

An Experimental Study Examining The Impact Of Social Media Marketing On Consumer Purchasing Behaviors For Related Products

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ABSTRACT

In the context of digital advertising, where the link between adverts and purchases is ever-changing, this research looks at how social media commercials influence buyers' choices for similar things. These days, businesses can't afford to ignore social media as a means of reaching out to consumers. This is due to the fact that influencer endorsements, targeted advertisements, and user-generated content allow for a more intimate and interesting interaction between businesses and their target audiences. The researchers employed cross-sectional quantitative methodologies to analyze survey data from 1,612 participants. The researcher also looked at utilizing factor analysis and analysis of variance (ANOVA) to get a better look at how social media marketing impact customers' choices. The results provide credence to the idea that social media commercials do affect consumer tastes; this is due to the fact that targeted advertisements give the impression of receiving a unique product. Results show that consumer involvement via engaging content and community-driven interactions may increase purchases, even in oversaturated markets. Businesses that have adapted to the new medium not only enjoy the advantages of more visibility and customer loyalty, but they also profit from the unprecedented use of these platforms to research items and verify transactions. This research does double duty: it deepens the knowledge of the ways social media impacts consumer behavior and it gives marketers practical advice for making their ads stand out. This study lays the groundwork for further research into the digital marketing landscape by explaining how social media ads affect consumers' purchasing choices.

Keywords: *Social media advertising, consumer preferences, similar products, and purchasing decisions.*

1. INTRODUCTION

One definition of "social media" is a set of relatively new online services that enable people all over the world to share and discover material with one another. Even when companies aim their social media advertising at certain groups, they nonetheless manage to reach those who weren't intended to see them. The beauty of social media is that anybody can participate and voice their ideas. The line between media consumers and producers has blurred. Among the crucial media activities they encourage are voting, commenting, and—most importantly—sharing one's knowledge. The best approach to describe social media is as an open and two-way community conversation. Social media

changes the game for advertising in the digital era by giving firms new ways to communicate with the public and reach people all over the world. Through the comparison of similar products, this article delves into the intricate ways in which social media marketing influences consumer choices. Understanding how the marketing team's strategy and social media marketing might impact the audience's preference levels is crucial for optimizing their efforts. Furthermore, the widespread use of social media has revolutionized the way consumers see and interact with advertisements. The poll found that most consumers use these sites for exploring new products, connecting with friends and family, and having fun. Shoppers' thoughts and behaviors are influenced by social media ads. A further indication of the impact these networks have on user preferences is the ability of social media sites to target certain audiences with tailored content. Data analytics and machine learning have made current advertising more effective and targeted than in the past. Marketers may use these techniques to tailor adverts to each person's unique interests and actions. To this day, the researcher still don't fully understand the nuanced ways in which social media marketing influence consumers, especially when faced with similar product options. This study fills that need by comparing and contrasting the ways in which different social media marketing methods impact consumers' attitudes and purchases of comparable items. The purpose of this post is to provide some insight into these occurrences in the hopes of clarifying how similar goods may strategically use social media to stand out in highly competitive markets. By contributing to what is already known about the efficacy of social media ads, this research has the potential to help companies make sense of the confusing landscape of digital advertising. In light of the field's fast development, experts concur that more research is urgently required. By bringing attention to the increasing influence of digital platforms on consumers' purchasing decisions and the impact of social media ads on these choices, this introduction sets the stage for future research in the area (Astoriano et al., 2022).

