IMPACT OF SOCIAL MEDIA MARKETING TOOLS ON CONSUMER BUYING BEHAVIOR

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ABSTRACT

The use of social media is essential for the business organizations. Technology has made it easier for the customers to target the right and potential customer in an efficient manner. Business organization use social media to market their products and services by using different social media platforms. Generally, customer grabs information from different sources before making a purchase decision. The information extracted by customer from different sources allows a customer to take the right decision. A sample of 201 customers were taken through random sampling technique. The result of the study concludes that marketing through different social media platforms shapes the behavior of the customer.

Keywords: Interactivity, E-WOM, Ease of buying, Purchase behavior, social media, hotel industry.

SOSYAL MEDYA PAZARLAMA ARAÇLARININ TÜKETİCİ SATIN ALMA DAVRANIŞLARINA ETKİSİ

ÖZET

Pazarlamanın etkileşim teorisini kullanarak, bu araştırmanın temel amacı, çevrimiçi güvenin düzenleyici işlevi aracılığıyla dijital pazarlama öğelerinin (trendlilik, etkileşim ve çekicilik) yükseköğretim kurumlarının performansı üzerindeki etkilerini incelemekti. Bu araştırmada dikkate alınan dijital pazarlamanın özellikleri, hizmetlerdeki eğilimler, dijital pazarlama etkileşimi ve reklama yönelik tutumdur. E-posta ve kendi kendine uygulanan bir anket kullanılarak, bu keşif araştırması için veriler toplandı. Ankete Azerbaycan üniversitelerinden toplam 360 öğrenci katıldı. Veri analizi için SPSS 25 ve Smart PLS 3 kullanıldı. Araştırmaya göre, öğrencilerin yükseköğretim kurumlarındaki performansı, güncel akımlara uygun ve katılımcı dijital pazarlama kullandıklarında artmaktadır. Üniversitelerdeki akademik başarının, öğrenciler ilgi çekici dijital pazarlama kampanyalarına maruz kaldıklarında önemli ölçüde arttığı gösterilmiştir. Bu arada, üniversite performansı ile internet güveni arasındaki bağlantı büyük ölçüde yönetilmektedir. Yetkilendirme ile müşteriler, bilgi akışını düzenleme ve aldıkları iletişimleri özelleştirme olanağına sahiptir. Öte yandan yöneticiler, ortak yaratıcı projelerden büyük ölçüde yararlanır. Bununla birlikte, tüketici iletişimi rahatsız edici buluyorsa, çabalar boşunadır.

Anahtar Kelimeler: Etkileşim, E-WOM, Satın alma kolaylığı, Satın alma davranışı, Sosyal medya, otel endüstrisi.

DEDICATION

Dedicated to my Parents, who sent me on the path towards intellectual pursuit and whose prayers efforts are great source of strength to me in every noble venture & dedicated to my Honorable teachers, loving brother and Sisters who encourage me and took time out to help me in every possible manner.

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1.   INTRODUCTION

1.1   Research Background

Organizations spent billions of rupees to study the behavior of customers. Organizations conduct surveys, observations, and interviews to understand the needs and demands of the customer. With the help of research and survey organizations are more aware in understanding the behavior of customers. Each customer has its own needs and wants and therefore organizations use their marketing activities to create value in their product and fulfil the needs of the customer (Godey et al., 2016). Business organizations provide sufficient information about their products on online platforms so that customers can easily make a purchase decision. (Puangmaha et al., 2020). A decade ago, most business organizations were not using internet marketing and digital marketing, they only followed traditional ways of marketing their product and services such as Television, Radio, and newspaper (Sam & Chatwin, 2015).

In this era of technology, the trends of marketing and advertising have changed. A decade ago, most business organizations were not using internet marketing and digital marketing, they only followed traditional ways of marketing their product and services such as Television, Radio, and newspaper (Aji et al., 2020). Marketers are investing a huge amount of money in social media advertisements to influence potential customers to buy a product or a service (Saravanakumar & SuganthaLakshmi, 2012). Business organizations have shifted their traditional marketing activities into social media marketing, to influence their customers (Filieri, 2016)

Social media marketing has changed the ways of doing shopping. A couple of decades ago customer physically visit the stores to buy products and services (Cheung et al., 2019). However, with aid of information and modern communication technologies the customers can shop via the internet using different social media websites (Arrigo, 2018). Organizations are keen to use different social media platforms to influence their customer to buy their products. A statement that is shared by an organization on their social media network, which includes a short message, information about a product, service, or a brand is re-shared by users of the social media websites. When the information is re-shared by users on other social media networks it becomes an appositive promotion (Appel et al., 2020).

Social media is also used as a tool by the organizations to connect with their customers. Social media portal which includes Facebook, YouTube, Instagram, and Twitter are considered as a key source of advertisements for the business organizations. A social media page allows consumers to directly interact with the representatives of the organizations. Since most of the customers use social media to search purchase items, products, and services. The reviews and feedback given by customers influences other to make a buying decision (Zhu and Chen, 2015).

Generally, advertisement helps an organization in creating awareness about the product and at the same time shaping the perception of the customers. Consumer usually perceives quality of the product when they go through the advertisement of the product. Perception regarding the quality and awareness of the product together drives the buying decision of consumers. In the past few years digital advertising takes place of traditional advertising techniques. Most of the business organizations around the world rely on digital advertising to increase the overall sale and revenue of the organization (Halbheer et al., 2014). Business organization perceived social media marketing as one of the quickest modes of promoting products and services. Consumer buying Decision is changed because of innovations and latest technological advancements. Internet is now becoming the most authoritative source of information for most of the buyers. Marketers use digital advertising to retain customers and influence customers to buy products and services (Alhabash, Mundel and Hussain, 2018). Social media marketing is perceived as more informative, entertaining, valuable, and important. Around the world majority of the customer uses company website, YouTube, online portals, and Facebook to get information about a specific product or a service. Online advertisement has gained popularity as

more people spend time online. It is a selling strategy in which organization use internet as a source of medium and present marketing messages to the potential customers (Aslam and Karjaluoto, 2017).

Traditional medium of communications and advertisings are considered as very important for the growth of business organization, but from the last few years digital media is prospering considerably. Nowadays, customers would like to get information from digital sources before making a purchase decision. The new technological development creates new delivery platform for marketers and advertisers. The traditional form of advertising which includes radio, television and newspaper are now becoming a thing of the past. Internet has given more control to consumers in obtaining information related to different products and services. The widespread expansion and usage of social media and internet has changed the organization insights, brand communication and purchasing reactions of customers (Dinner, van Heerde and Neslin, 2012).

In the past few decades, the internet has become a powerful tool for its unique characteristics as it is used for entertainment, information gathering, education and communication. The internet has also transformed the ways of doing business. Most of the organization use internet for the advertisement of their products and services. Business organizations are investing billions of dollars in2it internet advertising to obtain greater return on investment. On the other hand, internet of a great control in assessing the information about products and services (Kelly-Holmes, 2015, p. 137). Organizations around The World are constantly seeking for new ways through which they can reach to the potential customers. Nowadays, organizations use digital advertising enhances the brand perception and shaping the Decision of customers. According to Cheng et al., (2009) feelings towards an online advertisement enhances the credibility of advertisement Negative feelings results in negative evaluation of the advertisement (Cheng et al., 2009).

Advertising is a form of communication which is used by the organization to persuade a specific group to take some new action. The medium of advertisement has changed with technological changes i.e., from television advertisement to social media advertisements. According to Lambrecht et al., (2014), the paradigm of advertisement has changed from traditional advertising media to digital centric media. In 2017, digital advertising becomes the world biggest advertising medium. The fastest growing advertising includes the banner advertising, online video, and social

media. Banner advertising have a significant impact on internet purchase Decision (Lambrecht et al., 2014). According to Shareef et al., (2019) banner advertising is suitable for the business organizations as it generates brand awareness. Moreover, banner advertisements are considered as an effective way to gain consumer attention (Shareef et al., 2019). Nowadays, social media advertising becomes the biggest hub for digital advertising. It is because many users are using social media and it becomes easier for the organizations to target huge audience. Social media advertising involves creating and sharing a creative content which includes photos and videos which grasps the attention of customers (Kumar et al., 2016).

Okazaki and Taylor, (2013) was of the view that organizations use social media to enhance customer engagement and brand awareness (Okazaki and Taylor, 2013). A similar research study was conducted by Impression, (2010) to analyze the buying Decision of United States consumers. The result of the study concludes that 62% of the United States consumers would like to read product reviews before making a purchased decision and 94% of the consumers would consider these reviews as reliable. Customers share their post purchase opinions and feedback with other social media users (Impression, 2010). SI, (2015) customers would like to purchase a product when something is recommended to them rather than when marketed to them (SI, 2015).

The number of internet users around the world are increasing. Technological advancement allows customer to buy their desired products and services on the internet with ease (Ibrahim et al., 2020). Online purchase behavior is the degree to which customer access, shop, transit and repeat the purchasing behavior (Lo et al., 2016). Online-shopping concepts is gaining popularity after the emergence of different social media platforms (Han et al., 2021). One of the easiest ways for customers is to buy products through different online platforms. In the past couple of decades, consumer buying behavior has been changed significantly. Although customer buy products and services from physical stores but there is, but nowadays customer would like to buy products through online channels (Shiau & Luo, 2012).

Personal reviews and opinions for goods and services have become a valuable source of information that helps the users to make a purchasing decision (Nawi et al., 2021). Nowadays, customers are no longer limited to interacting with each other face to face rather they communicate through blogs, chat rooms, social sites, and discussion forums (Kayumovich & Kamalovna, 2019). The reviews and suggestions

given by customer's shapes buying behavior of other customers (Jacobson et al., 2020). Customer uses online reviews as an additional information source about the product. Initially, customers search product information on different internet-based platforms such as Facebook, Twitter, and LinkedIn. Customer shares their reviews to spread a reputation or an organization. The outcome of a customer review may have several effects on the organization which also can be either positive or negative (Felix et al., 2017).

Although marketers have seen the internet as a tool through which they grab the attention of their customers by using social media marketing and getting reviews from the customers (Beig & Khan, 2018). However, there is still a customer who is reluctant to shop over the internet because of the credibility and reliability of the information the organization provided (Hou et al., 2019). A huge amount of information is available on the internet regarding different products and services, but people are still not sure that how reliable is the information and who is responsible for the information provided (Arshad, 2019). When a customer requires information about a product, they started searching about the source that would provide him sufficient reliable information. Customers look for information that may include interpersonal sources such as reviews of other customers, expert opinions, the seller of the product, and the credibility of the seller (Lau, 2017).

Social Media Platform is the most powerful way of marketing in today's time. Where you can increase the reach of your business. Also, if you make your campaign user friendly, then business organization lead generation gets a boost of 2X. Through this, organizations can engage maximum audience with brand. Marketers use a variety of different strategies to promote their brand on social media websites (Mason et al., 2021). Through Social Media Marketing, business organizations can increase both the Sale and Brand Value of product (Drummond et al., 2020). Business organizations also run Paid Advertising Campaign to promote business on Facebook. Apart from this, you can create your business page on Facebook for free and post related to your product on it. There are 2.7 billion active users on Facebook a month. This number is increasing day by day (Cheung et al., 2019).

Social media is becoming an essential part of organization marketing strategy. Customers get more information about products from the review given by the sellers (Nadhiro, 2019). Customer gives online reviews after buying a product that influence others to make a purchase decision. Online customer reviews work as a marketing

force for the organization (Jayasuriya et al., 2018). A positive review motivates a customer to buy a product which increases an organization's sales. Nowadays, customers have the power to make or break a product by sharing a positive or a negative review. Business organizations consider social media as a very handy tool. Business organization Twitter, Facebook, YouTube, LinkedIn, and Myspace for the promotion (Olanrewaju et al., 2020). Social media is essential part of the business organizations (Bismoaziiz et al., 2021). Business organizations allow the customer to get more information about products and services and give positive or negative feedback after using them (Arief & Millanyani, 2015). Online reviews shape the buying behavior of the customers. Online customer reviews work as a marketing force for the organization. A positive review motivates a customer to buy a product which increases an organization's sales (M. Y. Wu, 2020). Nowadays, customers have the power to make or break a product by sharing a positive or a negative review.

