



IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR: A STUDY ON WOMEN PROFESSIONALS

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Abstract:

Social media platforms have provided consumers with new options to engage in social interactions on the internet. Contemporary consumers rely on social media to get information and stay updated on several companies. Social Media Marketing (SMM) has become a crucial tool for businesses to quickly and effectively reach their target consumers. In the current age of globalization, relying only on conventional marketing practices is not conducive to navigating the intense competition. Businesses must modify their social media marketing approach in order to maintain their presence in the market. Social media platforms have altered the power dynamics in the realm of online commerce by introducing new marketing tools and strategies. The survey observed that customers are embracing internet marketing and their purchasing behavior is being particularly impacted, especially among women professionals. This report aims to analyze the influence of social media on customer purchasing behavior. A descriptive research study was undertaken, using the random sample approach to pick the respondents. The proposal and conclusion have been derived from the results.

Key Words: Social Media Marketing, Consumer Behavior, Internet, Globalization

Introduction:

In ancient times, individuals engaged in communication with one another in the absence of a formal language. The manner of communication has undergone a significant transformation in contemporary times. Social media platforms have emerged as a handy means of communication across all age demographics. The advent of the Internet and specifically social media, has transformed the means of communication between consumers and marketers. The Internet has many key features, including the ability to store vast quantities of data at various places in a cost-effective manner, the presence of robust search engines that facilitate the organization and dissemination of information, the capacity to serve as a platform for software distribution and the provision of very affordable services. Thanks to the internet and the availability of many social media platforms, business professionals may now connect with clients from across the globe with just a single click. The internet technology enables consumers to look for products online, see user reviews and rankings and make informed purchasing decisions. Consumers nowadays excessively rely on technology, particularly computers, which has led to the widespread usage of internet marketing. Social media exerts effect on consumer buying decisions via group discussion. The web platform is an innovative approach to company development. Social media alters the modes of contact between suppliers and purchasers. E-commerce has a significant impact on consumers' purchasing decisions. Social media provides a novel venue for exchanging information about products and services. The examination of customer behavior is the essential undertaking for marketing products and services, given that a majority of consumers use the internet and online social media platforms. Social media has emerged as a crucial platform for product promotion, marketing and conducting surveys. In the present day, social media has become a crucial marketing tool for promotional endeavors. Therefore, it is important to understand the impact of social media on customer behavior.

According to a study from Wikipedia, there are over three hundred Social Networking Sites worldwide, with a total of 150 crore users (www.en.wikipedia.org). At its fundamental level, a social network is an online community where individuals navigate via profiles that serve as representations of themselves to others. The primary motivation for individuals nowadays to visit these websites is the significant change in key paradigms brought about by the introduction of Social Networking Sites, which has impacted millions of people. Social networking sites facilitate the easy formation of friendships and the creation of groups based on shared interests, commercial ventures and more. Transferring images and sharing opinions on culture, movies, sports, education and daily events is a simple process. Social networking sites facilitate the reunion of old acquaintances and aid in the restoration of severed connections. Social networking sites facilitate the growth of knowledge in cultural, social and economic domains. The primary catalyst behind the rise of Social Networking Sites is their inherent user-friendliness. Individuals of many backgrounds may create an account and establish connections with

others. The majority of the material disseminated on Social Networking Sites consists of personal information, photographs and interests. Social networking sites are now in its early stages but already have a large range of software applications that are utilized globally. As these sites mature, additional applications will be developed. Social media focuses on fostering user relationships via the exchange of information and shared interests. There is a wide array of Social Networking Sites available worldwide, including Facebook, MySpace, Orkut, Cyworld and LinkedIn. Facebook is the dominant social networking site, with around 300 million registered members worldwide.

Review of Literature:

Sushma (20210) currently, the use of social media platforms by consumers is steadily expanding on a daily basis. Social media has a significant impact on consumer behavior. Various social media platforms, such as Facebook, Twitter, Instagram, Snapchat, messengers and YouTube, enable the interchange of thoughts and ideas between individuals.

