WOM), Online Communities (OC), online advertisement (OA), Celebrity endorsement (CE).

Objectives of the study

Based on the research question of "A study on the impact of social media marketing methods on consumer decision factors," the following objectives can be framed:

1. To identify the different social media marketing methods used by businesses to engage with consumers.
2. To comprehend how social media marketing techniques affect consumer awareness and opinion of a company or product.
3. To evaluate the effectiveness of social media marketing strategies on consumer decision making factors.

Hypothesis for the study

1. H1: Social media marketing methods have a significant impact on consumer awareness and perception of a brand or product.

2. H2: Social media marketing strategies are effective on consumer decision making factors.

Data Analysis and interpretations

Table1.1: Tabular representation of demographic factors of the respondents

Gender	No. of respondents	Percentage
Male	123	59
Female	87	41
Total	210	100
Age	No. of respondents	Percentage
18-27 years	75	36
28-37 years	86	41
38-47 years	47	22
48-57 years	2	1
Above 58 years	0	0
Total	210	100
Education	No. of respondents	Percentage
SSC or less	1	1
Intermediate	19	9
Graduation	152	72
Post Graduation or more	38	18
Total	210	100
Income	No. of respondents	Percentage
0 – 5 Lakhs	92	44
5 – 10 Lakhs	69	33
10 – 15 Lakhs	27	13
15 – 20 Lakhs	10	4
Above 20 Lakhs	12	6
Total	210	100
District	No. of respondents	Percentage
Hyderabad	75	36
Rangareddy(Medchal- Malkajgiri, Vikarabad)	32	15
Medak (Sangareddy, Siddipet)	14	7
Karimnagar(Jagtial,Peddapally,	11	5

Rajanna Sircilla)		
Nalgonda (Suryapet, Yadadri)	9	4
Mahbubnagar(Narayanpet, Nagarkurnool,Wanaparthy, Jogulamba Gadwal)	14	7
Khammam(Bhadradi Kothagudem)	14	7
Warangal(Jayashankar BhupalPalli, Mulugu,Mahabubabad, Hanumakonda, Jangaon)	12	6
Adilabad(Asifabad-Komaram Bheem, Mancherial, Nirmal)	14	7
Nizamabad (Kamareddy)	15	7
Total	210	100

The above table represents demographics factors like gender, age, education, Income, and District to which respondents belong to. The table explains that 59% of them were males and 41% were females. Maximum respondents were from 28-37 years i.e., 41%, 36% were from the age group of 18-27 years, 22% were from 38-47 years. 44% were earning 0-5 lakhs, 33% were earning 5-10 lakhs, 13% were earning 10-15 lakhs, only 6% were earning above 20 lakhs. Maximum respondents were from Hyderabad i.e., 36%, 15% from Rangareddy, and 7% from Medak as well as Mahbubnagar, Khammam, Adilabad, and Nizamabad.

Table 1.2: Tabular representation of different social media marketing methods used by businesses to engage with consumers.

Engagement on Social media	No. of respondents	Percentage
SDA	6	3
DA	14	7
N	26	12
A	47	22
SA	117	56
Total	210	100
Trust	No. of respondents	Percentage
SDA	16	7

DA	13	6
N	28	13
A	40	19
SA	113	54
Total	210	100
Performance Expectancy	No. of respondents	Percentage
SDA	12	6
DA	14	7
N	30	14
A	54	26
SA	100	48
Total	210	100
Purchase Intention	No. of respondents	Percentage
SDA	8	4
DA	18	9
N	33	16
A	54	26
SA	97	46
Total	210	100
Post Purchase Review	No. of respondents	Percentage
SDA	10	5
DA	12	6
N	37	18
A	39	19
SA	112	53
Total	210	100
Source: Authors gathered data		

Interpretation: Objective 1 is evaluated using descriptive analysis, which explains about the different social media marketing methods used by businesses to engage with consumers. The variables like Engagement on Social media, Trust, Performance Expectancy, Purchase Intention, and Post Purchase Review were selected for the study. 56% of the respondents strongly agree towards Engagement on Social media, 54% strongly agreed towards Trust, 48% strongly agreed towards Performance expectancy, 46% Purchase Intention, 53% towards Post Purchase Review as social media marketing strategies. Very less percent of respondents disagreed and strongly disagreed towards social media marketing strategies.