Traditional shopping of products has completely changed and evolved. Internet and different social media platforms have allowed customer to shop smartly (Shabbir et al., 2020). Business organizations are selling their products through online channels to sell their products. This has allowed the business organizations to minimize their operational cost (Farzin et al., 2021). Internet based Electronic Commerce has allowed consumers to have a direct interaction with online stores. Internet users give sufficient consideration to user interface, information quality, picture, and video clips before buying a product (Prendergast et al., 2010).

The customer collects a lot of information about a product before buying a product or a service. The customer goes through the same process in an online purchasing decision as in the traditional buying decision process. The customer evaluates the characteristics, features, and quality of a product over the internet and then makes a purchase decision. Because of internet customers are frequently interacting with each other on social media and sharing their experiences and opinions (Rose et al., 2011). According to Dekker et al., (2020)., a customer can give a positive or a negative review given by a customer after using a product. A positive review persuades the customer to buy a product whereas a negative review influence customer to look for an alternative product (Dekker et al., 2020). The customer uses online reviews as an additional information source about the product. Initially, customers search product information on different internet-based platforms such as Facebook, Twitter, and LinkedIn (Ait Lamkadem & Ouiddad, 2021). Customer

shares their reviews to spread a reputation regarding the services already acquired. The outcome of a customer review may have several effects on an organization which also can be either positive or negative (Constantinides & Holleschovsky, 2016).

Although marketers have seen the internet as a tool through which they grab the attention of their customers by using social media marketing and getting reviews from the customers (Riorini, 2018). However, there is still a customer who are reluctant to shop for products and service over the internet because of the credibility and reliability of the information the organization provided (Ibrahim & Aljarah, 2021). A huge amount of information is available on the internet regarding different products and services, but people are still not sure that how reliable is the information and who is responsible for the information provided (Todua, 2018). When a customer requires information about a product, they started searching about the source that would provide him sufficient reliable information. Customers look for information that may include interpersonal sources such as reviews of other customers, expert opinions, a seller of the product, and credibility of the seller (Barutcu & Tomas, 2013).

Social media is a huge network of more than 3.5 billion users who are just used to connect with each other, share information, and explore new business. Social media channels have become a part of rapid growth strategies. Social media marketing is a part of digital marketing where people create and share content, with the help of this business organizations can promote your brand and market it (Drummond et al., 2020).

This social media marketing includes many activities such as posting text and infographic images, posting small video reels related to your business and similar content that engages the audience. Therefore, for (Zollo et al., 2020) business, it acts as a community where your new and old clients engage with each other. The success of any social media marketing strategy is dependent on the ability of an organization to identify the customers and provide them the services according to their desire. Share your experience with others. Social media marketing helps business organizations to influence the customers (Azpeitia, 2021).

Almost every customer or potential customer of your business is currently active in social media. And most people use it (Aji et al., 2020). Consumers love to share things on social media, especially about products and their feedback and

experience (Suharto et al., 2022). Social media is far-reaching, and business organization use it as a way to market their products and services (Nguyen et al., 2020). There is a completely free marketing and advertising option for the businesses on social media platforms. (Savitri et al., 2021) Business organizations can post as many as they want at any time, without spending a single penny (Ali Abbasi et al., 2022). Businesses pay for sponsored advertising to promote their business and post on social media, which is always a good idea, but still, this option is not very expensive (Ebrahim, 2020). It was always low cost to promote your product and special offers on social media, which can help to reach more people (Godey et al., 2016)

Social media opens up new opportunities for communication between the organization and consumers (Aji et al., 2020). In a world increasingly dependent on technology, most customers these days are preferring to communicate via email, messaging, or social media posts rather than picking up the phone and talking to each other (Appel et al., 2020). People of any age and any background have access to information related to the products and services spread by an organization through different social media platforms (Jacobson et al., 2020).

Business organizations are using as a tool to promote their content. Today's era is also known as digital age. In today's time, the development of technology is being seen day by day. Social media has been invented tremendously in this growing development of technology (Garg & Kumar, 2021). Social media means the transfer of news and news from one place to another through the Internet, nor is social media. WhatsApp, Facebook, Instagram, Twitter all these applications come in social media and currently the trend of all these applications is very high. Social media is used by a person in his normal life. For some people, using social media has also become a habit. Because in the present time whenever people are free. Then spend your free time through social media. Other people have become a part of this life and through this people stay updated all the time and spend their time.

Social network sites are dominated all around. There are many social network apps available in mobile (Patma et al., 2021). Like Facebook, Instagram, Twitter. Social media is a very powerful medium and it affects everyone. It is difficult to imagine our life without social media, but due to its excessive use, we must pay a price for it (Ebrahim, 2020). Social media is playing a big role in our life today (Chiang et al., 2019).

Social media marketing gives us the opportunity to show ads of business to users, as well as to give new offers or any kind of information to current or existing customers (Wawrowski & Otola, 2020). There are many types of content used for such marketing. Such as Social Media Post, Images, Video, Gif, contact form (to get contact details or information from the user) (Ebrahim, 2020), Ecommerce products etc. Some common social media channels that most people have heard about are Instagram, Facebook, Twitter, WhatsApp, Snapchat, TikTok, YouTube, LinkedIn, Pinterest, etc. (Puspaningrum, 2020).

In today's time, if technology has become very challenging to carry forward any business without internet because people now like to promote their business online more than the ground level. That's why social media marketing has become very important, nowadays it has become easy and good social media marketing for any business whether it is small or big to reach more people, so social media marketing has become very big in the world. Today every third person in the world is connected to some or the other platform of social media. Among the platforms of social media are Facebook, Instagram, Twitter, Business organizations uses YouTube and WhatsApp, which are available for free. That's why their users are present in every corner of the world. There is an umbrella empire of business organizations from all over the world on these platforms of social media. It was not an exaggeration if all these platforms are called the world of business organizations. That is why today every businessman is making the platform of social media the ladder of his business. Due to which he is also reaching his destination by climbing. Today business and social media have become complementary to each other. While social media encourages business, the users of social media platforms are also getting many facilities from business. That is why today social media platforms are proving to be very helpful for every businessman. Businessman must work hard in all types of business. Earlier this hard work had to be done from the market to the customers, then the business used to run, but now the era of online business i.e., social media marketing has come. In the changed times, only the person who tries his hand in online business was successful. If we talk about hard work, then it has been proved that online businessman can do double business and earn more profit by doing half the hard work offline.

Today, about 50 percent of the world's population is connected to social media. Those who look for the things of their needs. Offer business organizations services to

the people. exchange information. They also share their thoughts with each other. Out of the world's 8 billion population, more than 4 billion people are active on social media. Apart from this, there are more than one billion users each on YouTube and WhatsApp. This means to say that in today's time every second person is present on social media. Such many people are gathered at one place, so business organizations can think that where else can one get a better business center than this. If business organizations cannot sell business organizations goods here, then where was business organizations be able to sell them.

Internet, software, and e-commerce have dominated the market so much that the day is not far when human was become a complete slave of these facilities. The companies in this sector have become so dominant in the worldwide market that these companies are among the top companies in the world in terms of market capitalization. Companies like Google, Microsoft, Facebook, Amazon, Twitter etc. are the uncrowned kings of this field. In the changing times, along with the business, the form of business has also changed. Now those things are also being traded about which no one had even heard about twenty-thirty years ago. The service sector has expanded so much that their help has to be taken somewhere and at some point, of time. In today's time, Google and social media are very helpful in taking any business to the heights.

In today's era, an old saying "what see, only sells" is being fully realized. Meaning that the thing about which the consumers was be aware only then that thing was be able to be sold in the market. Proper marketing of anything is helpful in selling that thing even if it is less than the competitor in quality. The salesman is so proficient in this art that he can even sell a comb to a bald man. In today's era, social media has also come in the role of salesman because advertising is the main source of their income. Social media is the platform where people spend a lot of their precious time throughout the day. Billions of people are active on social media every day. According to an estimate, by 2019, the total number of social network users in India was reach over 258 million.

The number of Facebook users alone is projected to exceed 319 million by 2021. Overall, it has become like an addiction in the life of most of the people. Due to this increasing influence of social media, all the entrepreneurs are also attracted towards it and are promoting their business on this media in a big way. Keeping in mind the need of entrepreneurs, social network sites are also making them more

business friendly by bringing new features. In fact, social media is mainly used to build r community, increase traffic to r website and make online information about products and services reach as many people as possible. The rates of advertising on social media are very low and they reach every corner of the world. We are giving information about some of the social media platforms on which   can promote business properly. Today, Facebook has registered the most presence on social media. Facebook has taken its platform to the masses by acquiring WhatsApp, Instagram etc. WhatsApp has more than 200 million users in India alone and the number of Facebook users has exceeded 150 million. It can be estimated from the number of their users that they have created a virtual world of their own. Facebook recently launched its new feature Facebook Manager to organize and secure business. With its help, can get information about the promotion of   product on page. This feature helps in targeting the clients. WhatsApp has also launched its new feature WhatsApp Business. It is completely different from WhatsApp chat and both chat and business can be used with two different numbers in one phone. Instagram has also launched a feature called Shopping on Instagram for Business in the US, breaking the image of its mere photo sharing website.

Google has become synonymous with the Internet. India has it all in search engines. It has become so engrossed in the hearts and minds of people that if anyone wants to know anything, then he directly searches on Google. People have even coined a new word for this "Google". Ten links are shown as search results on every search engine page of Google. Above these ten links, Google shows the advertisements of the consumers. Thus, Google search engine can also be a great option for promoting r business. Google's own assistant is Tube, which is full of all kinds of videos. Such is its popularity that nowadays the trailers of new films are also being released on it. Tube shows ads at the beginning of its videos, so the ads displayed here can also be a suitable medium to promote r business. Google also shows advertisements on each website through its Ad Sense account. This type of advertisement is beneficial for the performing website, the advertiser and YouTube all three. These advertisements for website and YouTube prove to be a means of earning and for the advertiser to promote their business. Similarly, Twitter and LinkedIn have also given the facility to promote business on their respective platforms. Overall, it can be said that in the modern era it is very important to promote business in the virtual world, otherwise it is sure to lag in business.

1.2 Purpose of this Research

Advancement in technology has changed the ways of doing business. Similarly, technology has also changed the buying and selling process. However, there are various factors, which shape the online buying process of customers. This research study tries to investigate factors, the factors which pushes the customer to buy a product or service. The purpose of this research study is to examine the impact of ease of buying, credibility, electronic word of mouth, and interactivity on the buying behavior of the customer.

This study aims to gauge the impact of social media marketing, online reviews, and attitude towards information on the purchase intention of customers. This research study further aims to contribute by explaining the knowledge in the field of online consumer purchase intention. This research study also helps business organizations by giving them sufficient information about the social media marketing strategies which they can use to influence their customers.

1.3 Research Objective

The study has following objectives:
1. To analyze the impact of social media on consumer buying behavior.
2. To measure the change in customer perception through the content and engagement on social media.

1.4 Research Questions

Below given are the research questions of this research study
1. What is Ewom?
2. What is customer buying behavior?
3. What social media tools are used by the business organization to shape the buying behavior of customers?

1.5 Significance of the study

Business organizations use social media marketing to connect with their customers, build their brands and increase the overall sales number (Peters et al.,

2013). The purpose of this research study is to gain a deeper understanding of how different social media marketing tools influences customer to buy a product or service. This research study helps business organizations in understanding how online reviews of customer's influence organization activities such as product sales and the reputation of the organization. It allows us to discover the factors which a customer is taken into consideration when buying a product online. Social media advertising provides a distinct advantage as it creates provides brand knowledge to the customers. Advertising is one of the widely used marketing strategies which organization can use to influence their customers. Organization use different marketing weapons to change the behavior of customer. Customers generally, associate themselves with advertisements which have emotional values and messages. Positive emotional appeals change the behavior of customer and advertisers use emotional appeals and messages in their advertisement to influence their customers.

