

## Unveiling the Power of Social Media Marketing: Exploring its Influence on Consumer Buying Behavior for Electronic Gadgets

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**Purpose:** The purpose of this research paper is to investigate the impact of social media marketing on consumer buying behavior for electronic gadgets, with a specific focus on the variables of trust, perceived value, and positive reviews. By examining these factors, the study aims to provide insights into how social media marketing strategies can influence consumers' decision-making processes and ultimately shape their purchasing behavior.

**Design/Methodology Used:** This research paper employs a quantitative research design to gather data and analyze the relationship between social media marketing and consumer buying behavior for electronic gadgets. A survey questionnaire was distributed to 400 consumers who have engaged with social media platforms for electronic gadget purchases. Structural Equation Modeling, was used to examine the relationships between social media marketing in terms of trust, perceived value, positive reviews, and consumer buying behavior.

**Research Limitations:** The research focuses solely on electronic gadgets, potentially limiting the generalizability of the findings to other product categories. Finally, the study was conducted within a specific geographical area or target population, which may restrict the applicability of the results to broader contexts.

**Practical Implications:** The findings of this research will have practical implications for marketers and businesses operating in the electronic gadget industry. By understanding the impact of social media marketing on consumer buying behavior, businesses can tailor their marketing strategies to effectively leverage trust, perceived value, and positive reviews to drive sales.

**Originality/Value:** This research contributes to the existing body of knowledge by specifically examining the influence of social media marketing on consumer buying behavior for electronic gadgets, with variables of trust, perceived value, and positive reviews. By investigating these relationships, the study adds to the understanding of how social media marketing can shape consumer behavior in the context of electronic gadget purchases.

**Keywords:** Social Media Marketing, Consumer Buying Behavior, Electronic Gadgets, Trust, Perceived Value, Positive Reviews

### 1. INTRODUCTION

In today's digital era, social media platforms have emerged as powerful tools for businesses to engage with consumers and promote their products and services. With their wide reach and interactive nature, social media platforms have revolutionized marketing strategies and transformed the way consumers make purchasing decisions. Electronic gadgets, such as smartphones, tablets, and laptops, have witnessed exponential growth in recent years, and their market success heavily relies on effective marketing techniques (Zhu & Zhang, 2010). Understanding the influence of social media marketing on consumer buying behavior for electronic gadgets is crucial for marketers aiming to enhance their marketing strategies and maximize their sales. In this research paper, we aim to explore the influence of social media marketing on consumer buying behavior for electronic gadgets, focusing on the key factors of trust, perceived value, and positive reviews. By examining these factors, we can gain insights into how social media marketing strategies can effectively shape consumer perceptions and purchasing decisions. Trust plays a fundamental role in consumer decision-making processes. When consumers encounter a product or brand on social media, their level of trust in that information significantly influences their perception of the product's quality and credibility (Kim et al., 2012). Trust can be established through various mechanisms, such as positive user experiences, transparent communication, and endorsements from reliable sources. Examining the role of trust in the context of

social media marketing for electronic gadgets is crucial for understanding how it influences consumer buying behavior.

Perceived value refers to the subjective evaluation consumers make about a product's worth based on their individual needs, preferences, and expectations. Social media platforms enable consumers to access abundant information about electronic gadgets, including features, specifications, and pricing. By evaluating the perceived value of a product, consumers can make informed decisions and justify their purchase choices. Understanding how social media marketing influences consumers' perceived value of electronic gadgets is essential for marketers to develop effective strategies that highlight the value proposition of their products.

Positive reviews have become a significant driver of consumer buying behavior, particularly in the context of social media marketing. Consumers tend to rely on the opinions and experiences shared by others to assess the credibility and quality of electronic gadgets. Social media platforms provide a space for users to share their reviews, testimonials, and recommendations, which influence potential buyers' attitudes and purchase intentions. Investigating the impact of positive reviews on consumer buying behavior within the realm of social media marketing for electronic gadgets can shed light on the persuasive power of user-generated content. The findings of this study will provide valuable implications for marketers seeking to leverage the power of social media to optimize their marketing campaigns and drive consumer engagement in the electronic gadgets industry.

