

Social Media and Customers Purchasing Decision

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Abstract

Business advertisement in social media has risen these days. The main objective of this research is to analyze the effect of social media in purchasing decision making of customer. The survey was conducted to study the social media impact among different age group around the Kathmandu valley. This survey focused on various factors that are considered by the customer while making purchase from any social media. The findings of this research are the impact of social media marketing in different age group of male and female. Although it is usually perceived that the price, return policy, cash on delivery, cash back warranty, business reputation and trust are the influencing factor for making purchase from social media which also varies among different age groups. Another is the online purchasing has significant relation with the genders of customer. It has been found that there is a significant difference in male and female for the use of social media platform but that was insignificant for taking attention on the advertisement on social media.

Keywords: Social Media, Purchase, Decision, Influence, Marketing.

JEL Classification: M31, M37, D12, L31, O33

Introduction

In today's interconnected world, social media has become an integral part of our daily lives, transforming the way we communicate, interact, and consume information (Kaplan & Haenlein, 2010). With millions of active users across various platforms, social media has emerged as a dynamic and influential medium that has revolutionized the business landscape. In this context, understanding the impact of social media on customers' purchasing decisions has become paramount for businesses seeking to thrive in the digital era.

Over the past decade, social media has transcended its initial purpose of connecting people and has evolved into a powerful marketing tool. It has revolutionized the way consumers discover, evaluate, and decide on their purchases (Mangold & Faulds, 2009). The pervasive nature of social media platforms enables individuals to seek and exchange opinions, experiences, and recommendations, which profoundly impact their purchasing decisions. From product reviews and influencers' endorsements to personalized advertisements and social proof, social media channels offer a wealth of information that consumers actively seek and consider during their decision-making process.

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Social Media and Customers Purchasing Decision

Understanding the impact of social media on customers' purchasing decisions has become paramount for businesses seeking to thrive in the digital era.

This research paper aims to excavate into the intricate relationship between social media and customers' purchasing decisions, exploring the mechanisms through which social media platforms influence consumers' behavior and shape their buying choices. By unraveling the underlying psychological, sociological, and marketing dynamics at play, we seek to provide valuable insights into how businesses can leverage social media to enhance their marketing strategies, engage customers effectively, and drive sales growth.

To achieve the purpose of this study, several objectives will be pursued. This research aims to present a comprehensive analysis of the mechanisms through which social media influences consumer behavior, highlighting both the positive and negative aspects of this digital influence. To achieve the purpose of this study, several objectives will be pursued. The objective of the project can be summarized as:

- To present the mechanisms through which social media influences consumer behavior, highlighting both the positive and negative aspects of this digital influence.
- To explore the different types of social media content which impact on customers' purchasing decisions.
- To investigate the customers inclination towards particular types of goods.

To comprehensively analyze the influence of social media on customers' purchasing decisions, this research paper will adopt a multidimensional approach. We will examine relevant theories and frameworks from fields to provide a comprehensive understanding of the factors at play. We will present a robust analysis of the mechanisms through which social media influences consumer behavior, highlighting both the positive and negative aspects of this digital influence.

The research encompasses following limitations:

- Only primary data are used in this study
- Opinions of respondents have been taken for research as a sense of truth which may not be correct.
- The research is based on the sample size of 130 and a smaller number of sample and population size may not result in accuracy.
- This study is solely based on population of Kathmandu valley. The perspective regarding customer purchase decision may differ from place to place.

Literature Review

The Digital Marketing includes social media. Felix et al., (2017) defined the social media marketing as the use of social media platforms and websites to promote a product or service.

Rungra, (2016) explained it as a part of internet marketing. It is a platform that can be used by anyone who has an internet connection. Social media marketing can be easily characterized as a term used to portray the act of increasing website traffic or brand awareness, using social media networking sites.

Rungra, (2016) the students of Christ University in India had wrote in International Journal of Novel Research in marketing management and economics. They mentioned that the internet marketing is a subset of digital marketing. The internet marketing involves all of the followings: Social Media Marketing, E-mail Marketing, Website Marketing, Search Engine Optimization, Pay Per Click, Web Banners, Digital Online Advertising, Online Marketing platform, Mobile Marketing, Content Marketing.