This research study was significant for business organizations, which are selling their products and services through online channels. This study was help e-commerce organizations and allow them to create an online marketing strategy, which influences the customers. Moreover, this research study was significant for researchers as they can sue the results of this research and further investigate the topic by using different constructs.

1.6   Theoretical framework
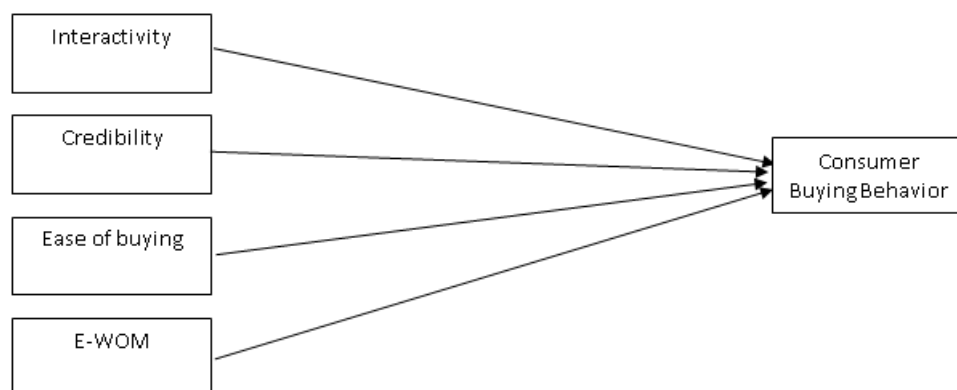
Figure 1.1 Research Framework

1.7   Research Hypotheses

Hypotheses are the testing statements. A researcher uses these testing statements to determine that a phenomenon is significantly valid or not. In this research study four hypotheses were developed. H0 represents the statements that are not statically significant whereas H1 represents the testing statements that can be statistically significant. A research hypothesis is a predicted statement that was be tested by research. Hypotheses are the predicted statements through which a researcher provides directions to the researcher (Angelini, 2018).

In this research study below given statement was tested.

Hypotheses 1

H_0= There exist no association between interactivity and buying behavior.

H1= There is a strong association between interactivity and buying behavior.

Hypotheses 2

H_0= Information credibility does not affect customer buying behavior.

H2= Information credibility affects customer buying behavior.

Hypotheses 3

H_0= There exists no relationship between ease of buying and customer buying behavior.

H1= There exists a significant relationship between ease of buying and customer relationship.

Hypotheses 4

H_0 = There exists a negative association between electronic word of mouth and customer buying behavior.

H4= There exists a Positive association between electronic word of mouth and customer buying behavior.

CHAPTER 2

2. LITERATURE REVIEW

2.1   Social media marketing

Organizations use social media marketing to influence the customer to buy a product or service. further argued that social media has to use a range of online word-of-mouth platforms such as blogs, networking websites, chat rooms, and consumer ratings (Castronovo & Huang, 2012).

Advertising is one of the widely used marketing strategies which organization can use to influence their customers. Organization use different marketing weapons to change the behavior of customer (Castronovo & Huang, 2012).   Customers generally, associate themselves with advertisements which have emotional values and messages. Positive emotional appeals change the behavior of customer and advertisers use emotional appeals and messages in their advertisement to influence their customers. A total of 201 male and female respondents were taken for the study. The findings of the research conclude that advertisement can change the opinions of the customer regarding a product. Moreover, customers would like to watch advertisement which affects their opinion. Organizations should make small advertisements of their products to convenience their customers (Kumar & Raju, 2013).

The first P (price) in microeconomics served as inspiration for the four Ps of the marketing mix (Chong, 2003). McCarthy (1964) suggested the "marketing mix," sometimes known as the "4Ps," to help businesses put their marketing strategies into action (Bennett, 1997). The marketing mix is more of a framework for thinking about

how to best organize your product so that it appeals to your target market than a rigorous scientific theory. The resources may be used to develop both long-term strategy and shorter-term tactical strategies (Palmer, 2004). You may compare the marketing mix to making a cake. Bakers alter the proportions of ingredients in a cake's batter to get a certain flavor. All of the parts of the marketing mix, and the relative importance of those parts, may shift from one product to the next (Hodder Education, n.d). Since its introduction in the 1940s, the marketing mix management paradigm has served as the dominant framework for marketing theory and practice (Grönroos, 1994) and "as a creator of distinction" (Van Waterschoot, n.d.). To paraphrase Kent (1986), "the holy quadruple...of the marketing faith...written on tablets of stone" are the 4Ps of the marketing mix. According to Möller (2006), the marketing mix has had a significant impact on both academic and professional discussions about marketing.

Social media marketing is one of the most significant tools of communication between organizations and customers (Castronovo & Huang, 2012). Bruhn, Schoenmueller and Schäfer, (2012) have stated that organizations use social media marketing to influence the customer to buy a product or service. Bruhn, Schoenmueller and Schäfer, (2012) further argued that social media has to use a range of online word-of-mouth platforms such as blogs, networking websites, chat rooms, and consumer ratings (Bruhn et al., 2012). Vinerean et al., (2013) stated that the cost of social media marketing is less than the cost incurred on conventional marketing. Vinerean et al., (2013) further stated that social media marketing which empowers individuals to promote their products, services, brands through online platforms (Vinerean et al., 2013). Balakrishnan, Dahnil and Yi, (2014) argued that with the help of social media marketing business organizations can maintain strong public relations with their customers.

Advertising is one of the widely used marketing strategies which organization can use to influence their customers. Organization use different marketing weapons to change the behavior of customer. Customers generally, associate themselves with advertisements which have emotional values and messages. Positive emotional appeals change the behavior of customer and advertisers use emotional appeals and messages in their advertisement to influence their customers. A total of 201 male and female respondents were taken for the study. The findings of the research conclude that advertisement can change the opinions of the customer regarding a product.

Moreover, customers would like to watch advertisement which affects their opinion. Organizations should make small advertisements of their products to convenience their customers (Kumar & Raju, 2013).

Gensler et al., (2013) try to identify the most influential social platform which Influences customers. The results of the study revealed that video visuals were significantly affect the purchasing intention of the customer as compared to Static images. The research further revealed that 80% of the marketers use video visuals marketing campaigns to enhance the brand value.

Marketers need to create brand knowledge by using effective social media marketing. Social media advertising provides a distinct advantage as it creates provides brand knowledge to the customers (Kohli et al., 2015). Singh and Sonnenburg (2012). stated that social media marketing allows the business owner to aware of issues revolving around their products and services. For instance, if there exists a problem the owner of the business can take all the necessary steps immediately to eradicate the problem. When customer knowns that they are heard by the organization and their complaints are acknowledged, the image of the overall brand increases. The marketers who are actively engaged on social media enjoys more loyalty from their customers because customer perceived that the organization is more than just a faceless corporation (Hollebeek et al., 2014).

A customer gains knowledge about a brand or a service once the organization has created brand awareness. The customer gains knowledge about a product or a service after collecting sufficient information from a reliable organizational source or through social media platforms (Fournier & Avery, 2011). The attitude of customers towards information varies from customer to customer. A research study examines the information understand by the young and elder people. Youngsters are more inclined to collect authentic and reliable information as compared to elder people (Tsimonis & Dimitriadis, 2014).

Social media marketing is all about communicating the features, character, and benefits of product. The marketers do not need to promote the product the customers itself promote the product by informing the quality and befits of using a product to their friends, colleagues, and relatives (Hashim and Hamzah, 2014).

According to Kadhim, Abdullah and Abdullah, (2016), has conducted a study to identify the factors which effects customer buying behavior price and effective promotion are the two most important factors that influences the behavior. customers.

The Organizations are using different marketing tools to gain their increase their market share. One common tool which is excessively used by marketing managers is social media marketing. The main objective of an organization is to satisfy the needs of the customer so that the customer was buy the product again and again.

Hashim and Hamzah, (2014) found that majority of the people would like to shop from online platforms because of continence. Ling, (2014) argued that customers who are satisfied with quality of the product never switch to an alternative product. An attractive social media promotion influences customer to buy the product. Ling, (2014), further argued that promotion which exceeds with the real quality of product can make customer satisfy and loyal with the organization.

One important factor which influence customer satisfaction is social media marketing. Organizations uses social media marketing or integrated program of communications to convey the features, characteristics, and quality of the product to drive sales of the organization (Marlina, Wardi and Patrisia, 2019b).

A customer is usually satisfied with a product when the product has performed as perceived by the customer before buying a product. When a customer is satisfied with the product after using it, the customer decides to repurchase the product (Gordon, 2012).

According to Acutt, (2015), social media marketing creates awareness about the product offerings. The fashion industry is promoting the value derived from the purchase of the product service. An efficient promotional strategy influences a customer to stay with a particular brand or product. Brooks and Simkin, (2012) has analyzed and identify the ways through which brands are promoting their products and services. The results of the study revealed that modern ways of promoting their products and one of them is social media marketing. A study of Singh, (2012) concludes that customer perceived social media promotional messages in different ways. Singh, (2012). was of the view that the core message of advertising affects the strength of the consumer belief. Aliata, Ojera and Mise, (2017) evaluates the impact of social media marketing and its impact on customer satisfaction.

According to O'Toole and Pilling, (2003), social media marketing is an effective tool which an organization can use to stimulate the customers. Promotion is a critical element of marketing mix, and it is highly correlated with satisfaction of customer and purchase decision. Among all the marketing mix elements promotion is the only element which directly target the customer and facilitate the organization to

make a contact with customers to achieve high level of customer satisfaction (Ho and Dempsey, 2010). Leskovec, Adamic and Huberman, (2007) argued that viral promotion is another effective tool which organization use influence customer to make a purchase decision.

Fernandes and Solimun, (2018) has described social media marketing as the way to communicate the features, characteristics, and specifications of a product with the with the customer. They further argued that promotion is used by organizations for meeting different objective such as demand creation, retention of customers, increase in sales, stimulating the market and customer satisfaction.

2.1.1 Product

The "product" in social media marketing cannot be a tangible one. Products may be anything from ideas to physical goods; for example, a company's educational services would be considered a product. Lectures, the transmission of high-quality information, the development of students' abilities, and the provision of counselling services to those students in need are all examples of intangible assets in the educational sector. Buildings, furniture, labs, and other infrastructure are all examples of tangible assets in the educational industry (Thorat et.al.,).

2.1.2 Price

The term "price" is used to refer to the customer's involvement (in the form of action or payment) in acquiring the social marketing product or service (in terms of money, physical effort, time, or any other resource). The promotion of your organization's educational or other services will cost money, but your profile will be hosted at no additional cost by any of the major social media platforms. To put it simply, the "Price" in this case is the tuition and fees paid by the students. In the same way that consumers may not see the value in a product if the costs outweigh the advantages, they are also less likely to accept such a product. However, if the advantages outweigh the disadvantages, more people will try and eventually accept the product. The proceeds should be used to provide students with basic necessities. Therefore, social media marketing is the best choice for schools. Technology advancements, especially the Internet, have reduced the globe to a global village. It is

via social media that people from all walks of life, regardless of their location or other distinguishing characteristics, may come together on a single platform (Thorat et.al.,).

2.1.3 Place

The term "Place" is used to define the channels via which a product or service reaches its intended market. Consider when and where your target market is most likely to use your product or service, especially if it's new or has been modified. If we want more people to be adopted, how can we make the process easier and more enjoyable? Remember to prepare the sales staff, who will be the ones introducing the programme to potential customers. Better adoption may be obtained via the use of social media in marketing of education if the team is educated on the specifics of the target segment's activities and habits, as well as their experience and unhappiness with the current delivery method. At order to put this "P" into practice in universities, several programmes, such as off-site Through virtual connectedness, schools may provide students with smart classes, smart training, smart engagement, and smart counselling, all while leveraging the power of social media (Thorat et.al.,).