## **2. REVIEW OF LITERATURE AND RESEARCH GAP**

In recent years, the rapid growth and ubiquitous nature of social media platforms have transformed the marketing landscape, offering businesses new opportunities to engage with consumers and influence their buying behavior. This literature review aims to provide an overview of existing studies that have explored the impact of social media marketing on consumer buying behavior, with a specific focus on electronic gadgets. The review highlights key themes such as trust, perceived value, and positive reviews as influential factors in shaping consumer attitudes and purchase decisions. Trust has been identified as a critical factor in consumer decision-making processes. Prior research has demonstrated that trust in social media marketing content positively influences consumer perceptions of a product's quality and credibility (Huang, Lurie, & Mitra, 2009). Consumers are more likely to trust information shared on social media platforms when it is backed by positive user experiences, transparent communication, and endorsements from reliable sources (Sultana, & Hossain, 2020). Consequently, building trust through social media marketing strategies is essential for marketers aiming to positively impact consumer buying behavior for electronic gadgets.

Perceived value, another vital aspect of consumer decision-making, plays a significant role in shaping purchase intentions. Consumers evaluate the worth of a product based on their individual needs, preferences, and expectations. Social media platforms provide a wealth of information about electronic gadgets, including features, specifications, and pricing (Singh & Yadav, 2020). Studies have shown that social media marketing can influence consumers' perceived value by providing them with relevant and compelling content that highlights the benefits and unique selling points of electronic gadgets (Kim & Ko, 2012). By effectively communicating the value proposition, marketers can enhance consumer perceptions and drive purchase decisions.

Positive reviews and user-generated content have become influential factors in consumer buying behavior, particularly in the realm of social media marketing. Consumers rely on the opinions and experiences shared by others to assess the credibility and quality of electronic gadgets (Zhu & Zhang, 2010). Social media platforms offer a space for users to post reviews, testimonials, and recommendations, which can significantly impact potential buyers' attitudes and purchase intentions. Research has indicated that positive reviews on social media platforms have a persuasive effect on consumer behavior, leading to increased sales and brand engagement (Liu, 2006). Understanding the influence of positive reviews within the context of social media marketing for electronic gadgets is crucial for marketers seeking to leverage the power of user-generated content.

While studies have explored various aspects of social media marketing and its influence on consumer buying behavior, further research is needed to gain deeper insights into the specific dynamics within the electronic gadgets industry. By examining the interplay between trust, perceived value, and positive reviews, this study aims to contribute to the existing literature by providing a comprehensive

understanding of how social media marketing strategies can effectively shape consumer perceptions and purchasing decisions.

In conclusion, the literature review has highlighted the significance of trust, perceived value, and positive reviews in the context of social media marketing and consumer buying behavior for electronic gadgets. The review demonstrates the need for further research to explore the specific mechanisms through which social media marketing strategies influence consumer attitudes and purchase decisions. The findings of this study will offer valuable insights to marketers aiming to optimize their social media marketing campaigns and maximize consumer engagement in the electronic gadgets industry.

### 3. STATEMENT OF PROBLEM AND OBJECTIVES OF THE STUDY

The influence of social media marketing on consumer buying behavior for electronic gadgets remains an important and dynamic area of research. As social media platforms continue to evolve and play a significant role in consumers' lives, understanding the factors that shape consumer attitudes and purchasing decisions in this context becomes crucial. Therefore, the this study aims is to explore the influence of social media marketing on consumer buying behavior for electronic gadgets, focusing on the dimensions of trust, perceived value, and positive reviews.

### 4. RESEARCH METHODOLOGY

The study adopted a quantitative research design to gather and analyze data. The study employed a purposive sampling technique to select participants who are active social media users and have purchased electronic gadgets through social media platforms. The sample was be stratified based on demographic variables, including age, gender, income, and education, to ensure representation from various demographic groups. The primary data was collected through an online survey questionnaire from 400 respondents. The collected data was analyzed using Descriptive statistics and SEM using SPSS AMOS version 22. The study adheres to ethical guidelines and ensure participant confidentiality and informed consent. The data collected was anonymized and stored securely to maintain participant privacy.