Similarly, Shaikh, (2012) has made a study on "A Critical Analysis of Consumer buying behavior of two wheelers, keeping major objective to provide an insight of the two- wheeler consumer preference. He has concluded that Hero Motor Corp. and Honda Motorcycles and Scooters India Pvt. Ltd. are the most preferred manufacturers. The sales are strongly correlated with age group and gender of consumers whereas income level has nothing to do with purchase decision of customers.

Aaker & Keller, (1990) have conducted a study on consumer evaluations of brand extensions. The study believes that loyalty is closely associated with various factors, one of the main ones being the experience of use. Customers may be loyal owing to high switching barriers related to technical, economical or psychological factors, which

make it costly or difficult for the customer to change. In another point of view, customers may also be loyal because they are satisfied with the brand, and thus want to continue the relationship.

Schiffman & Kanuk, (2009) described consumer behavior as “the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.” Solomon et al., (2002) said “the Consumer behavior is the study of the process involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.” The official definition of consumer behavior stated by (Kuester, 2012) is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants.

Sareerat, (2003) mentioned about Consumer Behavior’s Model is the reason which creates buyer’s Purchase Decision follows the Black Box Model or usually known as S_R Theory. The beginning of this model starting from stimulus effects the needs and wants then the respond happens.

Research Methodology

Research design is the planned specification of methods and procedures for acquiring the information needed to structure to solve the problem. To address research objectives descriptive research design is selected. Data collection contains primary data which is collected through self-administered questionnaire. Collected data are presented in a bar diagram, charts and tables and analyzed using quantitative data analysis. Descriptive statistic is used. The methodological framework has been presented in Figure 1.

People who use social media on daily basis were considered as the study population. Sample was grouped under various categories as per their respective age. The research was conducted through primary research which includes obtaining primary data by conducting field research. The data were collected directly via questionnaire that was administered online throughout June 2024. A convenience sampling technique was applied as a sampling technique that implies non-probability sampling.

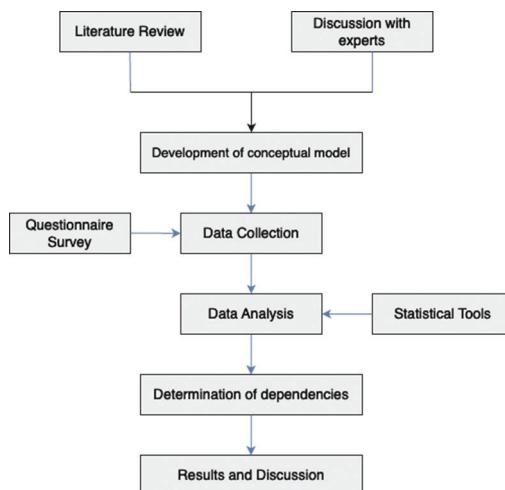


Figure 1 Methodological Framework

Nature and Sources of Data

Primary source of data is used to conduct the research study. Under primary source, self- administered questionnaire is distributed to the women respondents. Basically, primary data is used to collect the relevant information for analyzing the brand preference of women consumers.

Sampling Method

A sample is collection of information from the population. For this study convenience sampling method was used.

The data collected were filtered and organized. The organized data were subjected to various statistical tools to generate information. A descriptive analysis was performed to obtain information on how gender, age, time spent on social media per day, the social media used affected consumers purchasing decision on various categories of products.

Data Collection Procedure

This research is based on primary data which was collected with the help of structured questionnaire. It contains the rigid set of questions and respondents were asked to answer the question. Data were collected using a survey questionnaire containing: Respondents' personal information, Simple category scale, and Multiple choices. The research was conducted through survey that included fifteen questions related to social media and the customer purchase decision. Since the sampling frame cannot be drawn, non-probability sampling was used.

Data Presentation Technique

This includes the tools used for analysis of the data collected. After the data are properly collected and presented, data analysis is conducted. Simple statistical tool is used. They are: Pie- chart, Bar- diagram, Tables

Analytical Tools

Data are analyzed by using quantitative research measures. Descriptive statistic is used for addressing first research objectives. Similarly, collected data are presented in tabular form. To make report simple and easily understandable, charts and diagram is used. Chi-square test was conducted to test difference in opinion for the gender and age group. The appropriate data is converted into tabular and graphical form with the help of MS Excel and SPSSv26.