2.1.4 Promotion

For well-known educational institutions, the argument may be made that graduates already serve as effective advocates. However, we believe that it is crucial for all Institutes to engage in self-promotion, as doing so enables us to present ourselves with every tiny adjustment that has been implemented for quality enhancement, since there is always room for development. If educational institutions want to spread the word about the services they provide, they need to find a way to get their message out to the public and doing so requires an understanding of the many communication channels available to them and their target audiences. Since the function of various advertising and public relations mediums changes depending on the nature of the product or service being promoted and the demographics of the intended audience, it is essential to have a firm grasp on these factors. Advertisers are interested in social media because it outperforms more conventional forms of marketing in terms of reaching their target demographics. This is because social

media has many advantages over more traditional forms of advertising, including a greater potential for success at attracting and keeping an audience (Thorat et.al.,).

2.2   Interactivity

The consumer can post evaluate a product with the help of online reviews as customers who are already using these products share their experience and opinions about a product (Kostyra et al., 2016). A meta-analysis was performed by Nambisan and Watt, (2011) to analyze the factors which influence the customer to buy a product or service. The results of the study revealed that positive reviews are highly correlated with an increase in sales of the product. Vice versa, negative reviews regarding a product or a service reduces the sales of a product.

Business organizations use attractive content on Facebook, Twitter, and Instagram to gain the attention of a customer. Social media marketing aims to post and share various types of content to achieve the overall marketing goals (Schivinski & Dabrowski, 2016). The most influential social platform which Influences customers to buy a product or service. The results of the study revealed that video visuals were significantly affect the purchasing intention of the customer as compared to Static images. The research further revealed that 80% of the marketers use video visuals in their social media marketing campaigns to enhance the brand value of their product and influence a customer to buy a product (Gensler et al., 2013).

The social media websites are becoming the center of information for customers as the customers are engaged in sharing product details with their friends, colleagues, and family members which enhances brand awareness (Kietzmann et al., 2011). To increase brand awareness on Twitter an organization must increase their frequency of tweets (Sivertzen et al., 2013). There are 3.80 billion users who are using social media. Business organizations are using social media to build brand awareness among users (Hildreth, 2012). Social networking sites increase brand awareness because of the large number of people who are using social media websites and share and promote information with their families, friends, and colleagues (De Vries et al., 2012).

Organizations are using different strategies on social media to enhance brand awareness. For instance, on Facebook organizations post photos and videos to get a

high engagement rate (Kim & Ko, 2012). To increase brand awareness marketers, have to post content on their social media pages to get maximum likes and comments (Shojaee & bin Azman, 2013). One of the most important tasks for business organizations is to enhance brand awareness. Social media is becoming a powerful tool through which organizations can enhance brand awareness (Foster, 2013). There are 3.80 billion users who are using social media. Business organizations are using social media to build influence on the customers (Hildreth, 2012). Social networking sites increase brand awareness because many people are using social media websites and share and promote information with their families, friends, and colleagues (De Vries et al., 2012).

To increase interactivity on Twitter an organization must increase their frequency of tweets. The long tweets did not grab the attention of the reader (Sivertzen et al., 2013). Organizations are using social media for advertisements of their products and services. However, social media is also used as a tool by organizations to connect with their customers. Social media portal which includes Facebook, YouTube, Instagram, and Twitter are considered as a key source of advertisements for business organizations. A social media page allows consumers to directly interact with the representatives of the organizations. Since most of the customers use social media to search purchase items, products, and services. The reviews and feedback are given by customers influences other to make a buying decision (Zhu and Chen, 2015).

The traditional medium of communications and advertisings are considered as very important for the growth of the business organization, but from the last few years' digital media are prospering considerably and it "plays a very important role in building brand sustainability. The introductions of new advertising formats have a significant impact on the consumer purchase decision. Nowadays, customers would like to get information from digital sources before making a purchase decision. The new technological development creates a new delivery platform for marketers and" advertisers. The traditional form of advertising which includes radio, television, and newspaper are now becoming a thing of the past. Internet has given more control to consumers in obtaining "information related to different products and services. The rise of new media and the latest technology has changed the advertisement business landscape. The Internet has become an ongoing emerging source that tends to expand more and more. The growth of the internet has grabbed the attention of advertisers as

the internet becomes a more productive source to bring in consumers. Internet users around the world are on a rapid rise and it is being used by consumers of all ages and types. The widespread expansion and usage of social media and internet have changed the organization insights, brand communication and purchasing reactions of customers" (Dinner, van Heerde, and Neslin, 2012).

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2.3   Ease of Buying

The impact of service delivery on repurchase behavior were analyzed, and the results of the study conclude that service delivery has a direct impact on customer repurchase intention (Lu et al., 2016). Online merchants should provide insurance coverage to customers so that customers can make a purchase (Harris & Goode, 2010). A research study was conducted by Muda, Mohd, & Hassan, (2016) to analyze the impact of service delivery on customer satisfaction level. The results of the study conclude that to retain customers and increase the satisfaction level of

customer's organizations are keen to provide service to their customers 24 hours a day and 7 days a week.

According to Kamalul Ariffin, Mohan, & Goh, (2018), providing 24/7 services is essential for business organizations. Chiu, Wang, Fang, & Huang, (2014). was of the view that by providing 24/7 service business organizations increase customer loyalty, the reputation of the organization, and satisfaction of the customer which in turn forces customers to make a purchase or repurchase.

According to Wu, Chen, & Chiu (2016), customer gives importance to online shopping because they find it convenient. Turkyilmaz, Erdem, & Uslu, (2015) argued that customers could easily get all the information related to terms of delivery, product specifications, and information about the product with ease when surfing or browsing over the internet. Ease of access play a vital role to motivate a consumer to make a purchase decision (Liew & Falahat, 2019). scholars argued that the convenience could be in the form of time, place, and complete buying process (Zuroni & Goh, 2012). The customer finds it is easy to buy a huge variety of products over the internet in less time (Pappas, 2016).

Bashir, (2013) has deified the main factors, which motivate a customer to buy products through online sources. The results of the study revealed that customers could compare prices, features, and variants of different brands. Liao, Chu, Chen, & Chang, (2012) was of the view that access to specific and detailed information regarding products or service helps customer to create a perception regarding a product.

According to Xu & Huang, (2014), there exists a perception that buying products through online platforms is easier and requires less effort, which motivates a customer. Lo, Lin, & Hsu, (2016) were of the view that the easier the user interface of the technology, the more value customer gives to the product or a service. Ozen & Engizek, (2014) was of the view that online purchases are free from hassle. According to Liew & Falahat, (2019), online platforms give liberty to the customer to choose and buy the products of their own choice with ease. Traditionally, customer is spending a huge amount of time in traffic jams, dressing up for shopping, and finding a place for parking vehicles.

A research study of Shen & Khalifa, (2012) has conducted a comparative research study on traditional and online purchase behavior. The results of the study revealed that, online purchase is less easy, consumers less time and allows customer

to perceive value of a product.   A research study was conducted by Lu, Fan, & Zhou, (2016) to analyze the impact of service delivery on repurchase behavior. Service delivery has a direct impact on customer repurchase intention. Harris & Goode, (2010) suggest that online merchants should provide insurance coverage to customers so that customer can make a purchase.

Researchers analyze the impact of service delivery on satisfaction level of consumers. In order to maximize the satisfaction level of customer's business organizations provide round the clock services to their customers (Muda et al., 2016).

According to Kamalul Ariffin, Mohan, & Goh, (2018), providing 24/7 services is essential for business organizations.   service business organizations increase customer loyalty, reputation of the organization and satisfaction of the customer which in turn forces customers to make a purchase or repurchase (Chiu et al., 2014).

2.4   Customer buying behavior

Different purchase intentions as, customers' probability e of purchasing a product or service. Social media platforms are recognized as one of the most effective platforms through which marketers emotionally motivate their customers and shape their buying behavior. (Goyal et al., 2013). Which influences the consumer to buy online products these factors include internet environment, modern form of marketing activities, internet community and motives of online buying. A total of 154 respondents were taken to conduct the research out of these 154 respondents 32% of the respondents claimed that the prefer to buy online products, 16% claimed that they regularly buy products, 27% of the respondents thinks that they may think about online buying and 25% of the respondents said that they do not trust at online buying of products (Svatosova, 2013).

Hsu, Lin and Chiang, (2013) has identified three different platforms which are widely used by the marketers to manipulate intentions of customers this platform includes Facebook, YouTube and Twitter. A research study was identifying the factors which boosts purchase intentions of customers (Jalilvand & Samiei, 2012). Lin, (2007) has identified lack of trust as the most significant factor which affects purchase intentions of customers (Lin, 2007). On the other hand, Stieglitz & Dang-Xuan, (2013) did not find any correlation between trust and online purchase

intentions. Hsu, Lin and Chiang, (2013), found that personal innovativeness have significant impact on purchase intentions.

Education plays a vital role in purchasing products and services through online platforms. According to Gao, Waechter, and Bai, (2015), people with sufficient education and information would like to purchase products on social media channels. Scholars found that people who have sufficient experience of internet use show more intention in buying products through social media (Wang et al., 2013).

Prior studies revolve around identifying the factors, which result in as successful online purchases. A research study by Huang, (2016) has found that timesaving, convenience, and price comparisons are the major motivators of online purchase. A similar research study was conducted by Xu & Huang, (2014) and found that customer service, lower prices, and convenience are the key factors of online purchase.

Consumer Decision is referred to a Decision that a consumer uses when buying, consuming, or disposing of any specific product or service. These Decisions can be affected by various factors. According to Reed et al., (2012), consumer Decision is the study of individuals, groups, and organizations' decisions that are involved in selection and purchase to satisfy their needs and wants. According to Parveen, et al., (2015) consumer Decision is the study of how individuals, groups, organizations, and people react towards a product or a service to satisfy their needs and wants. Analyzing the Decision of customers is very important for organizations and marketers. Analysis of the customer Decision allows the marketers to fill in the gap by identifying the products which are obsolete and the products which are needed in the market (Parveen, et al. 2015). Moreover, studying consumer Decisions also helps the marketer to present their products and services in the market in a better way (Vantzos, 201).

Online purchases are growing and most of the users rely on search engines to get information about their desired products and services. A study by Fisher, (2009), has found that there exists a significant positive association between social media marketing and the purchase intention of customers. A similar study was conducted by Saravanakumar and SuganthaLakshmi, (2012) and concludes that 69% of the consumer's visited social media to get information about a specific brand or a product and 49% of the consumers would like to make a purchasing decision based on the information they have received, 60% of the consumer would like to pass the

information to others. A Malthouse et al., (2013) has studied the impact of online social media platform on the purchase decisions of customers in Sweden. The results of the study conclude that social media platforms affect every single buying decision of the customer. The research further revealed that convenience was the main reason for this Decision.

Customer with disposable incomes would like to purchase products through online (Samson et al., 2014). The customer gets best online deals, discounts, and rewards, which motivates them to buy products online (Ozen & Engizek, 2014). Customer perceived value of a product when they seek discounts and reward points (Bashir, 2013). The customer, judge the value of the product through price and quality (Campo & Breugelmans, 2015).

Zuroni & Goh, (2012) has identified different motives for online shopping. They found that price, accessibility, reliability, distribution, and search ability are the main motives. There are different dimensions that drives the shopping process (Adnan, 2014). Djafarova & Rushworth, (2017) has identified six different dimensions of customer repurchase behavior. The first is the "merchandise motivation" where price, quality and different merchandise are the guiding forces. Second is the "assurance motivation" in which customer looks for confidentially and shopping security. Third dimension is "convenience and hassle reduction: in which customer c how easily, a product can be purchased. Fourth is "attractive prices" in which customer compare the prices of different brands and then make a repurchase decision.

one of the most important motives through which customer perceived value and repurchased decision is the accessibility factor (I. L. Wu et al., 2016). Turkyilmaz, Erdem, & Uslu, (2015) argued that customer could easily get all the information related to terms of delivery, product specifications and information about product with ease when surfing or browsing over internet.