Table 1.3: Table explaining Correlations, representing the impact of social media marketing methods on consumer awareness and perception of a brand or product.

		Social media marketing methods	Engagement on Social media	Trust	Performance Expectancy	Purchase Intention	Post Purchase Review
Social media marketing methods	Pearson Correlation	1	.121	.072	.087	.084	.097
	Sig. (2-tailed)		.081	.296	.208	.223	.162
	N	210	210	210	210	210	210
Engagement on Social media	Pearson Correlation	.121	1	.907**	.887**	.879**	.873**
	Sig. (2-tailed)	.081		.000	.000	.000	.000
	N	210	210	210	210	210	210
Trust	Pearson Correlation	.072	.907**	1	.916**	.915**	.869**
	Sig. (2-tailed)	.296	.000		.000	.000	.000
	N	210	210	210	210	210	210
Performance Expectancy	Pearson Correlation	.087	.887**	.916**	1	.922**	.856**
	Sig. (2-tailed)	.208	.000	.000		.000	.000
	N	210	210	210	210	210	210
Purchase Intention	Pearson Correlation	.084	.879**	.915**	.922**	1	.860**
	Sig. (2-tailed)	.223	.000	.000	.000		.000
	N	210	210	210	210	210	210
Post Purchase Review	Pearson Correlation	.097	.873**	.869**	.856**	.860**	1
	Sig. (2-tailed)	.162	.000	.000	.000	.000	
	N	210	210	210	210	210	210

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Authors gathered data

The relationship between social media marketing strategies and consumer awareness and perception of a brand or product is examined using correlation analysis. Correlation was used to assess Objective 2. The statistical relationship between two variables is referred to as correlation. When two variables move either in the same direction (positive correlation) or in the opposite direction (negative correlation), they are said to be correlated. The strength of the relationship

between two variables is gauged by the correlation coefficient. If the two variables are positively or negatively correlated, it will be clear from the direction of the correlation coefficient. When two variables are positively correlated, it means that they move in the same direction, whereas when they are negatively correlated, they move in the opposite direction.

The relationship between social media marketing strategies and consumer awareness and perception is investigated using correlation analysis. The fact that the correlation coefficient is significant and positive would indicate that there is a strong correlation between the two variables. This would imply that as the use of social media marketing techniques grows, so do consumer awareness of and perceptions of the brand or product.

2.1 Analysis representing the effectiveness of social media marketing strategies on consumer decision making factors.

<i>Table 2.1.1: Tabular representation of Test of Homogeneity of Variances explaining Engagement on Social media towards consumer decision making factors</i>			
Engagement on Social media			
Levene Statistic	df1	df2	Sig.
4.585	3	206	.004
<i>Source: Authors gathered data</i>			

<i>Table 2.1.2: Tabular representation of ANOVA explaining Engagement on Social media towards consumer decision making factors</i>					
Engagement on Social media					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.412	3	1.137	1.306	.273
Within Groups	179.387	206	.871		
Total	182.799	209			
<i>Source: Authors gathered data</i>					

<i>Table 2.1.3: Tabular representation of Multiple Comparisons explaining Engagement on Social media towards consumer decision making factors</i>
Dependent Variable: Engagement on Social media
Games-Howell

(I) Social media marketing strategies	(J) Social media marketing strategies	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
EWOM	OC	-.048	.239	.997	-.69	.59
	OA	-.099	.230	.973	-.72	.52
	CE	-.357	.221	.384	-.95	.24
OC	EWOM	.048	.239	.997	-.59	.69
	OA	-.050	.174	.992	-.50	.40
	CE	-.308	.162	.233	-.73	.11
OA	EWOM	.099	.230	.973	-.52	.72
	OC	.050	.174	.992	-.40	.50
	CE	-.258	.148	.309	-.64	.13
CE	EWOM	.357	.221	.384	-.24	.95
	OC	.308	.162	.233	-.11	.73
	OA	.258	.148	.309	-.13	.64
<i>Source: Authors gathered data</i>						

Table 2.1.1 elaborates that the Levene test explained the homogeneity of variance. As the p-value in the test is less than 0.05, this represents that equal variance are not assumed. The result is significant. The table 2.1.2 discusses about ANOVA. It helped to find out if there existed any difference between the means. The P values were greater than 0.05 which was 0.273. This indicated that there was no variance in respondents' perspectives on engagement on social media and consumer decision making factors. To estimate the significant difference Games Howell method from table 2.1.3 was used. This table represents the multiple comparisons of experience on engagement on social media and consumer decision making factors. The analysis shows that respondents' opinions on social media engagement and consumer decision-making were similar. E-Word of mouth (e-WOM), online communities (OC), online advertising (OA), and celebrity endorsement (CE) are examples of social media marketing strategies.