2. BACKGROUND OF THE STUDY

The advent of social media as a powerful marketing tool has revolutionized the way companies engage with their target consumers, which in turn has caused a drastic shift in consumer preferences for comparable products. Advertising has transformed from a one-way street connecting businesses and customers to a two-way dialogue on social media platforms with large user bases and strong interactive elements. Ads now seem more authentic and community-oriented than in the past because companies can engage with customers on a more intimate level thanks to this shift. Most consumers now go to social media for reviews, ratings, and recommendations on products before buying them, so studying how this kind of advertising affects spending is important. Nowadays, shoppers in the digital economy have their pick among an overwhelming variety of possibilities. A lot of people see a lot of products that are similar on social media, and that makes them choose one. A large number of people have visited sites that showcase the product's features with the reviews and ratings left by real customers. Reviews, comments, and influencer opinions are all forms of user-generated content that may sway customers' opinions and choices. Brands that are able to use this kind of content may differentiate themselves in a competitive market, since social validation

drives consumers to seek advice from others on what choices to make (Hinwood, 2022). As a result of the current coronavirus pandemic, individuals were more reliant on social media platforms to conduct transactions and maintain social connections throughout the restrictions and lockdowns. This unanticipated trend has entrenched social media's status as a marketing channel, and brands are swiftly adjusting their techniques to interact with a more tech-dependent audience. The fast convergence of e-commerce and social media has allowed brands to build consumer connections via seamless shopping experiences, leading to increased sales. Consumers' choices for comparable advertising are significantly influenced by the amount of time they spend interacting with interest-based personalized adverts in their feeds. Technological advancements such as data analytics and AI have changed the way companies advertise on social media. Thanks to advancements in technology, marketers now have state-of-the-art tools at their fingertips to monitor and analyze consumer trends and actions in real-time. Because of this, they can now tailor their advertising strategies to the specific needs of each client. More effective channels of communication have opened up for brands, letting them connect with consumers on a deeper level, build relationships with them, and influence their preferences over time. Finally, there is the ever-changing nature of social media advertising algorithms and user habits. Brands need to be quick to change their strategies if they want to be visible and relevant. Since new things are continuously popping up and old ones are always changing, marketers are always challenged to be innovative in order to attract consumers and reach their target audience. Staying ahead of the competition requires firms to remain agile in a world where social media trends and customer behavior are constantly interacting. Advertisers using social media platforms would do well to study trends in consumer demand for similar products. As the online marketplace expands, brands that engage with consumers on social media should see a rise in loyalty and favorable shifts in choice. By delving into the complex mechanics of these adverts, the author hopes to provide light on the ways in which social media influences consumer choices and actions in relation to rival products. Organizations were able to make better advertising strategy choices in a highly competitive market because to this study, which analyzed the intricate link between social media involvement and customer demand (Dagohoy et al., 2021).

3. PURPOSE OF THE RESEARCH

Examining the effects of social media marketing on the dynamics of consumer demand for connected items is the primary objective of the research. With social media already having such an effect on buying habits, this research aims to find out how various advertising approaches affect consumers' preferences and decisions when it comes to identical products. With this research, the researcher want to better understand how different types of social media advertising influence changes in consumer choice. Endorsements from influential people, user-generated content, and personalized advertisements are all examples of this. The study's overarching goal is to unearth factors that may encourage client engagement. In addition, by understanding these processes and how they promote customer-centric communities on social media and information sharing, marketers seeking to improve

their advertising strategies gained some useful data. Thanks to the study's illumination of the dynamic interaction between social media and consumer decision-making, marketers were better equipped to manage the digital marketplace.