Result and Discussion

In this research, questionnaire was developed and distributed to collect the information. All the respondents were inquired in advance about their interest in participation in the survey at the time of data collection. The response received from the participant have been arranged, tabulated, and analyzed in order to facilitate the descriptive analysis of the study. Sample was selected from the young generation which are supposed to be actively engaging in online purchasing. Around 84.6 percent (110 out of 130) are young participant of age 20 to 30 year.

Table 1

Gender of Participants in Survey

| Gender | No. of Participants | Percentage |
|-------------------|---------------------|------------|
| Male | 77 | 59.2 |
| Female | 53 | 40.8 |
| Prefer not to say | 0 | 0 |

Among the 130 participants in this research the gender ratio was female: male = 1:1.453, i.e., total of 53 female and 77 males Figure 2 have filled the survey form completely.

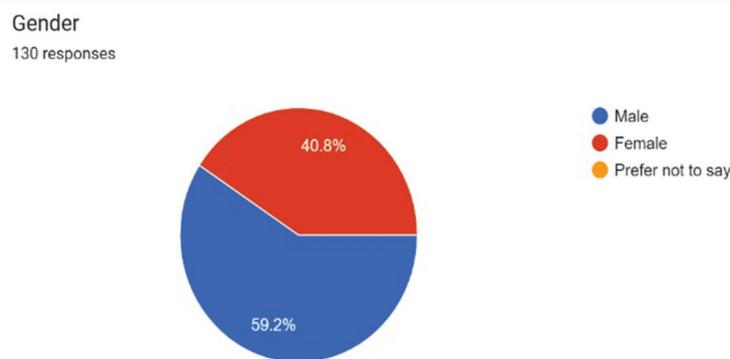


Figure 2 Gender Distribution of Participants

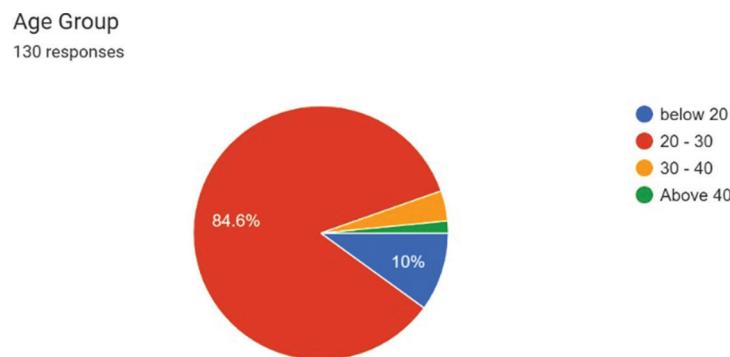


Figure 3 Age Group Distribution of Participants

Five participant of age group 30–40-year, two participant of older age group i.e., above 40 and 13 participants of too younger group i.e., below 20 are recorded in this study as in Figure 3. The purchasing behavior with respect to gender was presented in Figure 2.

88.68% of female out of female participants are purchasing product from the influence of social media whereas only 68.83 percent of male participant are purchasing with the influence of social media.

Table 2

Purchasing with respect to gender

| Gender | Total | Purchasing Numbers | | Purchasing % | |
|--------|-------|--------------------|----|--------------|--------|
| | | Yes | No | Yes | No |
| Female | 53 | 47 | 6 | 88.68% | 11.32% |
| Male | 77 | 53 | 24 | 68.83% | 31.17% |

Participant behavior toward the use to social media was first collected and analyzed. The young generation are highly active in social media from the Covid-19 was shown in Figure 4. More than 66 percent participant uses the social media more than two hours and are highly conscious toward the online shopping.

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How many hour a day, on average, do you spend on social media?
130 responses

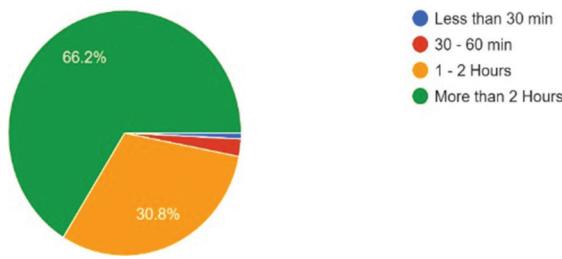


Figure 4 Social Media Engagement of Participants

More uses of social media increase the purchasing possibilities. It is expected to influence participants purchase decision as long as they use social media.