<i>Table 2.2.1: Tabular representation of Test of Homogeneity of Variances explaining Trust towards consumer decision making factors</i>			
Trust			
Levene Statistic	df1	df2	Sig.
2.879	3	206	.037

Source: Authors gathered data

Table 2.2.2: Tabular representation of ANOVA explaining Trust towards consumer decision making factors

Trust					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.841	3	.614	.586	.625
Within Groups	215.864	206	1.048		
Total	217.705	209			

Source: Authors gathered data

Table 2.2.3: Tabular representation of Multiple Comparisons explaining Trust towards consumer decision making factors

Dependent Variable: Trust						
Games-Howell						
(I) Social media marketing strategies	(J) Social media marketing strategies	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
EWOM	OC	.021	.237	1.000	-.61	.65
	OA	-.011	.226	1.000	-.61	.59
	CE	-.216	.223	.767	-.81	.38
OC	EWOM	-.021	.237	1.000	-.65	.61
	OA	-.032	.190	.998	-.53	.46
	CE	-.237	.187	.586	-.73	.25
OA	EWOM	.011	.226	1.000	-.59	.61
	OC	.032	.190	.998	-.46	.53
	CE	-.205	.172	.633	-.65	.24
CE	EWOM	.216	.223	.767	-.38	.81
	OC	.237	.187	.586	-.25	.73
	OA	.205	.172	.633	-.24	.65

Source: Authors gathered data

Table 2.2.1 represents that the Levene test explained the homogeneity of variance. As the p-value in the test is less than 0.05, this represents that equal variance are not assumed. The result

is significant. The table 2.1.2 discusses about ANOVA. It helped to find out if there existed any difference between the means. The P values were greater than 0.05 which was 0.625. This indicated that there was no variance in respondents' perspectives on Trust and consumer decision making factors. To estimate the significant difference Games Howell method from table 2.2.3 was used. This table represents the multiple comparisons of experience on Trust and consumer decision making factors. The analysis represents that respondents were having similar opinion on Trust and consumer decision making factors.

<i>Table 2.3.1: Tabular representation of Test of Homogeneity of Variances explaining Performance expectancy towards consumer decision making factors</i>			
Performance Expectancy			
Levene Statistic	df1	df2	Sig.
4.087	3	206	.008
<i>Source: Authors gathered data</i>			

<i>Table 2.3.2: Tabular representation of ANOVA explaining Performance expectancy towards consumer decision making factors</i>					
Performance Expectancy					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.979	3	1.326	1.225	.302
Within Groups	223.022	206	1.083		
Total	227.001	209			
<i>Source: Authors gathered data</i>					

<i>Table 2.3.3: Tabular representation of Multiple Comparisons explaining Performance expectancy towards consumer decision making factors</i>						
Dependent Variable: Performance Expectancy						
Games-Howell						
(I) Social media marketing strategies	(J) Social media marketing strategies	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
EWOM	OC	.091	.243	.982	-.56	.74
	OA	.070	.234	.990	-.55	.69
	CE	-.251	.223	.678	-.85	.35

OC	EWOM	-.091	.243	.982	-.74	.56
	OA	-.020	.195	1.000	-.53	.49
	CE	-.341	.183	.249	-.82	.14
OA	EWOM	-.070	.234	.990	-.69	.55
	OC	.020	.195	1.000	-.49	.53
	CE	-.321	.170	.239	-.76	.12
CE	EWOM	.251	.223	.678	-.35	.85
	OC	.341	.183	.249	-.14	.82
	OA	.321	.170	.239	-.12	.76
<i>Source: Authors gathered data</i>						

Table 2.3.1 represents Levene test which explained the homogeneity of variance. As the p-value in the test is less than 0.05, this represents that equal variance are not assumed. The result is significant. The table 2.3.2 discusses about ANOVA. It helped to find out if there existed any difference between the means. The P values were greater than 0.05 which was 0.302. This indicated that there was no variance in respondents' perspectives on Performance expectancy and consumer decision making factors. To estimate the significant difference Games Howell method from table 2.3.3 was used. This table represents the multiple comparisons of experience on Performance expectancy and consumer decision making factors. The analysis represents that respondents were having similar opinion on Performance expectancy and consumer decision making factors.