Gulzar Asma & Maqbool Misbah (2018) Utilizing social media platforms for marketing purposes has emerged as a contemporary method to establish a connection with clients. Due to the widespread popularity of social media, organizations are now confidently prioritizing this sector to achieve their diverse aims. Social media marketing positively influences customers' purchasing choices and increases brand awareness.

Dr. M. Thirumagal Vijaya (2015) Social media refers to a collection of online programs that enable users to generate, cooperate and distribute material among themselves. When used effectively, social media may enhance firms' ability to prioritize the customer in the social marketing process. The development of social media demonstrates the dynamic nature of technology, which always adapts to meet the demands of its users. Utilizing social media platforms enables corporations to effectively target and promote their products or services to other businesses. Several examples of these social networks include Facebook, YouTube, Twitter, LinkedIn and Google, among others.

Research Methodology:

This chapter presents a discussion on the conceptual framework for analysis, which focuses on the scientific method of approaching the resolution of research issues. In this chapter, the research gap that was discovered in the previous examination of the relevant literature is methodically converted into a researchable problem statement, which finally leads to the objectives of the study. This chapter provides information regarding the research questions and hypotheses that are being investigated. This chapter focuses on the design of the research, the methodology for collecting the data, the creation of the scale and the sampling plan. This chapter provides a concise explanation of the constraints associated with the methodology.

Objective of Study:

- To explore the various key factors that affects women buying behaviour using social media marketing.
- To examine the impact of social media marketing on product awareness of women professionals.
- To identify the various sources of social media marketing used by women professionals.
- To examine the impact of social media marketing on impulse of buying behaviour of women professionals.

Hypotheses:

Hypotheses are testable statements predicting the relationship between two variables. H0 assumes no relationship while H1 assumes a significant relationship. The following hypotheses were framed from the objectives of the study.

Hypotheses 1:

- H0: There is no significant relationship between social media marketing and women's buying behavior.
- H1: social media marketing significantly affects women's buying behavior.

Hypotheses 2:

- H0: Social media marketing has no significant impact on the product awareness of women professionals.
- H1: Social media marketing has a significant impact on the product awareness of women professionals

Hypotheses 3:

- H0: There is no significant difference in the sources of social media marketing used by women professionals.
- H1: There is significant difference in the sources of social media marketing used by women professionals.

Hypotheses 4:

- H0: Social media marketing has no significant impact on the impulse buying behavior of women professionals.
- H1: Social media marketing has a significant impact on the impulse buying behavior of women professionals.

Research Design:

In order to achieve the study's aims, it is critical to use a systematic scientific methodology to present and evaluate the study's findings. While carrying out the current study, the different phases of any research investigation, such as problem identification, research area selection, sample frame, use of different tools for data collection and various methodologies utilized for data analysis, were taken into account. The study's design has been examined under the following headings:



Figure 1: Approaches and Methodology

Populations:

The population of interest for the study consists of women professionals in Haryana. In the context of research, the term "research population" refers to a well-defined collection of individuals or things that are known to share comparable features. In most cases, every single person or thing that belongs to a particular community shares a single, overarching quality or attribute.

Sampling Unit:

The sample unit will be all the women professionals, The sampling unit refers to the individual elements or entities that are selected from the population to be included in a sample for research purposes. It represents the fundamental level of analysis within a study. In the context of the research on the impact of social media marketing on consumer buying behavior among women professionals, the sampling unit would be the individual women professionals who are chosen to participate in the study.

Sample Size:

450 women professionals are selected for study due to large population Cochran formula is used in the study to determine the sample size of the population and optimum size of 450 women working in higher education are selected for study.