Out of 130, 86 participants use social media more than two hours whereas 40 participants i.e., more than 30.8 percent are spending 1-2 hours of time in social media per day.

When people are highly engaging in the social media, ads that catch the attention of customer will increase the possibilities of purchasing.

Table 3

Social Media Attention by participants

| Attention to Ads on social media | No. of Participants | Percentage |
|----------------------------------|---------------------|------------|
| Yes | 80 | 61.5% |
| No | 50 | 38.5% |

The quality of the product purchased and delivered seems varying may cause such problem. 80 people out of 130 are giving attention (Table 3) to the ads in social media which are most influential customer to any business.

While in scaling of social medial effect on customers purchasing decision 30 participant are with low affect and higher respondent 76 are with medium. Some participants are highly affected by such social media ads which is in Table 4.

Table 4

How Much Social Media affect buying decision

| How much Social Media affect buying Decision | No. of Participants | Percentage |
|--|---------------------|------------|
| Low | 30 | 23.1 % |
| Medium | 76 | 58.5% |
| High | 17 | 13.1 % |
| Very High | 7 | 5.4 % |

Have you ever made an online purchase as a result of an advertisement that appeared on your Social media ?
130 responses

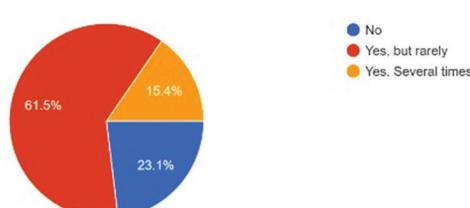


Figure 5 Participants Online Purchase Status

Almost 100 participants out of 130 are making some purchase from the social media platform. People are aware of reading product reviews, comments and product analysis before buying that product. 92 participants read such comments, reviews of the product before buying. Only 2.3% of studied sample is found to ignore such reviews and comment. This is very effective way to reduce fraud of duplicate items to be delivered by knowing the product review from the user of the same products.

To find out the number of customers buying items from social media, data analysis was carried out. There are many factors other than discussed above which directly affect the purchasing decision of the buyer.

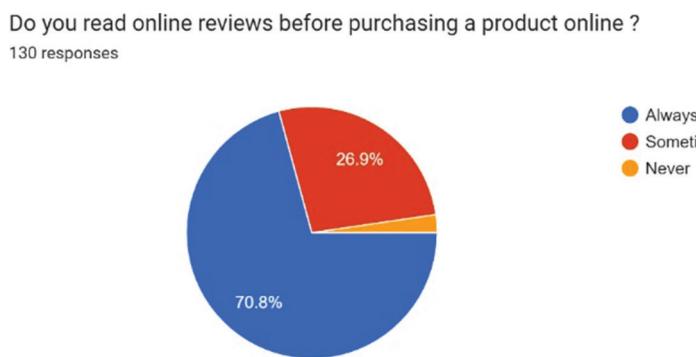


Figure 6 Participant Behavior to Read Online Reviews

All such possible factors are listed in Figure 7 and the reaction of participants regarding those factors. Price of the products has affected 96 participants out of 130 and satisfaction, trust toward the company or products, return policy and cash on delivery are following factors. 35 and 25 participants aligned with cash on delivery and cash back warranty factors as an important factor for online purchasing decision making.



Figure 7 Highly Influencing Factors for Purchase Decision

Chi-Square Test

The frequency was measured with respect to the gender and age-group for all the above-mentioned scenarios. The test aim to identify the relation of such factors with the gender of customer with 5% level of significance.

The calculated value was compared with the values obtained from the table for given level of significance and degree of freedom. The null hypothesis was accepted if the calculated value < tabulated value and rejected if the calculated value > tabulated value.