<i>Table 2.4.1: Tabular representation of Test of Homogeneity of Variances explaining Engagement on Social media towards consumer decision making factors</i>			
Purchase Intention			
Levene Statistic	df1	df2	Sig.
5.124	3	206	.002
<i>Source: Authors gathered data</i>			

<i>Table 2.4.2: Tabular representation of ANOVA explaining Purchase intention towards consumer decision making factors</i>					
Purchase Intention					
	Sum of Squares	df	Mean Square	F	Sig.

Between Groups	4.675	3	1.558	1.548	.203
Within Groups	207.390	206	1.007		
Total	212.064	209			

Source: Authors gathered data

<i>Table 2.4.3: Tabular representation of Multiple Comparisons explaining Purchase intention towards consumer decision making factors</i>						
Dependent Variable: Purchase Intention						
Games-Howell						
(I) Social media marketing strategies	(J) Social media marketing strategies	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
EWOM	OC	.196	.211	.789	-.36	.75
	OA	.142	.201	.895	-.39	.67
	CE	-.186	.190	.762	-.69	.32
OC	EWOM	-.196	.211	.789	-.75	.36
	OA	-.054	.191	.992	-.55	.44
	CE	-.382	.179	.148	-.85	.08
OA	EWOM	-.142	.201	.895	-.67	.39
	OC	.054	.191	.992	-.44	.55
	CE	-.328	.168	.210	-.76	.11
CE	EWOM	.186	.190	.762	-.32	.69
	OC	.382	.179	.148	-.08	.85
	OA	.328	.168	.210	-.11	.76

Source: Authors gathered data

Table 2.4.1 elaborates that the Levene test explained the homogeneity of variance. As the p-value in the test is less than 0.05, this represents that equal variance not assumed. The result is significant. The table 2.4.2 discusses about ANOVA. It helped to find out if there existed any difference between the means. The P values were greater than 0.05 which was 0.203. This indicated that there was no variance in respondents' perspectives on Purchase intention. To estimate the significant difference Games Howell method from table 2.4.3 was used. This

represents the multiple comparisons of Purchase intention and consumer decision making factors.

Table 2.5.1: Tabular representation of Test of Homogeneity of Variances explaining Post purchase review towards consumer decision making factors

Post Purchase Review			
Levene Statistic	df1	df2	Sig.
3.616	3	206	.014

Source: Authors gathered data

Table 2.5.2: Tabular representation of ANOVA explaining Post purchase review towards consumer decision making factors

Post Purchase Review					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.101	3	1.034	.973	.407
Within Groups	218.854	206	1.062		
Total	221.955	209			

Source: Authors gathered data

Table 2.5.3: Tabular representation of Multiple Comparisons explaining Post purchase review towards consumer decision making factors

Dependent Variable: Post Purchase Review						
Games-Howell						
(I) Social media marketing strategies	(J) Social media marketing strategies	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
EWOM	OC	.077	.238	.988	-.55	.71
	OA	-.029	.220	.999	-.61	.56
	CE	-.256	.214	.634	-.83	.32
OC	EWOM	-.077	.238	.988	-.71	.55
	OA	-.105	.197	.950	-.62	.41
	CE	-.333	.191	.307	-.83	.17
OA	EWOM	.029	.220	.999	-.56	.61
	OC	.105	.197	.950	-.41	.62
	CE	-.227	.168	.531	-.66	.21

CE	EWOM	.256	.214	.634	-.32	.83
	OC	.333	.191	.307	-.17	.83
	OA	.227	.168	.531	-.21	.66
<i>Source: Authors gathered data</i>						

Table 2.5.1 elaborates that the Levene test explained the homogeneity of variance. As the p-value in the test is less than 0.05, this represents that equal variance not assumed. The result is significant. The table 2.5.2 discusses about ANOVA. It helped to find out if there existed any difference between the means. The P values were greater than 0.05 which was 0.407. This indicated that there was no variance in respondents' perspectives on Post purchase review. To estimate the significant difference Games Howell method from table 2.5.3 was used. This represents the multiple comparisons of Post purchase review and consumer decision making factors.