Data Cleaning:

The act of identifying and repairing (or eliminating) data that is erroneous or corrupt is referred to as "data cleaning." Following the completion of the data collection from primary sources, the researchers carried out the procedure of data cleansing in order to get rid of any incomplete, erroneous, or corrupted data that were in the way of the study's objectives. Response less and error response were gone through data cleaning process and after these 450 data were selected for analysis purpose. The detail Data cleaning process is given below:

$500 \text{ (distributed Questionnaires)} = 483 \text{ (received back)} - 33 \text{ (Incomplete/corrupted)} = 450 \text{ (usable data)}$

Data Transformation:

Data transformation is the process of converting the raw Data into validate data. In this study data transformation is done with the help of SPSS version 23.

Data Presentation and Tools for Analysis:

The selection of analytical tool has been done on the base of need and requirement of the study. Bar Graph, Percentage, Average Method is used in this research. Coding, tabulation, graphical representation is also done. MS Excel sheet is used for presentation of data. Data is processed and analyzed by using SPSS 23 version through below described test. Analysis of Variance, more often known as ANOVA, is a method of statistical analysis that is used to investigate the importance of the factors (also known as independent variables) in a multi-factor model. The two-sample t-test can be thought of as a special case of the one-factor model, which can be thought of as a generalization. In other words, the two-sample t-test and regression are a test that examines the hypothesis that the means of two populations are equivalent to one another. The premise that all population means are the same is put to the test via the one factor ANOVA.

Data Analysis and Data Interpretation:

Data analysis and interpretation are critical elements in the research process. The analysis aims to arrange, classify and summarise the obtained data to understand better and analyse it to answer the study

questions. The quest for the more considerable significance of discoveries is called interpretation. An analysis is incomplete without interpretation and interpretation cannot take place without analysis. As a result, they are mutually reliant. In this chapter, a careful examination of the acquired data was undertaken following the previously stated objectives. Based on the study's findings, hypotheses were also evaluated. There were interpretations and conclusions reached. The following statistical techniques, including descriptive and inferential statistics, have been employed in this chapter to analyze the data gathered for the current study. The analysis was undertaken with the help of the statistical package SPSS and Microsoft Office Excel 2016. The statistical tools applied "Descriptive statistics", "Factor Analysis".

Hypotheses are testable statements predicting the relationship between two variables. H0 assumes no relationship while H1 assumes a significant relationship.

Researchers design experiments and statistical tests to gather evidence to either support or reject the null hypothesis. If the data provides enough evidence to reject the null hypothesis, it implies that the alternative hypothesis (H1) is more likely to be true. If the evidence is not strong enough, the null hypothesis remains plausible. This process helps researchers draw conclusions and make informed decisions based on empirical evidence.

The Hypotheses were framed from the objectives of the study.

Variables Used for Analysis:

Independent Variables: "The variable that is altered in order to gauge its impact on a dependent variable is referred to be an independent variable". The independent variable is also known as the input variable, while the dependent variable is the output. The effects of the study are being evaluated using the following variables.

Dependent Variables:

The dependent variables in this study encompass critical aspects of consumer behavior influenced by social media marketing. First and foremost is "Buying Behavior," a multifaceted construct that involves the frequency, types and patterns of purchases made by individuals. This variable is dependent on various factors and understanding its nuances can unveil the impact of social media marketing on consumers. Another significant dependent variable is "Product Purchasing," which delves into the specific products or services that individuals choose to buy, examining how social media marketing strategies shape these choices. Lastly, "Impulse Buying Behavior" is a crucial dependent variable, capturing the spontaneous and unplanned purchases influenced by social media stimuli. Unraveling the dynamics of impulse buying behavior can provide insights into the immediate effects of social media marketing on consumer decisions.