4. LITERATURE REVIEW

Businesses in today's market need to launch social media marketing strategies if they want to compete and influence customer choices. Readers may have a better grasp of the ways in which social media marketing affects consumers' decisions and actions about linked products from this review of relevant literature. There is a lot of evidence from studies that look at how social media marketing affects different types of consumers' levels of awareness, engagement, and purchase decisions. Social media sites like Instagram, Facebook, and Twitter allow companies to reach consumers all over the globe with targeted messages. Consumers' preferences and inclination to buy are impacted by this feature via enhanced brand familiarity and personalized ads. Theoretical frameworks provided by theories of consumer behavior may provide light on how individuals react to social media advertisements (Jang & Kim, 2022). A persuasive message's effectiveness is proportional to the level of customer engagement and the strength of the arguments offered. Personalized ads that take into account a user's activity on similar items are more likely to pique their interest and influence their purchase choices. Customization and customisation are the keys to social media marketing success. Ads may now be targeted to individuals based on their demographic, psychographic, and behavioral traits with the use of data analytics and machine learning. One benefit that businesses obtain from personalized advertising is an increase in conversion rates and return on investment (ROI) due to the increased ad relevancy and customer engagement. User-generated content and social proof influence people's choices on social media. According to the theory of social proof, when individuals see that others around them are engaging in the same behavior or embracing the same idea, they are more inclined to do the same. For instance, when deciding what to buy, many individuals trust the recommendations of others they look up to. Customers' honest opinions on a product's quality and use might go a long way toward earning that product's favor among shoppers. In highly competitive markets, it is critical to have social media advertising techniques that differentiate themselves. Corporations may use story strategies, emotional appeals, and distinctive value propositions to set themselves apart from rivals selling identical items. Gaining an understanding of how these strategies entice target clients and influence their choices is the first step in maintaining market share and leading the competition. As a last step in evaluating this study, we looked at how social media marketing affected audience choice for similar products. This study intends to provide a practical and theoretical contribution to marketing by bringing together current studies on advertising efficacy, consumer behavior theories, customization approaches, social proof, and competitive difference. Conclusions on the digital marketing strategy, ad placement, and brand positioning were drawn from the findings. Understanding the impact of social media advertising on customers' decision-making in fast-paced, highly competitive marketplaces is the main objective of the research (Pawar, 2020).

5. RESEARCH QUESTION

- How guaranteed customer satisfaction affects on dynamic of consumer preference foe similar products?

6. RESEARCH METHODOLOGY

Quantitative research refers to studies that examine numerical readings of variables using one or more statistical models. The social environment may be better understood via quantitative research. Quantitative approaches are often used by academics to study problems that impact particular individuals. Objective data presented in a graphical format is a byproduct of quantitative research. Numbers are crucial to quantitative research and must be collected and analyzed in a systematic way. Averages, predictions, correlations, and extrapolating findings to larger groups are all possible with their help.

6.1 Research design: SPSS version 25 was used to analyze quantitative data. The direction and magnitude of the statistical link were assessed using the odds ratio and the 95% confidence interval. Researchers indicated a statistically significant threshold at $p < 0.05$. A descriptive analysis was used to determine the main characteristics of the data. Data obtained by surveys, polls, and questionnaires, or by altering existing statistical data using computational tools, is often evaluated mathematically, numerically, or statistically employing quantitative approaches.

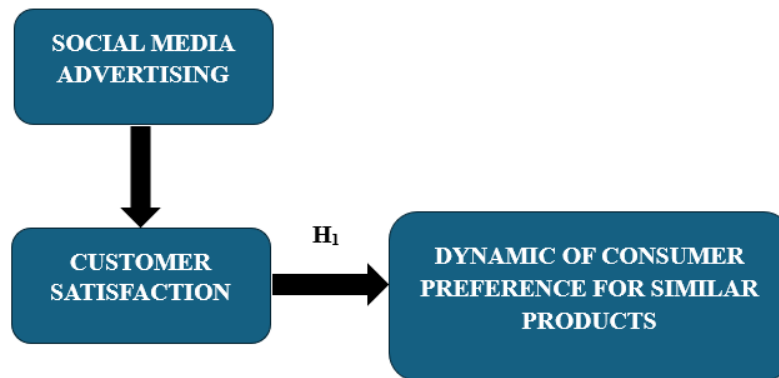
6.2 Sampling: Research participants filled out questionnaires to provide information for the research. Using the Rao-soft program, researchers determined that there were 1574 people in the research population, so researchers sent out 1650 questionnaires. The researchers got 1628 back, and researcher excluded 16 due to incompleteness, so researchers ended up with a sample size of 1612.