### 5. RESULTS AND DISCUSSIONS

Table 1 presents the frequency distribution of the demographic profile of consumers participating in the study. It shows the distribution of consumers across different cities, with an equal count of 100 consumers in Ludhiana, Amritsar, Jalandhar, and Patiala. The table also provides information on gender, with 197 male consumers and 203 female consumers. Marital status reveals that 62.3% of the consumers are single, while 37.8% are married. The majority of consumers fall within the age range of 18-25 years (57.3%), followed by 26-40 years (24.8%) and 41-50 years (18.0%). Educational qualifications vary, with 10+2 (23.3%), graduation (31.0%), post-graduation (37.5%), and Ph.D. (8.3%) represented. In terms of annual income, the distribution includes different income ranges, from less than 2 lakh (10.5%) to above 20 lakh (4.3%), with 34.3% of consumers being dependent on family members for income. This table provides a comprehensive overview of the demographic composition of the study's participants, aiding researchers in understanding the sample's representation across various demographic variables.

**Table 1: Frequency Distribution of Demographic Profile of Consumers**

		Count	Column N %
<b>City</b>	Ludhiana	100	25.0%
	Amritsar	100	25.0%
	Jalandhar	100	25.0%
	Patiala	100	25.0%
<b>Gender</b>	Male	197	49.3%
	Female	203	50.8%
<b>Marital Status</b>	Single	249	62.3%
	Married	151	37.8%
<b>Age</b>	18 - 25 yrs	229	57.3%
	26 - 40 yrs	99	24.8%
	41 - 50 yrs	72	18.0%

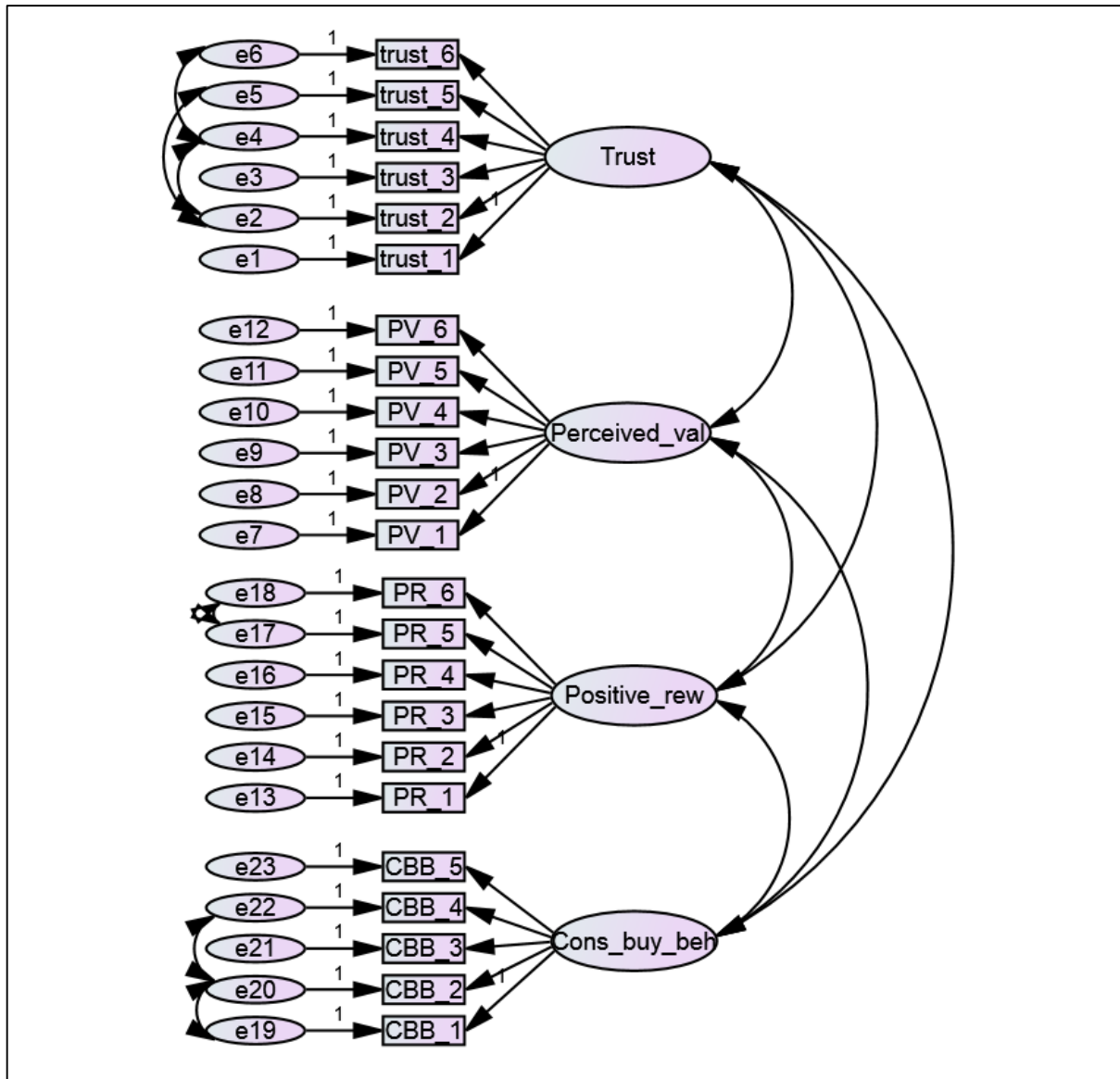
	51 yrs and above	0	0.0%
<b>Qualification</b>	10+2	93	23.3%
	Graduation	124	31.0%
	Post-graduation	150	37.5%
	Ph.D	33	8.3%
<b>Annual Income</b>	Less than 2 lakh	42	10.5%
	2-5 lakh	71	17.8%
	6-10 lakh	94	23.5%
	11-20 lakh	39	9.8%
	Above 20 lakh	17	4.3%
	Dependent on family members	137	34.3%