Independent Variables:

The independent variables in this study are the factors within the control of marketers that are expected to influence the dependent variables. "Social Media Marketing" is the overarching independent variable, encapsulating various strategies employed on platforms like Facebook, Instagram, or Twitter. Within social media marketing, specific strategies such as the frequency and type of posts, engagement tactics and promotional activities become discrete independent variables influencing buying behavior. Additionally, elements like "Product Information and Presentation" are independent variables, encompassing how products are portrayed on social media in terms of content clarity, visual appeal and information provided. The variable "Interactivity and Engagement" stands as an independent factor, measuring how interactive features on social media platforms impact consumer decisions. "Promotions and Discounts" represent another independent variable, exploring how special offers or discounts shared through social media influence product purchasing and impulse buying behavior. By analyzing these independent variables, the study aims to uncover the intricate relationship between social media marketing strategies and the multifaceted landscape of women professionals' consumer behaviors.

Table 1: Descriptive Statistics of items on Buying Behavior

Variables	N	Min	Max	Mean	Std. Deviation
Social Media Marketing	450	2.838	4.171	3.474	0.243
Buying Behaviour	450	2.042	4.492	3.464	0.467
Product Purchasing	450	2.250	4.438	3.411	0.368
Impulse Buying Behaviour	450	1.250	5.000	3.502	0.874

Key variables: "Social Media Marketing", "Buying Behaviour", "Product Purchasing", and "Impulse Buying Behaviour," each assessed across 450 respondents. "Social Media Marketing" scores range from a minimum of 2.838 to a maximum of 4.171, with a mean of 3.474 and a relatively low standard deviation of 0.243, indicating a moderate level of consistency among respondents in their evaluations of social media marketing. "Buying Behaviour" scores range from 2.042 to 4.492, with a mean of 3.464 and a slightly higher standard deviation of 0.467, reflecting a bit more variability in respondents' self-reported buying behaviors. "Product Purchasing" scores span from 2.250 to 4.438, with a mean of 3.411 and a relatively low standard deviation of 0.368, suggesting a moderate level of consistency in respondents' assessments of product purchasing influenced by social media. The variable "Impulse Buying Behaviour" displays a broader range, with

scores ranging from 1.250 to 5.000, a mean of 3.502 and a higher standard deviation of 0.874, indicating more variability in responses concerning impulsive buying behaviors influenced by social media. These statistics provide a quantitative overview of the dataset, offering insights into the central tendencies and variability of respondents' perceptions and behaviors related to social media marketing and consumer actions.

Hypotheses 1:

- H0: There is no significant relationship between social media marketing and women's buying behavior.
- H1: social media marketing significantly affects women's buying behavior.

Table 2: “KMO and Bartlett’s Test for the validity of factor analysis of the effectiveness of social media marketing significantly affects women's buying behavior

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.508
Bartlett's Test of Sphericity	Approx. Chi-Square	1507.164
	df	91
	Sig.	.000

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy assesses the suitability of data for factor analysis. In this instance, the KMO value is 0.508, indicating that the sample may have some limitations in terms of factor analysis. Generally, a KMO value below 0.6 suggests that the data might not be highly suitable for this statistical technique. Simultaneously, Bartlett's Test of Sphericity, with an approximate chi-square value of 1507.164 and a significant p-value of 0.000, rejects the null hypothesis that the correlation matrix is an identity matrix. This result suggests that correlations between variables are sufficiently large for factor analysis, despite the KMO falling slightly below the ideal threshold. The findings imply caution in interpreting the factor structure

Table 3: Communalities for predominant Factors of the effectiveness of social media marketing significantly affects women's buying behavior

Communalities Principal Component Analysis		
	Initial	Extraction
BR1	1.000	.515
BR2	1.000	.652
BR3	1.000	.483
Trust1	1.000	.596
Trust2	1.000	.599
Trust3	1.000	.658
Inf1	1.000	.663
Inf2	1.000	.535
Inf3	1.000	.468
Ent1	1.000	.356
Ent2	1.000	.597
Irr1	1.000	.371
Irr2	1.000	.957
Irr3	1.000	.952