Table 5

Chi-Square Test for Time Spending in Social Media to Gender and Age Group for Online Shopping

| Chi-Square Test for Time Spending in Social Media to Gender and Age Group for Online Shopping | | | | | | | | |
|--|--|--------|----------|-----------|---------|--------|----------|----------|
| Time Spending in Social Media | Gender | | | Age Group | | | | Total |
| | Male | Female | Total | Below 20 | 20-30 | 30-40 | Above 40 | |
| Less than 30 minute | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 |
| 30 - 60 minute | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 1 |
| 1 - 2 hours | 16 | 19 | 35 | 3 | 29 | 2 | 0 | 34 |
| More than 2 hours | 36 | 28 | 64 | 9 | 53 | 2 | 1 | 65 |
| Total | 53 | 48 | 101 | 12 | 84 | 4 | 1 | 101 |
| Calculation of Expected Values: | | | | | | | | |
| Time Spending in Social Media | Gender | | | Age Group | | | | Total |
| | Male | Female | Total | Below 20 | 20-30 | 30-40 | Above 40 | |
| Less than 30 minute | 0.5248 | 0.4752 | 1.0000 | 0.1188 | 0.8317 | 0.0396 | 0.0099 | 1.0000 |
| 30 - 60 minute | 0.5248 | 0.4752 | 1.0000 | 0.1188 | 0.8317 | 0.0396 | 0.0099 | 1.0000 |
| 1 - 2 hours | 18.366 | 16.633 | 35.0000 | 4.0396 | 28.2772 | 1.3465 | 0.3366 | 34.0000 |
| More than 2 hours | 33.584 | 30.415 | 64.0000 | 7.7228 | 54.0594 | 2.5743 | 0.6436 | 65.0000 |
| Total | 53.00 | 48.000 | 101.0000 | 12.0000 | 84.0000 | 4.0000 | 1.0000 | 101.0000 |
| Calculation of Chi-Square: | | | | | | | | |
| Time Spending in Social Media | Gender | | | Age Group | | | | Total |
| | Male | Female | Total | Below 20 | 20-30 | 30-40 | Above 40 | |
| Less than 30 minute | 0.4304 | 0.4752 | 0.9057 | 0.1188 | 0.0341 | 0.0396 | 0.0099 | 0.2024 |
| 30 - 60 minute | 0.5248 | 0.5794 | 1.1042 | 0.1188 | 0.0341 | 0.0396 | 0.0099 | 0.2024 |
| 1 - 2 hours | 0.3049 | 0.3366 | 0.6415 | 0.2675 | 0.0185 | 0.3171 | 0.3366 | 0.9398 |
| More than 2 hours | 0.1738 | 0.1919 | 0.3657 | 0.2112 | 0.0208 | 0.1281 | 0.1974 | 0.5575 |
| Total | 1.4338 | 1.5832 | 3.0170 | 0.7164 | 0.1074 | 0.5244 | 0.5538 | 1.9020 |
| Chi-Square Value (Calculated) = 3.0170 | Chi-Square Value (Calculated) = 1.9020 | | | | | | | |
| Level of Significance = 0.05 | Level of Significance = 0.05 | | | | | | | |
| Degree of Freedom = 3 | Degree of Freedom = 9 | | | | | | | |
| Chi-Sqaure Value (Table) = 7.815 | Chi-Sqaure Value (Table) = 16.919 | | | | | | | |
| Interpretation: Since χ^2 (calculated) = 3.0170 < χ^2 (tabulated) = 7.815. Hence, we conclude that there is no significant relation between gender and time spending in social media | Interpretation: Since χ^2 (calculated) = 1.9020 < χ^2 (tabulated) = 16.919. Hence, we conclude that there is no significant relation between age group and time spending in social media | | | | | | | |

Test concluded that the there is no any significant relation between time spending on social media for Male, Female or with the various age group peoples as in Table 5. The result will be in support to the profit maximizing business firm to target all the age group people of any gender from social media marketing.