The research design for this study incorporates the use of previously validated scales, which strengthens the reliability and validity of the constructs being measured. The scales used for assessing trust, perceived value, positive reviews, and consumer buying behavior have been adapted from well-established studies in the field. These studies have undergone rigorous testing and validation processes, ensuring the robustness of the scales. For measuring trust, scales from Ha and Janda (2014), Sultan et al. (2002), and Hassanien and Head (2007) have been utilized. These scales have demonstrated reliability and validity in previous research, establishing their suitability for assessing trust in the context of social media marketing.

Perceived value is measured using scales adapted from Dashti et al. (2016), Pavlou et al. (2007), and Sweeney and Souter (2001). These scales have been extensively tested and validated, offering confidence in their ability to capture consumers' perceptions of value in relation to electronic gadgets. The scales for evaluating positive reviews are taken from Zhu et al. (2020), Lackermair et al. (2013), and Ganesh et al. (2010). These scales have been validated in previous studies, ensuring their reliability in assessing the influence of positive reviews on consumer behavior. Consumer buying behavior is measured using scales adapted from Demangeot and Broderick (2016) and Ha and Janda (2014), both of which have been validated in previous research. These scales enable the examination of various dimensions of consumer behavior related to electronic gadgets within the social media marketing context.

The use of previously validated scales enhances the study's credibility and ensures that the constructs being measured are reliable and valid. However, it is important to consider any limitations of the scales and their applicability to the specific study context. Confirmatory factor analysis (CFA) was employed to further validate the constructs by assessing the fit of the observed data to the theoretical model, thereby strengthening the evidence of construct validity.

**Figure 1: Measurement Model of Social Media Marketing on Consumer Buying Behaviour for Electronic Gadgets**



The measurement model depicted in Figure 1 examines the impact of Social Media Marketing on Consumer Buying Behaviour for Electronic Gadgets, with three key constructs of Trust, Perceived Value, and Positive Reviews. The model allows the observed variables to load onto their respective constructs, while restricting cross-loadings.

**Table1: Factor Loadings**

			Estimate
Trust_1	<---	Trust	0.761
Trust_2	<---	Trust	0.829
Trust_3	<---	Trust	0.719
Trust_4	<---	Trust	0.746
Trust_5	<---	Trust	0.788
Trust_6	<---	Trust	0.751

PV_1	<---	Perceived Value	0.752
PV_2	<---	Perceived Value	0.794
PV_3	<---	Perceived Value	0.893
PV_4	<---	Perceived Value	0.762
PV_5	<---	Perceived Value	0.726
PV_6	<---	Perceived Value	0.718
PR_1	<---	Positive Reviews	0.832
PR_2	<---	Positive Reviews	0.797
PR_3	<---	Positive Reviews	0.778
PR_4	<---	Positive Reviews	0.834
PR_5	<---	Positive Reviews	0.772
PR_6	<---	Positive Reviews	0.752
CBB_1	<---	Consumer buying behavior	0.72
CBB_2	<---	Consumer buying behavior	0.746
CBB_3	<---	Consumer buying behavior	0.755
CBB_4	<---	Consumer buying behavior	0.703
CBB_5	<---	Consumer buying behavior	0.861

Table 1 presents the factor loadings of observed variables on their respective constructs in the measurement model for examining the impact of social media marketing on consumer buying behavior for electronic gadgets. The factor loadings indicate a strong and positive relationship between the observed variables and their respective constructs. The factor loadings for the Trust, Perceived Value, Positive Reviews, and Consumer Buying Behavior constructs all exceed the recommended threshold, demonstrating good reliability and validity of the measurement model. These findings suggest that the observed variables reliably represent their constructs, supporting the suitability of the measurement model for assessing the influence of social media marketing on consumer buying behavior for electronic gadgets.