The communalities, derived from a Principal Component Analysis (PCA), provide insights into the proportion of variance in each variable that can be explained by the extracted factors. In this analysis, the initial communalities for variables such as BR1, BR2, BR3, Trust1, Trust2, Trust3, Inf1, Inf2, Inf3, Ent1, Ent2, Irr1, Irr2 and Irr3 were all initially set to 1.000. However, after extraction, these communalities vary, representing the proportion of variance retained in each variable by the underlying factors. For instance, the variable BR1 retains approximately 51.5% of its initial variance after extraction, indicating that about half of the information in BR1 is accounted for by the identified factors. Similar interpretations apply to other variables, Irr2 and Irr3 show very high communalities of 95.7% and 95.2%, respectively, suggesting that these variables are well-represented by the extracted factors. These communalities are critical in understanding the adequacy of the factor analysis model and guide the interpretation of the subsequent factor loadings, contributing to the robustness and validity of the overall analysis.

Table 4: Eigen value, % variance and Cumulative % of the variance of predominant factors of the effectiveness of social media marketing significantly affects women's buying behavior

Total Variance Explained									
Component	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.092	14.945	14.945	2.092	14.945	14.945	2.075	14.821	14.821

2	1.509	10.777	25.722	1.509	10.777	25.722	1.426	10.182	25.003
3	1.405	10.038	35.76	1.405	10.038	35.76	1.381	9.866	34.87
4	1.26	9	44.76	1.26	9	44.76	1.184	8.459	43.329
5	1.105	7.894	52.654	1.105	7.894	52.654	1.183	8.451	51.78
6	1.03	7.355	60.009	1.03	7.355	60.009	1.152	8.229	60.009
7	0.954	6.815	66.824						
8	0.946	6.76	73.583						
9	0.88	6.282	79.866						
10	0.846	6.042	85.908						
11	0.756	5.402	91.31						
12	0.618	4.416	95.726						
13	0.569	4.064	99.79						
14	0.029	0.21	100						

Extraction Method: Principal Component Analysis.

The Total Variance Explained table resulting from Principal Component Analysis (PCA) provides a comprehensive overview of the variance captured by each principal component. In this analysis, the initial eigenvalues represent the total variance inherent in the dataset and the extraction sums of squared loadings signify the variance retained by each successive principal component. The cumulative percentages indicate the proportion of total variance explained as we consider an increasing number of principal components. The first principal component (PC1) exhibits an initial eigenvalue of 2.092, explaining 14.945% of the total variance. As we move to the second principal component (PC2), which has an initial eigenvalue of 1.509, an additional 10.777% of the total variance is explained. The cumulative percentage at this point is 25.722%, indicating the combined explanatory power of PC1 and PC2. This pattern continues for subsequent principal components, with each one contributing a diminishing proportion of variance compared to its predecessor.