Table 6

Chi-Square Test for Attention to Advertisement on social media to Gender and Age Group for Online Shopping C

| Chi-Square Test for Attention to Advertisement on social media to Gender and Age Group for Online Shopping C | | | | | | | |
|--|-----------|---------|--------|---|---------|---------|----------|
| Attention on Social Media Ads | Gender | | | Age Group | | | |
| | Male | Female | Total | Below 20 | 20-30 | 30-40 | Above 40 |
| Yes | 36 | 32 | 68 | 8 | 55 | 4 | 1 |
| No | 17 | 15 | 32 | 3 | 29 | 0 | 0 |
| Total | 53 | 47 | 100 | 11 | 84 | 4 | 1 |
| Calculation of Expected Values: | | | | | | | |
| Attention on Social Media Ads | Gender | | | Age Group | | | |
| | Male | Female | Total | Below 20 | 20-30 | 30-40 | Above 40 |
| Yes | 36.0400 | 31.9600 | 68 | 7.4800 | 57.1200 | 2.7200 | 0.6800 |
| No | 16.9600 | 15.0400 | 32 | 3.5200 | 26.8800 | 1.2800 | 0.3200 |
| Total | 53 | 47 | 100 | 11 | 84 | 4 | 1 |
| Calculation of Chi-Square: | | | | | | | |
| Attention on Social Media Ads | Gender | | | Age Group | | | |
| | Male | Female | Total | Below 20 | 20-30 | 30-40 | Above 40 |
| Yes | 0.0000 | 0.0001 | 0.000 | | | | |
| 1 | 0.0361 | 0.0787 | 0.6024 | 0.1506 | 0.8678 | | |
| No | 0.0001 | 0.0001 | 0.000 | | | | |
| 2 | 0.0768 | 0.1672 | 1.2800 | 0.3200 | 1.8440 | | |
| Total | 0.000138 | 0.00015 | 0.000 | 0.11296 | 0.24588 | 1.88235 | 0.47058 |
| Chi-Square Value | 0.0002951 | | | Chi-Square Value | | | |
| (Calculated) = | 8 | | | (Calculated) = | | | |
| Level of Significance = | 0.05 | | | Level of Significance = | | | |
| Degree of Freedom = | 1 | | | Degree of Freedom = | | | |
| Chi-Square Value (Table) = | 3.841 | | | Chi-Square Value (Table) = | | | |
| Interpretation: Since χ^2 (calculated) = 0.00025918 < χ^2 (tabulated) = 3.841 Hence, we conclude that there is no significant relation between gender and attention on social media ads. | | | | Interpretation: Since χ^2 (calculated) = 2.71178 < χ^2 (tabulated) = 7.815, Hence, we conclude that there is no significant relation between age group and attention on social media ads. | | | |

Test concluded that the there is no any significant relation between gender, age group and attention on social media ads as in Table 6.

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Table 7

Chi-Square Test for Social Media Platform used for Online Purchase to Gender and Age Group for Online Shopping

Chi-Square Test for Social Media Platform used for Online Purchase to Gender and Age Group for Online Shopping

| Social Media Platform used for Online Purchase | Gender | | | Age Group | | | | Total |
|--|-----------|---------|-------|-----------|-----------|-----------|---|----------|
| | Male | Female | Total | Below 20 | 20-30 | 30-40 | Above 40 | |
| Facebook | 44 | 18 | 62 | 11 | 49 | 3 | 0 | 63 |
| Instagram | 39 | 34 | 73 | 8 | 61 | 2 | 1 | 72 |
| Tiktok | 16 | 25 | 41 | 5 | 32 | 4 | 0 | 41 |
| Total | 99 | 77 | 176 | 24 | 142 | 9 | 1 | 176 |
| <u>Calculation of Expected Values:</u> | | | | | | | | |
| Social Media Platform used for Online Purchase | Gender | | | Age Group | | | | Total |
| | Male | Female | Total | Below 20 | 20-30 | 30-40 | Above 40 | |
| Facebook | 34.8750 | 27.1250 | 62 | 8.5909 | 50.8295 | 3.2216 | 0.3580 | 63 |
| Instagram | 41.0625 | 31.9375 | 73 | 9.8182 | 58.0909 | 3.6818 | 0.4091 | 72 |
| Tiktok | 23.0625 | 17.9375 | 41 | 5.5909 | 33.0795 | 2.0966 | 0.2330 | 41 |
| Total | 99 | 77 | 176 | 24 | 142 | 9 | 1 | 176 |
| <u>Calculation of Chi-Square:</u> | | | | | | | | |
| Social Media Platform used for Online Purchase | Gender | | | Age Group | | | | Total |
| | Male | Female | Total | Below 20 | 20-30 | 30-40 | Above 40 | |
| Facebook | 2.3875 | 3.0697 | 5.457 | 0.6756 | 0.0659 | 0.0152 | 0.3580 | 1.114613 |
| Instagram | 0.1036 | 0.1332 | 0.236 | 0.3367 | 0.1457 | 0.7682 | 0.8535 | 2.104155 |
| Tiktok | 2.1628 | 2.7807 | 4.943 | 0.0625 | 0.0352 | 1.7280 | 0.2330 | 2.058666 |
| Total | 4.653911 | 5.983 | 10.63 | 1.07471 | 0.2467651 | 2.5115068 | 1.4444444 | 5.277435 |
| Chi-Square Value (Calculated) = | 10.637512 | | | | | | Chi-Square Value (Calculated) | 5.277435 |
| Level of Significance = | 0.05 | | | | | | Level of Significance = | 0.05 |
| Degree of Freedom = | 2 | | | | | | Degree of Freedom = | 6 |
| Chi-Square Value (Table) = | 5.991 | | | | | | Chi-Square Value (Table) = | 12.592 |
| Interpretation: Since χ^2 (calculated) = $10.63 > \chi^2$ (tabulated) = 5.991 | | | | | | | Interpretation: Since χ^2 (calculated) = 5.27 < χ^2 (tabulated) = 12.592, Hence, | |
| Hence, we conclude that there is significant relation between gender and social media platform used for online purchase. | | | | | | | we conclude that there is no significant relation between age-group and social media platform used for online purchase. | |