**Table 2 :Reliability Statistics of Constructs**

	Alpha	CR	AVE	MSV	MaxR(H)
<b>Positive Reviews</b>	.791	0.893	0.583	0.309	0.702
<b>Trust</b>	.763	0.849	0.532	0.246	0.761
<b>Perceived Value</b>	.806	0.882	0.558	0.242	0.706
<b>Consumer Buying Behaviour</b>	.767	0.857	0.548	0.312	0.673

Table 2 presents reliability statistics for the four constructs in the study: Positive Reviews, Trust, Perceived Value, and Consumer Buying Behavior. The reliability analysis includes measures such as Cronbach's Alpha, Composite Reliability (CR), Average Variance Extracted (AVE), Maximum Shared Variance (MSV), and Maximum Correlation with other constructs (MaxR(H)). The results indicate that each construct demonstrates good internal consistency, as evidenced by Cronbach's Alpha values ranging from 0.763 to 0.806. The constructs also exhibit good reliability, as indicated by CR values ranging from 0.849 to 0.893. The AVE values ranging from 0.532 to 0.583 suggest that each construct explains a substantial portion of variance in its indicators. Discriminant validity is confirmed by MSV values being lower than AVE values. Moreover, the MaxR(H) values ranging from 0.673 to 0.761 demonstrate good convergent validity. Overall, these reliability statistics indicate that the constructs in the study possess good reliability and validity.

**Table 3: Discriminant Validity of Constructs**

	<b>Positive Reviews</b>	<b>Trust</b>	<b>Perceived Value</b>	<b>Consumer Buying Behaviour</b>
<b>Positive Reviews</b>	<b>0.764</b>			
<b>Trust</b>	0.496	<b>0.729</b>		
<b>Perceived Value</b>	0.464	0.391	<b>0.747</b>	
<b>Consumer Buying Behaviour</b>	0.556	0.283	0.492	<b>0.740</b>