Ease of access plays a vital role to motivate a consumer to make a purchase decision (Liew & Falahat, 2019). Zuroni & Goh, (2012). further argued that the convenience could be in the form of time, place, and complete buying process. Customer finds it is easy to buy a huge variety of products over internet in less time (Pappas, 2016).

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There exists a perception that buying products through online platforms is easier and requires less effort, which motivates a customer (Xu & Huang, 2014). The easier the user interface of the technology, the more value customer gives to the product or a service (Lo et al., 2016). Ozen & Engizek, (2014) was of the view that online purchases are free from hassle. Online platforms give an opportunity to customers to buy their products without going to the market, spending huge amount of time in traffic jams, dressing up for shopping and finding place for parking the vehicles (Liew & Falahat, 2019).

Prior studies revolve around identifying the factors, which results in as successful online purchased. Time saving, convenience and price comparisons are the major motivators of online purchase (Huang, 2016). Customer service, lower prices and convenience are the key factors of online purchase (Xu & Huang, 2014).

There is a secondary group exist in the social circle of a person which primarily includes religious, professional and trade groups which affects the buying decision of a person (Cummins et al., 2014).

Income affects needs and wants of customers. According to Cohen, Pham and Andrade, (2015), the needs and wants of rich and poor customers are different. Rich customers would like to buy products which are branded, quality oriented and improves their social image whereas the poor customers are less quality and brand conscious as compared to rich customers. The needs and wants of different social classes are different (Cohen, Pham and Andrade, 2015, p. 389).

Consumer Decision depends on various personal characteristics. The consumer Decision is also determined by the personal occupation, social status, and lifestyle of the customer. According to (Peter and Olson, 2009) the needs and wants the people are changed with time and therefore people are not wasting to buy the same products and services again and again. For instance, decade's people use pages for the purpose of communication but now that Technology becomes obsolete and now people rely on mobile phones to communicate with each other (Peter and Olson, 2009, p. 65). The buying Decision of a person also relies on the social status and economic condition of a person. Nowadays people would like to buy products and services

over others because they are connected with other person lifestyles (Jeddi, 2013, p. 546).

The occupation and designation of a person plays a major role in influencing his/her buying decision. Moreover, lifestyle of a person determines how a person spends their time, money and energy. Generally, people values preferences and tastes which are reflected in their lifestyle. Nowadays, organizations use advertising and influence the customer to buy a specific product or service. Product quality of the product, self-concept, and he way product is displayed for some of the major factors which influences customer Decision (Chartrand, 2005).

Psychological factors play a very important role in determining the Decision of consumer. Primarily in the psychological factors includes four major factors Suggest motivation, perception, and learning. According to Reed et al., (2012) nowadays learning is one of the most significant factors in studying the Decision of the customer because when people at them learn something. The learning gives either a positive or a negative experience to a person. On the basis of the experience a person makes a buying decision. In the service industry there are three e major characteristics of the consumer this includes personality lifestyle and attitudes. According to Chovanová, Korshunov and Babčanová, (2015), customer creates attitude towards a product or a service after analyzing the advertisements. In order to gauge the attitude or Decision of a customer towards a specific product or a service market needs to understand the believes of a customer towards a product service or a brand. Ajzen (2015) has identified three psychological factors which drives consumer Decision. These include motivation, learning and perception and motivation has a significant impact on consumer Decision, it is closely related to needs of humans (Ajzen, 2015).

2.4.1. Customer buying behavior Model shapes

The Learning Model postulates that consumers' actions are motivated by a desire to meet both intrinsic wants (such as a desire to get food) and acquired needs (such as a desire to avoid feeling shame or regret for past actions). Inspiring this concept is Abraham Maslow's famous Hierarchy of Needs, developed by the psychologist (pictured below). "When there is no food, it is true that man must rely on other means of subsistence. But when there's always food around, what happens

to man's appetites? Other, "higher," demands arise at the same time as physiological hungers, and they come to dominate the body. When they are met, a new set of wants emerges that are much more pressing. This is what we mean when we talk about a hierarchy of importance among fundamental human requirements " (Maslow, 1943).
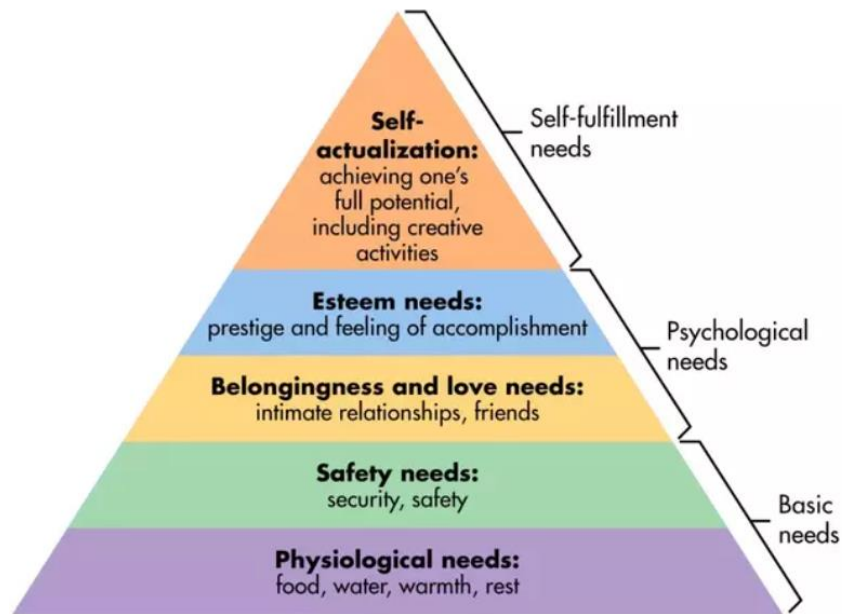
Source: Maslow (1943)

Figure 2.2 Consumer buying behavior model

2.4.1.1 EKB model:

Since there is a rapidly expanding corpus of research on consumer behavior, the Engel Kollat Blackwell Model of Consumer Behavior was developed to characterize it. Iterations of this model, like those of other models, have been made to enhance its capacity to describe the fundamental connections between its constituent parts.

The Engel Kollat Blackwell Model of Consumer Behavior or consists of four distinct stages.

1.   Information Input Stage: At this stage the consumer gets information from marketing and non-marketing sources, which also influence the problem recognition stage of the decision-making process. If the customer is unable to settle on a single

option, or if the picked alternative falls short of their expectations, they may begin to seek further information in a decision to make up their minds.

2.   Information processing stage: Consumers' exposure, attention, perception, acceptance, and retention of information characterize this stage of the information processing stage. The message has a better chance of being remembered if it is presented to the consumer, given enough mental input information, and then transferred to long-term memory.

3.   Decision-Making Phase: The model focuses on five distinct phases of the decision-making process: identifying the problem, identifying potential solutions, evaluating those solutions (during which one's views may lead to the construction of attitudes, which may lead to a buy intention), acquiring the item or service in question, and evaluating the process. However, not all consumers will necessarily go through each phase; it will depend on the nature of the problem-solving behavior being shown.

4.   Fourth, Factors That Affect the Final Outcome: All of the preceding phases of decision process are affected by this stage's individual and contextual effects. Personality, values, and other traits that come from an individual's internal landscape are shaped by cultural and social factors including family and friends. Besides internal factors, such as a consumer's preferences, external factors, such as their financial process, have a role in the final decision.

2.4.1.2 Howard Sheth Model

The Howard Sheth Model is an intricate sequence of information processing that takes into account the different social, psychological, and commercial impacts on customer decision. Its goal is to present an experimentally testable picture of consumer behavior and its results, in addition to offering an explanation of consumer behavior in terms of cognitive functioning (Howard 1977).

To summarize the reasoning behind Howard Sheth's model of consumer behavior, we may say the following. Various Stimuli serve as inputs. Attentiveness to a stimulus is the first output in a chain that ends in a purchase. There are variables influencing perception and learning in the process between inputs and outputs. These variables are considered hypothetical because they are difficult to quantify in real time.

There are three stages of consumer decision making, according to the Howard Sheth model:

1. Complex problem-solving is covered in detail in the first level. The customer at this stage knows very little about the brand and has no strong feelings about any particular product. A customer in this case would likely do information on the many available brands before making a final decision.

2. On the second tier, you'll have to solve problems with constrained options. This is a real problem for shoppers who are unfamiliar with the market or have a limited understanding of what they need to buy. Finding a preferred brand requires looking at how they stack up against the competition.

3. On the third tier, there is the routine of responding. At this point, the customer has a thorough understanding of the products available to him, can distinguish between brands with ease, and has settled on one for which he will pay full price.

The Howard Sheth model of customer behavior includes four main categories of information:

1. Consumers are exposed to three main kinds of environmental stimuli (information sources) in the form of input variables. The marketer provides both tangible brand qualities (significative stimuli) and intangible product features (verbal or visual) in the form of product or brand information (symbolic stimuli). Some of these are beyond of the company's hands entirely, such as mass media's portrayal of the company in advertising and communication. However, the company's sales and service staff are also valuable information sources that may supplement and improve the marketing strategy. The third variety comes from the consumer's social context (family, reference group, and social class). The marketer or business has no say over the content of a user's social media feed since it is a private account. Each of the three sorts of stimulation gives the customer information about the category or brands they're interested in.

2. Learning and Perception Structures: The core of the approach focuses on the consumer's mental state while they deliberate about a purchase. Some of the variables in the model are of a perceptual character; they affect how the consumer perceives and interprets the input stimuli and other aspects of the model. If a person is exposed to a situation in which they are unable to decipher the information being

sent by that setting, this is an instance of stimulus ambiguity. If the consumer alters the information obtained to meet his or her preconceived notions or prior knowledge, the result is perceptual bias. Constructed categories, customer objectives, brand information, criteria for evaluating alternatives, preferences, and desire to purchase are all covered. A possible interaction is postulated. Perceptual and learning components, as well as other sets of variables, provide the model's unique benefit.

3. The outputs reflect the variables between the perceptual and learning variables and the consumer responses to them (attention, brand comprehension, attitudes, and intention).

4. Variables are not affected by exogenous variables since they come from outside the process. However, variables outside of the firm's control may also affect outcomes; these include the significance of the purchase, the buyer's personality, the buyer's religious beliefs, and the buyer's sense of urgency.
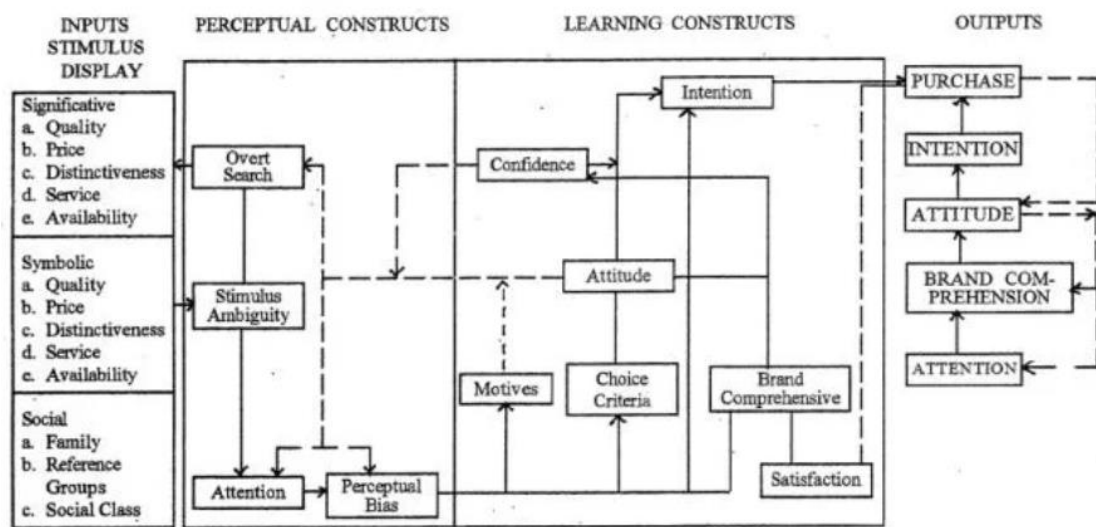
(Source: John A Howard, Jagdish Sheth. The Theory of Buyer Behaviour, John Wiley, 1969)

2.5   Factors of consumer buying behavior

Why People Do What They Do and How They Do It As a result, consumer behavior is not a constant that can be predicted with any degree of accuracy. Consumer behavior is influenced by a number of different things. Consumer behavior adapts to new circumstances as these variables change. Here are some of the things that might change a consumer's mind:

2.5.1 Gender

Sex may be defined as either masculine or feminine. In today's society, women are often the ones who decide what to buy for themselves and their families. Cars, TVs, refrigerators, and cameras are still mostly bought by men. As a result, the demographics of the target market have an impact on market research aimed at understanding consumer behavior.