Different social media platform like Facebook, Instagram, Tiktok are highly influencing in the purchasing decision of customer. The finding shows that the significant difference between male and female for the use of social media platform. The inclination of females towards Instagram is found higher than that of male. But there is no significant relation between the age groups for the use of social media. Also found that the significant relation between gender for the purchase online as in Table 7 and Table 8.

Table 8

Chi-Square Test for Purchase to Gender and Age Group for Online Shopping

| Chi-Square Test for Purchase to Gender and Age Group for Online Shopping | | | | | | | | |
|---|-----------|---------|---------|--|--------|--------|----------|-----------|
| Purchase | Gender | | | Age Group | | | | |
| | Male | Female | Total | Below 20 | 20-30 | 30-40 | Above 40 | Total |
| No | 24 | 6 | 30 | 2 | 26 | 1 | 1 | 30 |
| Yes, but Rarely | 46 | 34 | 80 | 10 | 68 | 1 | 1 | 80 |
| Yes, Several Times | 7 | 13 | 20 | 1 | 16 | 3 | 0 | 20 |
| Total | 77 | 53 | 130 | 13 | 110 | 5 | 2 | 130 |
| Calculation of Expected Values: | | | | | | | | |
| Purchase | Gender | | | Age Group | | | | |
| | Male | Female | Total | Below 20 | 20-30 | 30-40 | Above 40 | Total |
| No | 17.7692 | 12.2308 | 30 | 3.0000 | 25.384 | 1.1538 | 0.4615 | 30 |
| Yes, but Rarely | 47.3846 | 32.6154 | 80 | 8.0000 | 67.692 | 3.0769 | 1.2308 | 80 |
| Yes, Several Times | 11.8462 | 8.1538 | 20 | 2.0000 | 16.923 | 0.7692 | 0.3077 | 20 |
| Total | 77 | 53 | 130 | 13 | 110 | 5 | 2 | 130 |
| Calculation of Chi-Square: | | | | | | | | |
| Purchase | Gender | | | Age Group | | | | |
| | Male | Female | Total | Below 20 | 20-30 | 30-40 | Above 40 | Total |
| No | 2.1848 | 3.1742 | 5.35898 | 0.3333 | 0.0149 | 0.0205 | 0.6282 | 0.9969696 |
| Yes, but Rarely | 0.0405 | 0.0588 | 0.09924 | 0.5000 | 0.0014 | 1.4019 | 0.0433 | 1.9465909 |
| Yes, Several Times | 1.9825 | 2.8803 | 4.86277 | 0.5000 | 0.0503 | 6.4692 | 0.3077 | 7.3272727 |
| Total | 4.2077 | 6.1132 | 10.320 | 1.3333 | 0.0666 | 7.8916 | 0.97916 | 10.2708 |
| Chi-Square Value | 10.320999 | | | Chi-Square Value | | | | |
| (Calculated) = | 75 | | | (Calculated) = | | | | |
| Level of Significance = | 0.05 | | | Level of Significance = | | | | |
| Degree of Freedom = | 2 | | | Degree of Freedom = | | | | |
| Chi-Sqaure Value | 5.991 | | | Chi-Sqaure Value (Table) = | | | | |
| (Table) = | | | | 12.592 | | | | |
| Interpretation: Since χ^2 (calculated) = 10.32 > χ^2 (tabulated) = 5.991, | | | | Interpretation: Since χ^2 (calculated) = 10.27 < χ^2 (tabulated) = 12.592, | | | | |
| Hence, we conclude that there is significant relation between gender and purchase. | | | | Hence, we conclude that there is no significant relation between age-group and purchase. | | | | |