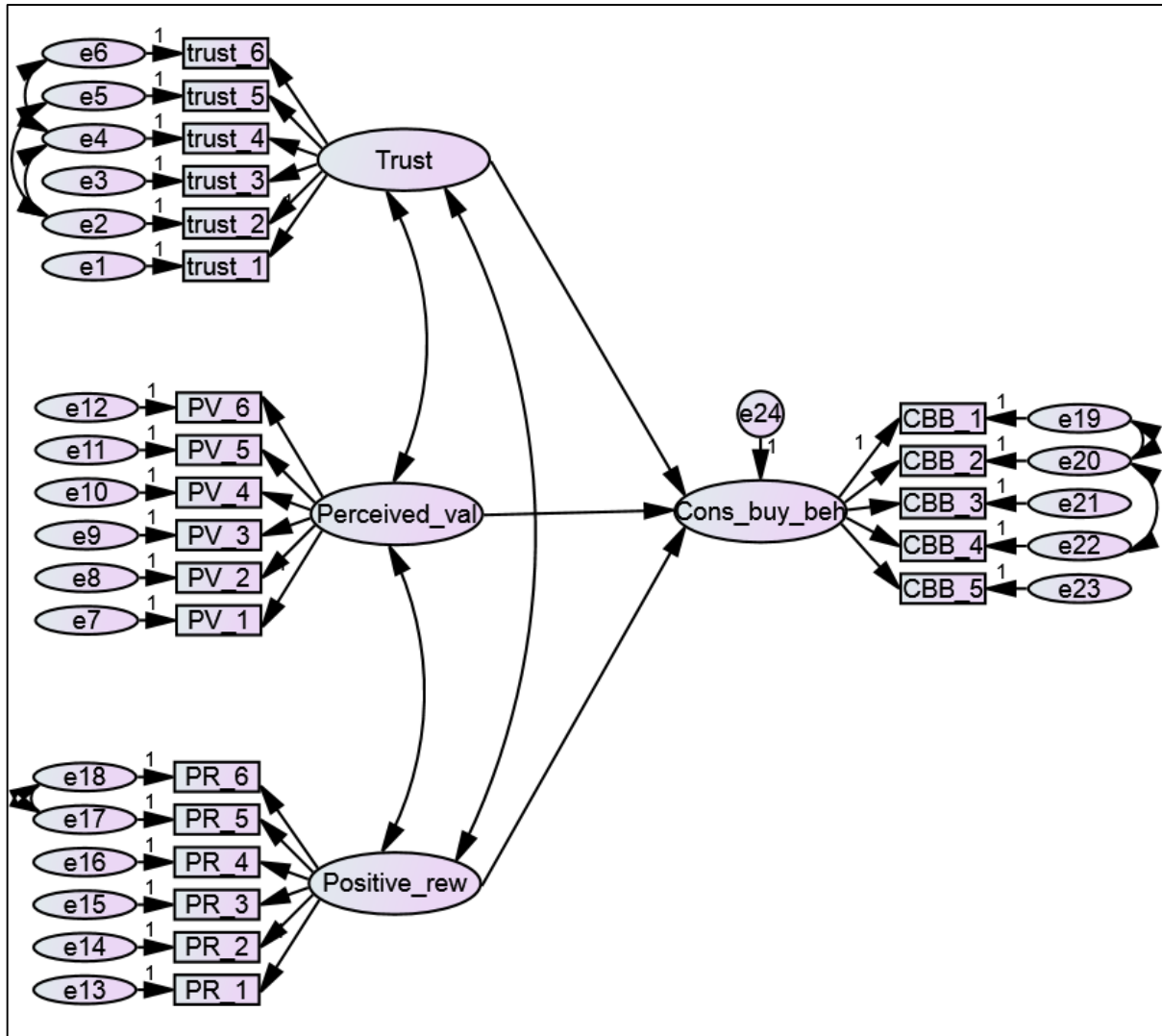
Table 3 presents the results of the discriminant validity analysis using the Fornell-Larcker criterion. This criterion compares the square root of the Average Variance Extracted (AVE) of each construct with its correlations with other constructs. The diagonal elements of the table represent the AVE of each construct, while the lower half displays the inter-construct correlations. By examining the table, it is evident that the diagonal values, representing the AVE, are higher than the off-diagonal values in the corresponding row and column. This finding provides support for the discriminant validity of the constructs, indicating that each construct is distinct from the others in the analysis. The Fornell-Larcker criterion confirms that the measures used in the study effectively capture unique aspects of the constructs without significant overlap, further enhancing the validity of the research findings.

**Table 4: Model Fit Statistics**

CMIN/Df	2.94	<3 Very good; <5 acceptable
CFI	0.931	>.90 good fit
TLI	0.944	>.90 good fit
IFI	0.933	>.90 good fit
RFI	0.936	>.90 good fit
NFI	0.924	>.90 good fit
SRMR	0.043	<.08 acceptable, <.05 very good
RMSEA	0.035	<.08 acceptable, <.05 very good

Table 4 presents the model fit statistics, which assess the adequacy of the proposed model. The CMIN/Df value, calculated as 2.94, indicates a very good fit since it is below the recommended threshold of 3. The Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Incremental Fit Index (IFI), Relative Fit Index (RFI), and Normed Fit Index (NFI) all exceeded the threshold of 0.90, indicating a good fit of the model. The Standardized Root Mean Square Residual (SRMR) is calculated as 0.043, below the acceptable threshold of 0.08 and very close to the threshold of 0.05, indicating a very good fit. Additionally, the Root Mean Square Error of Approximation (RMSEA) is reported as 0.035, below the acceptable threshold of 0.08 and very close to the threshold of 0.05, suggesting a very good fit. Overall, the model fit statistics suggest that the proposed model fits the data very well to explain the relationship between the constructs in the study.

**Figure 2: Causal Model of Social Media Marketing on Consumer Buying Behaviour for Electronic Gadgets**



The table 5 shows the results of a causal model that analyzes the impact of social media marketing on consumer buying behavior for electronic gadgets.