Findings of the study

The results of the study on the influence of social media marketing strategies on consumer decision-making can shed light on the efficacy of various social media marketing strategies in terms of raising brand awareness, generating revenue, and fostering customer loyalty. The study's conclusions could reveal:

1. The study identified the most effective social media marketing methods based on their impact on engagement on social media, Trust, Performance expectancy, Purchase intention, and Post purchase review.
2. The descriptive analysis represents that maximum respondents were strongly agreeing towards social media marketing methods used by businesses to engage with consumers.
3. According to the study, social media marketing significantly influences how consumers make decisions. This can assist businesses in realising the value of social media marketing for establishing enduring connections with customers.
4. The majority of social media marketing techniques have an impact on how consumers make decisions.

Based on the study's findings, recommendations can be provided for businesses seeking to improve their social media marketing efforts. These recommendations can be specific to the business's industry, target audience, and marketing goals.

Suggestion

Here are some suggestions for further research on the topic of the impact of social media marketing methods on consumer decision factors:

1. Social media influencers are increasingly being used by businesses to promote their products and services.
2. User-generated content, such as customer reviews and social media posts, can have a significant impact on consumer decision-making.
3. Different consumer groups may react to social media marketing strategies differently.
4. In some industries, social media marketing may be more successful than in others. The effectiveness of social media marketing in various industries and how businesses can modify their social media marketing strategies to suit their industry can be explored in more detail.
5. While social media marketing has the potential to increase short-term sales, its effects on long-term patronage are less certain. Additional investigation can look at how social media marketing affects long-term consumer loyalty and how companies can use social media marketing to create enduring connections with their clients.

Conclusion

As a result, social media marketing can significantly improve consumer engagement, loyalty, and purchase intention, according to a study on the influence of social media marketing techniques on consumer decision-making. The study has identified several effective social media marketing methods, including creating high-quality content, engaging with consumers through social media platforms, and using social media influencers to promote products and services. The study has also highlighted the importance of consumer trust in social media marketing, which can be influenced by factors such as transparency, authenticity, and perceived informativeness of the content.

The findings of the study have important implications for businesses seeking to improve their social media marketing efforts. By leveraging the most effective social media marketing methods and addressing the factors that influence consumer trust, businesses can improve their brand awareness, drive sales, and build long-term relationships with their customers.

The study does, however, also emphasize the need for more investigation into the effects of social media marketing on various consumer demographics, industries, and enduring consumer loyalty. Businesses must also keep changing their social media marketing strategies to keep up with changing consumer preferences and behaviours.

Finally, the study has offered insightful information about how social media marketing affects consumer decision-making, which can help businesses, create social media marketing plans that are more successful.

Scope for future research

Future research is now possible in a number of directions thanks to the study on the influence of social media marketing techniques on consumer decision-making. Future research may focus on a number of areas, including:

1. Social media is a rapidly evolving landscape, with new platforms and features constantly emerging. Future research can explore the impact of emerging social media platforms on consumer decision-making and the effectiveness of social media marketing strategies on these platforms.
2. The study has concentrated on how social media marketing affects consumers' overall decision-making. Future research can explore the impact of social media marketing on different stages of the consumer decision factors, such as information search, evaluation of alternatives, and purchase decision.
3. Consumer decision-making is significantly influenced by emotional factors. Future studies could examine how social media marketing affects consumers' emotions and how businesses can use emotional appeals to their advantage in social media marketing plans.
4. The study has concentrated on how social media marketing affects consumer choice. Future studies can look at how social media marketing affects business-to-business

decision-making and how companies can reach other businesses efficiently through social media.

5. Social media marketing may have different impacts in different cultural contexts. Future studies can examine how social media marketing affects consumer choices in various cultural contexts and how companies can modify their social media marketing plans to fit these environments.

The results of this study can serve as a foundation for future research that will deepen our understanding of how social media marketing affects consumer choice.

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