The major findings of this research are summarized as below:

- 93 out of total 130 participants agrees that the social media has influence on their buying behavior, and are being attentive and highly influenced by the advertisement. Business company can use attractive offers to such customer in social media to increase market share.
- 76 out of total 130 participant rate medium to the social media affect their buying behavior and only 30 out of total 130 rate low to the social media in their purchasing decision.
- 52.3% of total 30 participants do not think that the celebrity endorsements play a big part in influencing their online purchasing decision and 62 out of total 130 participant has accepted that celebrity endorsements affect purchasing decision.
- The questionnaire survey finds that Instagram is widely used for online purchasing, the advertisement in Instagram are highly influential on customers online purchasing decision. However, Facebook and TikTok has also influence the customers purchasing decision.
- Price is most influencing factor for online shopping and satisfaction from such product, their return policy,

cash on delivery, cash back warranty business reputation i.e., brand and social and individual behavior also affects customers purchasing decision.

- There is no significant relation between gender and time spending in social media and age-group and time spending in social media.
- There is no significant relation between gender and time spending in social media and age-group and attention on social media ads.
- There is significant relation between gender and purchase. However, no significant relationship between age-group and purchase was found.
- There is significant relation between gender and social media platform used for online purchase. However, there is no significant relationship between age-group and social media platform used for purchase.

As we went through the survey, we could find out various data related to social media engagement from the different age group, gender consumers. Most of the women consumer are purchasing the product from influence of advertisement on social media than male. And also, highest number of respondents are influence by advertisement on Instagram. Price is the first priority of respondents while choosing any products. Largest number of respondents feels price is most important factors for them while making purchase decision. This research leads to several other findings such as many consumers' decision is impact by the return policy, cash on delivery, cash back warranty, trust, satisfaction, business reputation etc. the reviews of the product, comments on the post of products are influencing factor for customer to make purchasing decision. Largest number of respondents agrees that social media influences the customers purchasing behavior and lower number of consumers get influence by the endorsement of celebrity in advertising. Highest numbers of consumers are following the brand of company on social media.

Conclusion

The study focuses on the analysis of social media on consumers purchasing decision. Hence the relevant factors are identified. The primary objective of this research is to find the social media influence on participants behavior. The research comprises of all age group male and female respondents. According to survey people of all the age group used to social media which contains below 20yrs (10%), between 20-30yrs (84.6%), between 30-40yrs (3.8%) and above 40yrs (1.5%). In this survey male respondents are higher who uses social media where 68% are purchasing any product from social media influence.

The study also concludes that there is a significant relation with gender and the online purchasing where females are highly active in purchasing by the influence of advertisement of social media. It also shows that more respondents using Instagram than Facebook and Tiktok comes, which direct relation with their purchasing channel. In this survey we can find that people decision of purchasing is impact by the product price, trust, satisfaction, return policy, cash on delivery, cash back warranty, business reputation etc. It was found that there is significant relation between gender and purchase. However, no significant relationship between age-group and purchase was found. On the basis of the findings of the study, the following action implications are made for increasing social media advertisement for influencing customers purchasing decision.

- This study helps the marketer to understand the factors that influence the customer purchasing behavior and help marketers to make specific profile of the specific consumer.
- This study helps the marketer or business firm in understanding consumers perception which helps in adopting relevant marketing strategy to attract the consumers on social media
- This study helps as a guideline for the researcher for conducting future research by providing concrete path.

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