**H1: Trust has a significant impact on consumer buying behaviour on social media for electronic gadgets.**

The analysis confirms a significant positive relationship between trust and consumer buying behavior on social media for electronic gadgets. The coefficient estimate (B) of 0.211, with a significant t-value of 2.60, indicates that an increase in trust leads to a corresponding increase in consumer buying behavior. This finding is supported by previous studies by Kim et al. (2010); Gefen et al. (2003) & Yousafzai et al. (2003) highlighting the influence of trust on consumers' online purchase intentions and their willingness to use e-commerce websites. Trust fosters consumer confidence, reliability, and perceived security, thereby positively impacting their decision-making process and likelihood of engaging in buying behavior on social media platforms.

**H2: Perceived Value has a significant impact on consumer buying behaviour on social media.**



For the relationship between perceived value and consumer buying behavior, the analysis reveals a significant positive effect. The regression coefficient (B) of 0.266, along with a significant t-value of 2.66, indicates that there is a positive relationship between perceived value and consumer buying behavior. Consumers who perceive a high value in the electronic gadgets they are considering purchasing are more likely to make a purchase. Perceived value is a critical factor that influences consumer decision-making, especially when comparing products. Several studies such as Sweeney and Soutar (2001), Dodds et al. (1991), Chen and Dubinsky (2003), and Kim et al. (2010) support this finding and have demonstrated that consumers who perceive high value in the products they purchase are more likely to make a purchase.

**Table 5: Results of Causal Model to analyse the impact of Social Media Marketing on Consumer Buying Behaviour for Electronic Gadgets**

Dependent Variable		Independent variables	B	S.E.	T	P	R <sup>2</sup>
Consumer Buying Behavior	<---	Trust	0.211	0.08	2.60	0.009	.766
Consumer Buying Behavior	<---	Perceived Value	0.266	0.100	2.66	0.008	
Consumer Buying Behavior	<---	Positive Reviews	0.277	0.06	4.54	0.000	

**H3: Positive Reviews have a significant impact on consumer buying behaviour on social media for electronic gadgets**

The analysis reveals a significant positive relationship between positive reviews and consumer buying behavior. The regression coefficient (B) of 0.277, with a significant t-value of 4.54, indicates that there is a positive influence of positive reviews on consumer buying behavior. When consumers encounter positive reviews about electronic gadgets or a platform, it shapes their perception and increases the likelihood of making a purchase. The findings align with previous research conducted by Cheung and Lee (2012), Hu et al. (2014), and Zhu and Zhang (2010). These studies emphasize the significant impact of positive reviews on consumers' purchase intentions, trust in the product or platform, and perceived value. Positive reviews play a crucial role in shaping consumers' perception and influencing their buying behavior.

The R2 value of 0.766 indicates that the independent variables of trust, perceived value, and positive reviews collectively explain 76.6% of the variation in consumer buying behavior. This suggests that these variables have a substantial impact on consumer buying behavior for electronic gadgets when marketed through social media platforms. The remaining 23.4% of the variation may be attributed to other factors not included in the study, such as personal preferences or brand loyalty. Nevertheless, the high explanatory power of the model indicates that social media marketing can be an effective strategy for promoting and selling electronic gadgets.

## 6. CONCLUSIONS AND MANAGERIAL IMPLICATIONS

this study provides valuable insights into the influence of social media marketing on consumer buying behavior for electronic gadgets. The findings reveal that trust, perceived value, and positive reviews are significant factors that positively impact consumer buying behavior. Consumers who trust a brand or platform, perceive high value in the products, and encounter positive reviews are more likely to make a purchase. These findings highlight the importance of building trust and credibility, emphasizing product value, and leveraging positive reviews in social media marketing strategies. Managers and marketers can utilize these insights to develop effective social media marketing campaigns that enhance consumer trust, emphasize product value propositions, and encourage positive reviews. By understanding the factors that influence consumer buying behavior, organizations can optimize their marketing efforts and improve their overall success in promoting and selling electronic gadgets through social media platforms.

This study has a few limitations, including its focus on consumer buying behavior for electronic gadgets within the context of social media marketing, reliance on self-reported data, and the cross-sectional design. Future research can overcome these limitations by conducting longitudinal studies,

exploring diverse industries and marketing channels, and incorporating objective behavioral data. Additionally, investigating moderating factors, such as demographics or cultural differences, and examining the effectiveness of different social media marketing strategies would enhance our understanding of this relationship.

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