2.5.2 Age

Babies, kids, teens, adults, and seniors all make up different age brackets. Priorities and aspirations change as we go through life.

2.5.3 Marital status

Housing, life insurance, consumer durables, and children's clothing will always have a higher market among married people as opposed to single people, regardless of whether you are single, engaged, married, separated, divorced, or a widow. As a result, a widow's spending habits, and way of life are quite different from those of a married woman of the same age. This emphasizes the significance of factoring.

2.5.4 Psychographic

Consumer behavior is influenced by a wide range of psychological elements, some of which have been explored by scholars like Freud and Herzberg in their studies of dissatisfies and satisfiers. It is reasonable to state that when discussing marketing, Abraham Maslow's theory of motivation is the most often cited school of thought. He suggested a pyramidal hierarchy of requirements, with the bottom level including necessities like food and water and the top level containing the greatest possible pleasures. According to Maslow's hierarchy, physiological requirements are paramount. After one's basic physiological requirements are met, their focus shifts to the next level of demands, and so on, until they reach the self-actualization or fulfilment level. There's a school of thinking that says companies in the developed world should priorities their happiest clients. Many people still suffer without basic necessities like food, housing, and clothes, even in wealthy nations. Fascinatingly,

this new post-Maslowian level of global dread has emerged. When people's immediate material needs, such food and shelter, are met, they frequently become more selfless and urge others around them to do the same. Such approaches, when applied to, say, international trade and policy, could cause friction while doing little to raise living standards.

2.6   Electronic word of mouth

Social media websites are becoming the center of information for customers as the customers are engaged in sharing product details with their friends, colleagues, and family members which makes some products a word of mouth (Kietzmann et al., 2011).

The study was conducted on business organizations providing online services to their customers. The results of the study revealed that electronic word of mouth directly affects the buying behavior of customers which increases an organization's sales, profits, and revenues (Maresova et al., 2020).

In an effort to better understand what motivates consumers to make purchases, Dwayne D. Gremler et al. (2004) conducted a series of experiments. With a sample size of 2063 internet users, we were able to observe that numerous elements, including platform support, concern for other customers, social advantages for the firm, advice seeking, and economic rewards, inspire consumers to post online. Organizations are increasingly turning to electronic word of mouth (EWOM) to spread the word about their offerings as social media use explodes. The primary goal of this research is to identify and examine the elements that influence an online user's decision to send digital material to others. A company promotes its marketing information in such a manner that an online user feels compelled to forward it. The study also examines the idea that important drivers of interpersonal communication are applicable to the realm of e-WOM. According to the findings of the research, those who use the internet actively spread false information online content with other by showing their uniqueness. Online are wasting to stand out from the crowd and therefore they share unique content online (Ho & Dempsey, 2010).

A study was conducted by Felix, Rauschnabel and Hinsch, (2017). to analyze the effectiveness of traditional words of mouth and advertisement through social media sites on female purchase Decisions of Pakistan. The results of the study

conclude that females of Pakistan are more affected by word of mouth as compared to an advertisement on social media (Felix et al., 2017). Organizations have spent a huge amount of money on advertisements of their products (Erdoğmuş and Çiçek, 2012). Peters et al., (2013) were of the view that organization use digital advertising as it has some more advance and enhanced features which gains the attention of customers, and customer was instantly make a purchase decision.

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According to Sahoo, Dellarocas and Srinivasan (2018) Technology has enabled the customer to gain sufficient information before making a purchasing decision. The study was conducted in Egypt to analyze the effect of online reviews on shopping decisions of customers and found that 94% of the customers would like to get information through online sources before making a purchase (Sahoo et al., 2018).

Thoumrungroje, (2014) was overview those negative reviews are a must. Before making a Purchase Decision customer started questioning regarding the authenticity of the review, information, and sources. Minnema et al., (2016) has conducted a research study to analyze the effect of product reviews on buying decisions of customers. they take responses from 1046 respondents in the United States and the results of the study revealed that 90% of the consumers believe that positive reviews influence their purchasing intention. However, 86% of the customers said that negative reviews also influence their buying decision.

Moe and Schweidel, (2012) study the impact of system generated and user generated reviews on buying intention of customers. the view that fake reviews are generated through systems to manipulate the perceived value of a product. They further argued that it is difficult to distinguish between a fake review and user-generated review. A similar research study was conducted by customers and

concludes that sellers buy fake reviews to manipulate the buying decision of customers (Greenwood et al., 2016).

According to Trenz and Berger, (2013) evidence of credibility produces more attitudes change then a source with lower credibility. They identified four different factors of source credibility which changes the purchase intention of a customer these factors include trustworthiness, attractiveness of endorsers and expertise.

According to Cheng et al., (2021) 28% of the customers would like to buy the products on the same day of using the social media. They have conducted a study to analyze the impact of social media marketing on e-wom. 62% if the customer shares bad experience with other people (Choi et al., 2017).

According to Castillo, Mendoza and Poblete, (2013), a lot of information is available on the internet, but it raises the question of credibility especially when everyone can write anything about a product or a service. Metzger and Flanagin, (2013) try to find the factors which raises questions of credibility of information. The results of the study revealed that lack of author identity and misrepresented information are highly associated with lack of information credibility.

Social media is a new electronic word of mouth is it allows millions of customers interact with each other on different social platforms. Customers can easily share their reviews, opinions, experiences, and views on the social platforms. That one of the most challenging tasks for the customer is to find credible, reliable, and authentic information from the internet as huge amount of information is available on social media platforms. Customers usually shares positive and negative reviews regarding a product or a service on different social media platforms. organizations have spent a huge amount of money on advertisements of their products. When potential buyer read these reviews, the customer decides either to buy the product or not (Kubiszewski et al., 2011).

CHAPTER 3

3. RESEARCH METHODOLOGY

3.1. Research Design

Primarily, Quantitative and qualitative approaches to study are the two mainstays of the scientific method. When doing qualitative research, researchers often rely on inductive methods, whereas those conducting quantitative studies typically use deductive methods. In a quantitative research design researcher is more inclined towards quantification of the data.

3.2. Research Procedure

This study has gone through several different methods and procedures. It is important to provide the groundwork for the study by first establishing the research purpose, goals, research question, and research issue. Relevant literature review was conducted when the research study's foundation has been laid. An online survey is being utilized to gather information for this project. Prior to interviewing the subjects, a sufficient sample size had been determined. Statistical tests were used to examine the information. The results were interpreted. Testing transforms the unquantifiable into the measurable, allowing for the drawing of inferences and making of recommendations.

The purpose of study "to determine the impact of social media marketing impact on purchase intention, more specifically, the aim to find out how the consumer purchase intention influenced by the customer online brand and social

media. For fulfill the study to collect data and investigate, to make sure the reliable results in order to use proper research methods. Information gathering is much easy, is more complicated to gathering the right information, which fit for the study use. Two main research orientations are here: deductive and inductive. In deductive research give prediction that is made out from the previously obtainable theories and the prediction was scale tested. Although inductive research entails due extra to hermeneutics, based on empirical findings and date-built theories the study bend on inductive to the empirical finding and analysis that would provide descriptive input. The influence of "brand" online customer reviews and social media on a shopper's propensity to make a purchase decision may therefore be explored in inductive studies.

3.3. Sampling

This study just chooses a few people at random. This method of sampling ensures that every member of the population has the same probability of being included in the final sample of the population. Authenticity in this study was be enhanced by using a basic random sampling method. In addition, this method is beneficial for obtaining findings that are free of bias. To be eligible for this study, participants must regularly make online purchases of goods and services. A minimum of one year's worth of purchases via online channels is required for participation. Those who are between the ages of 15 and 60 were chosen for this study. In order to gather primary data for this research, we used an organized survey approach. After a comprehensive examination of the literature, two surveys were created. As part of this first phase, participants were questioned about the variables that influence them to buy online, as well as their attitudes to online shopping.

3.4. Sample characteristics

Under this study, the following demographics are examined and controlled. In this study, the control variables are age, gender, education, and experience.

3.4.1. Age

Age is one of the most widely used democratic. In this study, age is divided into four different categories which include 18-25, 26-33, 34-41, and >42

3.4.2. Gender

It is essential to preserve the data's quality by making gender distinctions. As many women have launched their own enterprises, gender is a key demographic category that cannot be ignored. Every participant's answer was taken into consideration in this research, regardless of gender. Recent research examined the opinions of male company owners, executives, and workers. Consequently, the response of female business owners and female business managers and employees were also recorded.

3.4.3. Education

In this research study, the education level of participants was also controlled. Education level is controlled because it is one of the most basic elements of data collection. Well-educated business owners, employees, and business managers better understand the internal and external business environment in which an organization operates. Therefore, in this research study bachelor's and master's participants were taken into consideration.

3.4.4. Experience

The data of experience was also collected from the research participants. In this research study, three different categories of experience were developed these include 1-3, 4-6, and more than7. A better response against the questions asked in the questionnaire is provided by the participants if they have sufficient experience level.

3.5. Unit of Analysis

It is important to examine both big and small businesses when assessing how the business climate affects their ability to execute. Businesses are evaluated without regard to factors such as size, industry, or setting in which they operate.

3.6. Data collection procedure

This study was making use of a variety of data gathering methods in order to allow for the triangulation of results. According to Ingleby (2012), triangulation is the practice of obtaining data on a single subject from many sources (Ingleby, 2012).

A questionnaire was used to gather quantitative data. Participants was asked to provide precise answers to questions with a limited number of possible answers (closed-ended). Asking closed-ended questions is a great way for researchers to get accurate and exact information from their subjects (DiCicco-Bloom & Crabtree, 2006).

The questionnaire was distributed to management, managers, and staff of different business organizations. The questionnaire was distributed by using Email and WhatsApp. Structured interviews were conducted with workers, managers, and CEOs of business organizations as part of this study. In an open-ended interview, the interviewer allows the conversation to run and then dictates the questions that was be asked to the participants.

Researcher may use primary data for specific purpose (Merriam, 2002). for gathering the primary data mostly spend more money and time as compared to the secondary data. Monkey survey technique use in this study to gather data and find out the impact of social media marketing on consumer attitude towards the information which ultimately contribute to the purchase intention (Neuman, 2006).

3.7. Study selection

This study collects responses from the customer who are using or going to buy the products through online platforms. The respondents were selected on the bases of product category. Shopping experience of consumer have in the supermarket, and when they are selecting the brand in supermarket making purchasing decisions.

According to this guide are chosen consumer interviewees. In addition, consumer considered who live in Turkey, due to the geographic limit. The roles of Face-book permit the authors finds interviewees through the Face-book page of supermarkets, where the authors' friends explain have liked this page.

In quantitative research Interview Design Data collection methods are mainly: Self-administered questionnaire survey and monkey survey choose the anther for collection of data from consumer. Few supermarkets created their personal pages, interview from this supermarket to check their page. Anther get reliable data through the telephone interview because access direct information without any geographic limitation. Authors may get a deeper knowledge of the implications of customer behavior and the motivations behind that behavior via interviewing those consumers.