6.3 Data and Measurement: A questionnaire survey functioned as the primary data collection instrument for the investigation. The survey had two sections: (A) General demographic information and (B) Responses on online and non-online channel factors on a 5-point Likert scale. Secondary data was collected from several sources, mostly focusing on internet databases.

6.4 Statistical Software: The statistical analysis was conducted using SPSS 25 and MS-Excel.

6.5 Statistical Tools: To grasp the fundamental character of the data, descriptive analysis was used. The researcher is required to analyse the data using ANOVA.

7. CONCEPTUAL FRAMEWORK



8. RESULT

❖ Factor Analysis

One typical use of Factor Analysis (FA) is to verify the existence of latent components in observable data. When there are no easily observable visual or diagnostic markers, it is common practice to utilise regression coefficients to produce ratings. In FA, models are essential for success. Finding mistakes, intrusions, and obvious connections are the aims of modelling. One way to assess datasets produced by multiple regression studies is with the use of the Kaiser-Meyer-Olkin (KMO) Test. They verify that the model and sample variables are representative. According to the numbers, there is data duplication. When the proportions are less, the data is easier to understand. For KMO, the output is a number between zero and one. If the KMO value is between 0.8 and 1, then the sample size should be enough. These are the permissible boundaries, according to Kaiser: The following are the acceptance criteria set by Kaiser:

A pitiful 0.050 to 0.059, below average 0.60 to 0.69

Middle grades often fall within the range of 0.70-0.79.

With a quality point score ranging from 0.80 to 0.89.

They marvel at the range of 0.90 to 1.00.

Table1: KMO and Bartlett's Test

Testing for KMO and Bartlett's

Sampling Adequacy Measured by Kaiser-Meyer-Olkin .763

The results of Bartlett's test of sphericity are as follows: approx. chi-square

df=190 sig.=.000

Table: KMO and Bartlett's

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.763
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

This confirms the legitimacy of claims made just for sampling purposes. Researchers used Bartlett's Test of Sphericity to ascertain the significance of the correlation matrices. A Kaiser-Meyer-Olkin value of 0.763 indicates that the sample is acceptable. The p-value is 0.00 according to Bartlett's sphericity test. A positive outcome from Bartlett's sphericity test shows the relationship grid is not a distinct grid.

❖ Independent variable

Social Media Advertising

One kind of online advertising is "social media advertising," which comprises promoting a product or service via paid placements on various social media platforms with the goal of attracting a certain demographic. Marketers and advertisers may try to increase brand awareness and revenue by targeting social media users where they already spend time. It is becoming more difficult to stand out in today's internet-driven environment, where consumer attention is more precious. Because it reaches customers at every stage of the buying process, social media advertising is very effective. An example of what a business-to-consumer company may do to build anticipation for a new product before its release is to launch a brand awareness campaign. In a similar vein, business-to-business (B2B) companies may advertise more expensive products in an attempt to re-engage their audience. Compared to more traditional types of advertising, social media advertisements have the advantage of being able to more accurately target certain demographics. The "carpet-bombing" strategy is used by businesses in traditional advertising; it comprises inundating individuals with messages irrespective of their interests. Conversely, marketers may narrow their target audience down to a certain demographic, psychographic, and behavioral attribute by using social media (Yadav et al., 2020).

❖ Factor

Guaranteed Customer Satisfaction

Organizations demonstrate their faith in their goods and services via customer satisfaction guarantees, which may be described simply as a vote of confidence. Therefore, the company fulfills its pre-purchase promise if the goods or service is not up to par. It will investigate the many possible meanings

of this assurance in the future. But now we'll look at and the staff can do to guarantee 100% client pleasure every time. A firm can't expand without happy consumers, who are the key to long-term success. As a result of the epidemic, discussions around employee happiness and health have gained traction, and with good reason. Only when workers are enthusiastic about what they're doing will they give their jobs their all. They can only see themselves progressing in that position if they are content with the task they are doing (Parihar & Kant, 2021).

❖ **Dependent Variable**

Dynamics of Consumer Preference for Similar Products

What it means when talk about the "dynamics of consumer preference for similar products" is the complex web of factors that determines which products people pick within a certain category or for a specific purpose. Elements of this phenomenon include brand loyalty, which develops when consumers form an intangible bond with a product or service. Customers are looking for products with high quality and good performance, but they are also quite price sensitive, as this is the deciding factor for most consumers. Influencers in influencing consumer behavior include marketing, personal recommendations, and social media trends. Having something easily accessible and available just serves to heighten its allure; in the end, it's possible that not a single factor influences consumers' purchasing decisions. By catering to client needs in a saturated market and effectively distinguishing their offerings, businesses may take advantage of the dynamics (Ringim & Reni, 2019).

❖ **Relationship between guaranteed customer satisfaction and Dynamics of Consumer Preference for Similar Products**

Each and every one buys and consumes various goods. Businesses cannot exist in the absence of customers. So, for any business owner, customer happiness is paramount. How well a product works in comparison to the buyer's expectations determines how satisfied the buyer is with the purchase. One definition of consumer satisfaction is the degree to which an individual's subjective evaluation of a product's efficacy meets their own expectations. Despite the large body of literature establishing customer loyalty as a dependent variable, there is a great deal of room for further study into many aspects of this construct. Customer loyalty, on the other hand, is undeniably valuable as an asset that will last. Establishing reliable, long-term relationships with clients that benefit both parties is crucial for every business. The goal of this study is to demonstrate how trust, customer happiness, and reputation all work together to influence consumer loyalty (Singh, 2019).

H₀₁: "There is no significant relationship between Guaranteed Customer Satisfaction and Dynamics of Consumer Preference for Similar Products."

H₁: "There is a significant relationship between Guaranteed Customer Satisfaction and Dynamics of Consumer Preference for Similar Products."

Table 2: H₁ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	77672.790	800	7532.376	2386.428	.000
Within Groups	753.845	815	7.418		
Total	81481.476	1611			

Notable is the result of this study. The value of F, which is 2386.428, is statistically significant, as shown by a p-value of .000, which is below the alpha level. By rejecting the null hypothesis, we find that *"H1: There is a significant relationship between Guaranteed customer satisfaction and Dynamics of Consumer Preference for Similar Products"* is correct.

9. CONCLUSION

This study indicated that social media advertisements greatly affected customers' purchase choices, especially when comparing similar items. Social media platforms, according to the research, are perfect for companies to have two-way conversations with their target audiences, which helps to build trust and a feeling of community. The results show that customized advertising methods, such as user-generated content and endorsements from famous people, significantly affect customers' views and purchases. Improved engagement and conversion rates may be achieved by businesses via the integration of powerful data analytics with targeted capabilities. Based on this data, businesses may adjust their pitches to appeal to certain groups. There is a strong statistical association between social media advertising and changes in customer preferences, as shown by the ANOVA test. Successful social media tactics may dictate how consumer behavior evolves and preferences vary, even for very comparable things, as seen by the large F-value and minuscule p-value. In general, it shows that traditional advertisements aren't as effective as social proof, peer recommendations, and group social media experiences when it comes to influencing consumer decisions. These findings demonstrate how businesses need to be inventive and adaptable in their social media strategy if they want to survive in today's fast-paced online industry. In a time when social media experiences are increasingly influencing consumers' purchase choices, the capacity to establish authentic connections with one's target audience via social media is growing in importance for businesses seeking to enhance customer loyalty and preference levels. To stay afloat in this market, companies must master social media advertising and adapt quickly to changing customer expectations and lightning-fast technology developments. This research has two purposes: first, it adds to what is already known about social media marketing; second, it gives companies actionable advice that might make their ads more effective (Hayes et al., 2021).

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