3.8. Data Analysis

SPSS 20.0 was used to conduct the analysis. Regression and correlation tests are used in data analysis to examine the connection between the study's independent and dependent variables.

3.9. Instrumentation

This research study was employing a customized questionnaire to ensure the validity and authenticity of the findings. Once the demographic information has been obtained, the questionnaire moves on to the more in-depth questions on the participants' educational and professional backgrounds. After that, we'll employ inquiries about research study constructs. Participants was fill out a closed-ended questionnaire, which was be used to gather just the most relevant and exact information. There are five points on a five-point Likert scale, with one being highly agreed, two being agreed, three being neutral, four being disagreeable, and five being very disagreeable. Dichotomous questions, such as "Yes" or "No," make up the bulk of the survey's questions.

Distributed the survey questionnaires among the consumer to conclude the impact of social media and find the review to the online consumer towards the brand from Turkey. Questions include related with the social media in this questionnaire, review in the direction of purchase intention of the online consumer. To determine

the review of online products, adopted 17 questions from the study of (Pan and zhang, 2011; Cheung and Chen, 2009; Pixnet 2014). Also adopted 16 items to determine the advertisements on social media from the study Thomas, 2011: Lavidge and Steiner,1961). To determine the consumer Attitude towards information 3 items were adopted from (Park & Han (2007). four items adopted to determine the Purchase intention from the study of (Coyle & Thorson, 2001). Ease of buying is measured through 5 items and adopted from previous studies (Middleton and Clarke, 2001). Social media Credibility is measured through 5 items (Smith 2010). Interactivity was measured through 2 items which were adopted from previous studies (Jiang et al. 2010). E WOM was measured through 4 items and were adopted from (Jalilvand, & Heidari 2017).

Study utilize a customized version of a survey. The survey was composed entirely in the vernacular of the English-speaking world. Additionally, the researcher helps participants as necessary. Through a reliability test, the instrument's scale was evaluated.

3.10. Data Analysis

The data was analyzed by using SPSS 20.0. In data analysis, a regression and correlation test were being used to analyze the relationship between independent and dependent variables. A correlation test determines the relationship between social media marketing tools and customer repurchase decisions. If the value of correlation is less than 0 a relationship is said to be negative and if the value is greater than 0 a relationship is said to be positive. A regression test shows the variation that independent variables (Interactivity, ewom, ease of buying, and social media.) can cause in the dependent variable (consumer buying behavior). The raw data which is collected through a questionnaire was be entered into SPSS 20.0. The data was being then processed with the help of statistical tests and a refined form of quantifiable data was created. Lu, Fan, & Zhou, (2016).

3.11. Statistical Tools

3.11.1. Regression and Correlation

The raw data was entered in SPSS 20.0 and a statistical test was applied to the raw data to obtain quantitative results. A correlation test was applied to analyze the strength of independent variables and the dependent variables. In this study, a correlation test was applied to determine is that the type of relationship between the two variables. A correlation test identifies that either there exists a strong, weak, positive, or a negative relationship between ewom, credibility, interactivity, ease of buying, and consumer buying behavior.

Regression is used to analyze the trends in the data. In this research study, a regression test was sued to determine the variation that ewom, interactivity, ease of buying, and credibility factors bring in the dependent variable (consumer buying behavior).

The items of the questionnaire were entered in SPSS to apply regression and correlation statistical tests. The application of statistical tools helps a researcher to give a numerical shape to results.

3.11.2. Reliability Analysis

A reliability analysis was used to determine that the items within the questionnaire which includes ewom, credibility, interactivity, ease of buying were given consistent results repeatedly or not. A reliability analysis provides the value of Cronbach alpha which determines that the scale items are reliable and authentic or not.

3.12. Ethical considerations

It was ensured that the results, data, procedures were utilized with honesty. The participants were informed regarding the purpose of the study before collecting data from them. It was also ensured that the data provided by participants was remain secret and confidential.

3.13. Limitations

This research study has the following limitations. At first, the research was conducted with a sample size of 201 customers. Only those customers were targeted who buy products or services through online channels. There are various factors, which affect the repurchase behavior of a customer, but in this study, only a few factors were studied. Moreover, the research solely revolves around the online shopping behavior of customers.

In this research, there are shortcomings, conditions, and influences that are not controllable. These limitations and shortcomings put a restriction on the methodology, conclusion, and findings of the research.

The sample size of the research study was limited to 201, as there exist time and cost constraints. Small sample size may make it difficult to find an authentic relationship between the data. Moreover, to gauge the performance of business organizations financial records was needed which is confidential and difficult to obtain. In this research study, a simple random sampling technique was use, and the sample size was not large enough therefore the sample may not represent the whole population

CHAPTER 4

4. RESULT AND ANALYSIS

4.1. Demographic Profiles

Age is one of the most widely used demographics. Table No 4-1. Shows the number of participants who were involved in the research study. It has been shown in Table 1 that 37.7% of the participants lie between the age group of 18-25. 31.3% of the participants lie within the age group of 26-32. 28.9% of the participants lie within the age group of 33-39 and only 10.9% lie within the age group of >40.

Table 4. 1 Respondent Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	58	28.9	28.9	28.9
	26-32	63	31.3	31.3	60.2
	33-39	58	28.9	28.9	89.1
	>40	22	10.9	10.9	100.0
	Total	201	100.0	100.0	
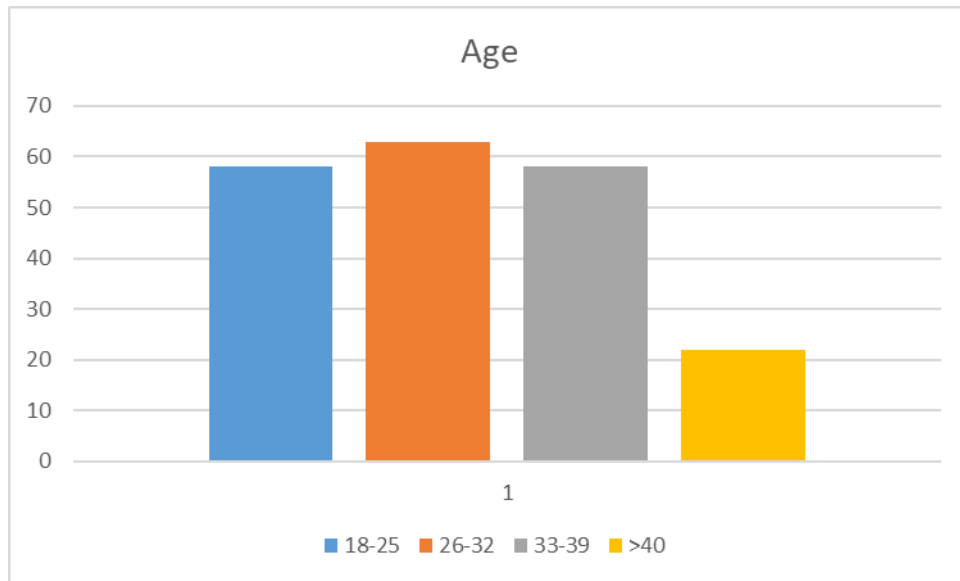
Figure 4. 1 Age of respondents

In the Table No 4-2. Participant gender was discussed in the table. Out of 201 participants, 48.8% the participants were male and 51.2% of the participants were female

Table 4. 2 Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	98	48.8	48.8	48.8
	Female	103	51.2	51.2	100.0
	Total	201	100.0	100.0	
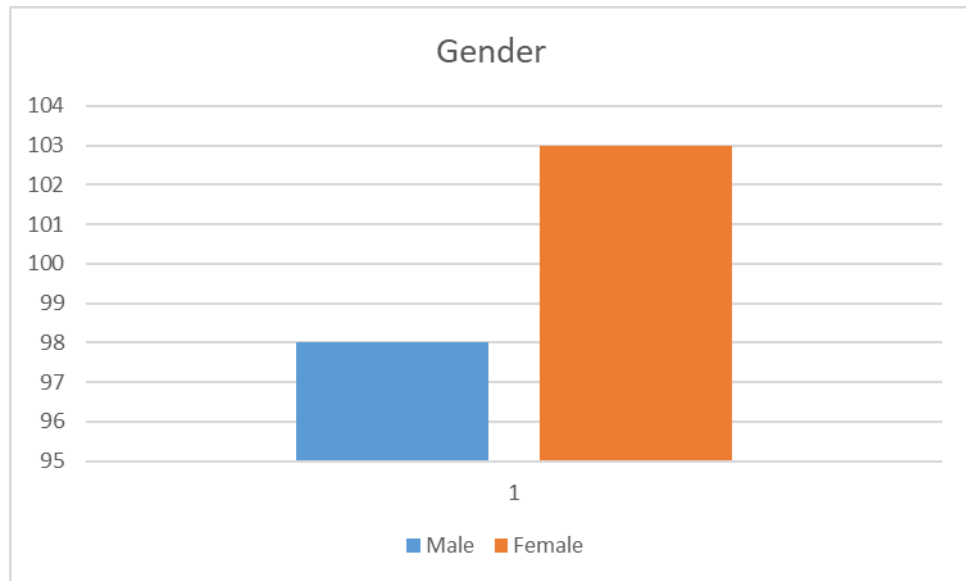
Figure 4. 2 Gender

In Table 4-3. The statistics show the education level of research participants. The education level is categorized based on bachelors and masters. Out of 201 participants, 50.2% of participants hold a bachelor's degree whereas 49.8% of the participants hold a master's degree.

Table 4. 3 Education

		Frequency	Percent	Valid Percent	Cumulative Percent
			Education		
Valid	Bachelors	201	50.2	50.2	50.2
	Masters	100	49.8	49.8	100.0
	Total	201	100.0	100.0	
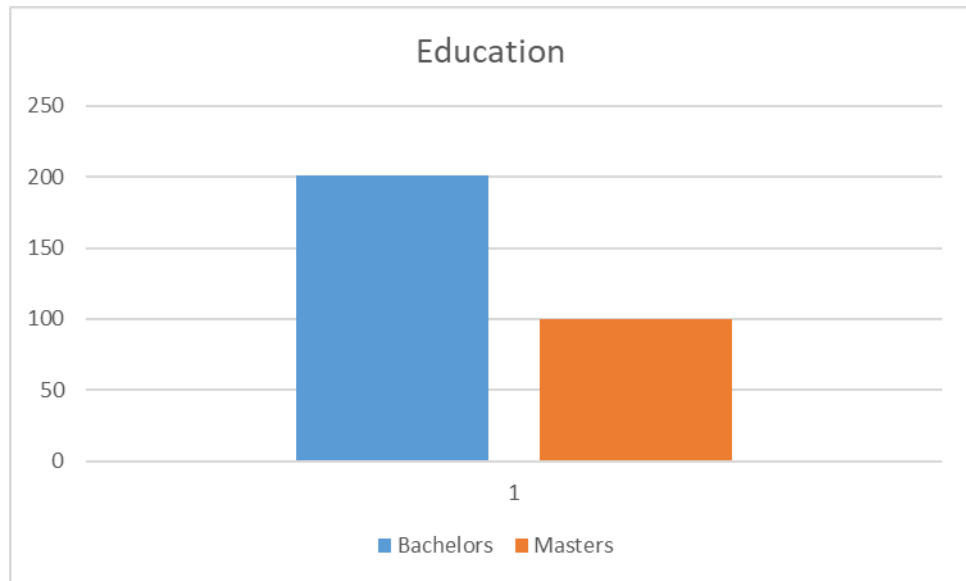
Figure 4. 3 Education

4.2. Reliability and validity

A value of more than 0.6 shows that the scale is reliable and authentic. Table 4-4 shows the Cronbach value of variables used in the research study. The Cronbach value of variable electronic word of mouth, interactivity, credibility, ease of buying, and consumer behavior is .778,.796, 818, 824 & .859 consecutively.

Table 4. 4 Model reliability and validity

Reliability Statistics		
Variable	Cronbach's Alpha	N of Items
EWOM	.778	7
Interactivity	.796	9
Credibility	.818	10
Ease of buying	.824	9
Consumer Behavior	.859	11

4.3. Regression Analysis

Regression analysis is used to analyze that the independent variables bring any change in the dependent variable or not. A researcher can use different types of regression analysis in a research study. A linear regression analysis is used to predict whether independent variables (EWOM, credibility, interactivity, and ease of buying) bring any change in the dependent variable (consumer buying behavior).

In table 6 the value of R in the below table shows the change that IV brings in the DV. The R-value is .893 which shows a very high degree of correlation between the independent variable (EWOM, credibility, interactivity, and ease of buying) and the dependent variable (Consumer buying behavior). The value of R-square is .798 which is relatively high and shows that independent variables used in the research study bring a significant change in the dependent variable (Consumer buying behavior).

Table 4. 5 Regression Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893a	.798	.793	.35896

a. Predictors: (Constant), Ease of buying, EWOM, Interactivity, Credibility

In an ANOVA table, it is possible to see whether the regression model is correct or not. Thus, because of the low significance (p0.05), the null hypothesis is ruled out as a possibility. There is an N-1 degree of variation in the overall variance... For this study, there were 201 participants, and thus df is determined using the formula N-1, df equals 200. Use the formula K-1 for the total number of variables in your model to determine how much flexibility you have. Remaining degrees of freedom is the sum of all degrees of freedom minus the degree of freedom model itself. For example, in this situation the df of 200-4=196. In this case, F=193.029 equals the mean square regression (24.872) divided by the mean square residual (.129).

Table 4. 6 ANOVA

ANOVA						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	99.487	4	24.872	193.029	.000b
	Residual	25.255	196	.129		
	Total	124.742	200			

a. Dependent Variable: Consumer behavior

b. Predictors: (Constant), Ease of buying, EWOM, Interactivity, Credibility

A coefficient table provides important information to predict customer satisfaction from ewom, credibility, interactivity, ease of buying factors. The values of unstandardized bet values show the amount increases in the dependent variables because of independent variables. EWOM raises by .149 units for every unit increase in the consumer buying behavior. Similarly, for every unit increase in Interactivity .138-unit increase in Consumer buying behavior is predicted. A rise of one-unit increase in Credibility brings a .212 -unit increase in consumer buying behavior is predicted. The value of unstandardized beta for ease of buying is .514 which means that for every unit increase in ease of buying a .514 -unit increase in consumer buying behavior.

The value of the standardized beta coefficient shows that which factor significantly affects the dependent variable. Among all the factors the value of the ease of buying standardized beta coefficient is high which means that ease of buying significantly affects consumer buying behavior. Credibility is another factor that significantly affects consumer buying behavior as the beta coefficient value of credibility is .198. Other variables are arranged according to the stronger contribution which is as follows Ewom (.150) and interactivity (.088).

The value of electronic word of mouth coefficient is (.149) that is not less than .05. Similarly, the coefficient for interactivity (.095) is not statistically significant as the significance value is .259. It means that interactivity significantly differs from 0 as their p-value is larger than 0.05 therefore null hypotheses related to interactivity are rejected.

Table 4. 7 Coefficient of Regression

<table>
<thead>
<tr><th colspan="7">Coefficients</th></tr>
<tr><th colspan="2">Model</th><th colspan="2">Unstandardized Coefficients</th><th>Standardized Coefficients</th><th>t</th><th>Sig.</th></tr>
<tr><th colspan="2"></th><th>B</th><th>Std. Error</th><th>Beta</th><th></th><th></th></tr>
</thead>
<tbody>
<tr><td>1</td><td>(Constant)</td><td>.124</td><td>.086</td><td></td><td>1.441</td><td>.151</td></tr>
<tr><td></td><td>EWOM</td><td>.149</td><td>.070</td><td>.150</td><td>2.114</td><td>.036</td></tr>
<tr><td></td><td>Interactivity</td><td>.095</td><td>.083</td><td>.088</td><td>1.133</td><td>.259</td></tr>
<tr><td></td><td>Credibility</td><td>.212</td><td>.087</td><td>.198</td><td>2.447</td><td>.015</td></tr>
<tr><td></td><td>Ease of buying</td><td>.514</td><td>.070</td><td>.506</td><td>7.325</td><td>.000</td></tr>
<tr><td colspan="7">a. Dependent Variable: Consumer behavior</td></tr>
</tbody>
</table>

4.4.   Correlation Analysis

Correlation analysis is useful in determining the link between two variables. A high value of correlation between the two variables shows that there exists a strong relationship. Similarly, a relationship is said to be weak when the low value of correlation is low. A correlation is said to be perfect when the two variables change with the same ratio. Correlation is high as the value of correlation coefficient is 0.75. The relationship is moderate when the value lies between .50 to 75.

In this research study correlation test was applied on the independent variables (ewom, interactivity, credibility, and ease of buying) and the dependent variable (consumer buying behavior). Ease of buying has the strongest relationship with consumer buying behavior. The Pearson correlation (r=.870) between ease of buying and consumer buying behavior. The degree of correlation between ease of buying and consumer buying behavior is also perfect because R-value is closer to 1. The significance value (p<0.01) between consumer buying behavior and ease of buying therefore we reject the null hypotheses.

The Pearson correlation r=.843between credibility and consumer buying behavior. There exists a high degree of correlation between credibility and consumer buying behavior. Association between buying behavior and credibility is positive. The p-value is <0.01 therefore null hypotheses are rejected. A high degree of correlation exists between credibility and consumer buying behavior.

The Pearson correlation between interactivity and consumer buying behavior r=.804. A high degree of correlation exists between the two variables. The relationship between interactivity and consumer buying behavior is also positive. The degree of correlation between interactivity and consumer buying behavior is closer to 1 which means that both the variable has significant association with each other. The significance value is $p<0.01$ therefore null hypotheses are rejected.

Table 4. 8 Correlation analysis

Correlations		EWOM	Interactivity	Credibility	Ease of buying	Consumer behavior
EWOM	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	201				
Interactivity	Pearson Correlation	.877**	1			
	Sig. (2-tailed)	.000				
	N	201	201			
Credibility	Pearson Correlation	.837**	.865**	1		
	Sig. (2-tailed)	.000	.000			
	N	201	201	201	201	
Ease of buying	Pearson Correlation	.793**	.815**	.876**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	201	201	201	201	
Consumer behavior	Pearson Correlation	.795**	.804**	.843**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	201	201	201	201	201
**. Correlation is significant at the 0.01 level (2-tailed).						

CHAPTER 5

5.DISCUSSION AND CONCLUSION

Online buying behavior is gaining popularity among customers. Internet and social media users use different online channels to search and identify information related to the products that satisfy their needs. Customers usually repurchase a product online when they perceived that the product maximizes their needs and wants. Moreover, the customer wants to buy products from channels, which gives them ease of access. The more user-friendly the buying process the more frequently customers would like to buy the product or service.

Customers usually prefer to visit different social media platforms before buying a product or and service to get reviews and feedback from the customers already using a particular product or service. Electronic word of mouth creates a significant impact on the buying decision of a customer. electronic word of mouth allows a customer to make a buying decision.

Online buying is brought more ease in the life of a person as compared to traditional buying. Organizations are keen to improve customer experience by providing them sufficient ease of buying opportunities. The enhancement of customer experience by providing sufficient ease of buying opportunities was certainly improve the buying behavior of customer.

Social media marketing plays a vital role to influence customers to buy products and services. Nowadays, customers collect important information through different social media platforms before buying it. Business organizations are using different social media platforms to make a strong connection with customers. The use of social media marketing allows an organization to bring a significant change in their sales number. Business organization publish content related to their products and services on their social media profiles. Generally, business organization uses

different social media platforms for marketing purpose. The results of the study revealed that the content of the social media marketing plays a very important role in shaping the behavior of the customers. Social media marketing is not all about raising customer awareness rather it is also about retaining and creating strong relationships with customers.

Nowadays, social media is as common as TV or radio. Millions of people are using social media platforms on daily basis. A frequent social media use from the customers forces the business organizations to establish their own pages and groups to market the services they offer. Through social media marketing business organizations shapes the behavior of their customers and influence them to buy their products.

Social media is free to create an account on all social media platforms here. In SMM, there exist no risk, if an organization run any paid advertisement. At social media platforms business organizations can promote products in low cost as compared to traditional ways of advertising and marketing. Customer satisfaction gets better through social media marketing. Business organization gets the liberty to upload photos, videos related to your product on Social Media Networking website. With the help of SMM marketing, there is a traffic increase on blog or website. Which is very helpful in converting your customer into Lead. Business organization design advertising campaign in such a way that in one click, the visitor directly reaches the page of your website.

Consumer behavior is such an important aspect of marketing that companies have started building dedicated teams to analyze it for their business. Marketing is no longer just about creating catchy phrases. Today's world requires companies to be more analytical and thoughtful about the decisions they make. And important that these companies pay attention to consumer behavior as a result of this thoughtful process. Understanding customer behavior allows companies to predict how their target audience was react to a new product or service. Not only that, but it also even helps them identify the demands and opportunities that are not yet met. Before making a Purchase Decision customer started questioning regarding the authenticity of the review and information and sources. Social media allows millions of customers to interact with each other on different social platforms. Business organizations use social media advertisements as it has some more advance and

enhanced features which gains the attention of customers, and customer was instantly make a purchase decision.

Business organizations uses different social media platforms to influence the customers. Traditional advertisement and marketing strategies requires huge amount of investment. Business organizations uses Facebook, Twitter and Instagram and post the qualities and description of their products to inform and influence the customers to take the product. Social media marketing reach is much more than traditional advertisements strategies. Social media has allowed the business organizations to target the potential buyer in a more efficient manner. Furthermore, social media also gives liberty to the business organizations to determine the interest, likes and dislikes of their customers and use specific social media marketing strategies for specific customers.

My study is finding the impact of social media tools like E-WOM, credibility, interactivity, and ease of buying on customer purchase intention in hotel industry. previous studies explore different combinations of the social media tools but not these four constructs simultaneously.

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APPENDİX

Questionnaire

Digital Marketing During the Covid-19 Pandemic

1. Gender: ………………….
2. Education: (i). Bachelor (ii). Master
3. Experience: (i). 1-3 (ii). 4-6 (iii) >7
4. Age: (i). 18-25 (ii). 26-32 (iii). 33-39 (iv). >40

Constructs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Electronic word of mouth					
I tend to post my opinions related to product on different social media platforms.					
I try to take opinion from others regarding products.					
Usually, I gain sufficient information regarding a product after taking opinion from others.					
I change my opinion regarding a product after receiving positive or negative reviews					
I change my purchase decision after getting reviews.					
A product recommended on social media website on different platform does not influence me to change my purchase decision.					
Interactivity					
It is easy for me to reach to any specific brand social group or page					
All the social media pages are generally passive					
Different social media pages and platforms has provided me the answer of my questions.					
The content of social media pages are interesting and influential.					
Social media pages and groups influenced me					
Services provided through social media pages are quick and reliable					
Credibility					
Information provided through social media source are accurate					

Information obtained through social media platforms are reliable.					
Information obtained through social media platforms are presented objectively.					
The information obtained through Facebook is credible					
Information obtained through Facebook is provided timely.					
Easy of buying					
Purchasing online takes less time					
Time is saved through online purchase.					
Selecting product through social media pages is easy.					
I get products on time through online purchase.					
I get detailed information through online shopping.					
I get the liberty to order products through social media platforms 24 hours.					
The design of the website helps me in finding right product.					
Consumer buying behavior					
Advertisement is essential to influence the customers.					
Advertisement generates awareness and influence the buying decision.					
Social media plays a vital role in shaping the buying behavior.					
Social media advertisement encourages me to make a purchase decision.					
Social media advertisement motivates to look for alternate products.					