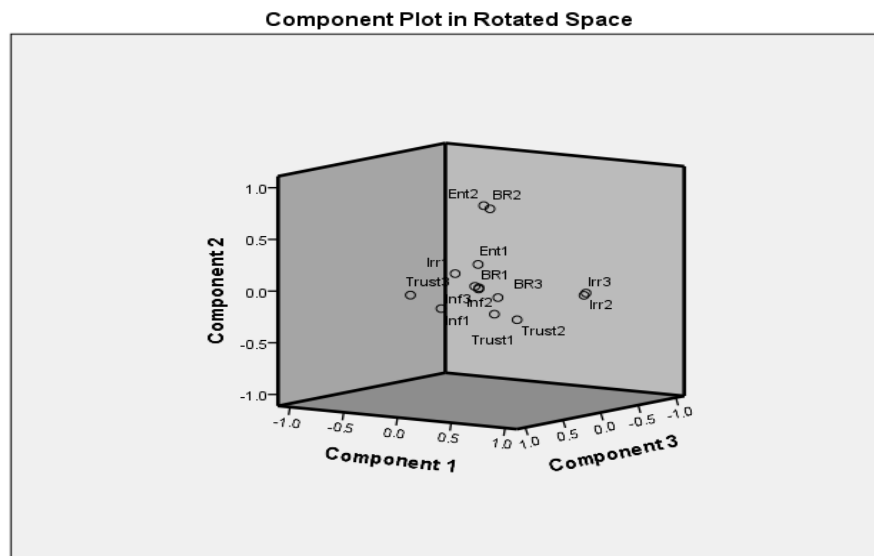


Figure 2: Component plot in rotated Space

The scree plot, a graphical representation of these eigenvalues, is often used to identify the number of principal components to retain. In this context, the scree plot would show a steep decline in eigenvalues after a certain point, suggesting the optimal number of components. The rotation sums of squared loadings represent the variance explained after applying a rotation method, which aims to simplify the interpretation of the factors. Varimax or oblique rotations are commonly used for this purpose. The cumulative percentages in the rotation sums table provide insights into the proportion of variance retained after rotation. It's crucial to interpret these results contextually. For instance, if the first few principal components explain a substantial portion of the total variance, the dataset may have a clear and interpretable structure. Conversely, a more even distribution of variance across components might suggest a complex and multidimensional structure.

Table 5: Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
BR3	<---	Behavioral Responses	1				
BR2	<---	Behavioral Responses	-8.024	6.092	-1.317	0.188	
BR1	<---	Behavioral Responses	1.074	0.764	1.406	0.16	
Trust3	<---	Trust	1				
Trust2	<---	Trust	-0.049	0.139	-0.353	0.724	

Trust1	<---	Trust	0.006	0.023	0.26	0.795	
Inf3	<---	Informative	1				
Inf2	<---	Informative	-0.783	1.038	-0.755	0.45	
Inf1	<---	Informative	-7.779	7.86	-0.99	0.322	
Irr3	<---	Irritating	1				
Irr2	<---	Irritating	1.244	0.107	11.628	***	
Irr1	<---	Irritating	-0.066	0.042	-1.579	0.114	
Ent2	<---	Entertaining	1				
Ent1	<---	Entertaining	0.28	0.134	2.088	0.037	

The regression coefficients (Estimate) in the structural equation model signify the relationships between the latent variables and their observed indicators. The latent variables include Behavioral Responses, Trust, Informative, Irritating and Entertaining. The observed indicators (BR1, BR2, BR3 for Behavioral Responses, Trust1, Trust2, Trust3 for Trust and so forth) serve as proxies for these latent constructs.

For instance, the path coefficient between BR3 and Behavioral Responses is fixed at 1.000, indicating that BR3 perfectly represents the latent variable Behavioral Responses. Similarly, Trust3 is a perfect indicator of the latent variable Trust with a fixed coefficient of 1.000. However, not all observed variables perfectly represent their latent constructs. For instance, the path coefficient between BR2 and Behavioral Responses is -8.024 with a standard error of 6.092, resulting in a critical ratio (C.R.) of -1.317. While this coefficient is not statistically significant ($p = .188$), it suggests a weak negative relationship between BR2 and Behavioral Responses. In contrast, the path coefficient between Irr2 and Irritating is substantial (1.244) with a very low standard error (0.107), leading to a highly significant critical ratio (C.R. = 11.628, $p < .001$). This implies a strong positive relationship between Irr2 and the latent variable Irritating. The path between Ent1 and Entertaining has a coefficient of 0.280 with a standard error of 0.134, resulting in a critical ratio of 2.088 and a statistically significant p-value of .037. This suggests a positive and statistically significant relationship between Ent1 and the latent variable Entertaining.

CMIN:

Model	NPAR	CMIN	DF	P	CMIN/DF
Default Model	38	112.157	67	0	1.674
Saturated Model	105	0	0		
Independence Model	14	1525.855	91	0	16.768

The model fit indices, including the Normed Chi-Square (CMIN/DF), provide a comprehensive evaluation of the goodness-of-fit for different models. In this context, three models are compared: the Default model, the Saturated model and the Independence model. The Default model, with 38 estimated parameters, yields a Chi-Square (CMIN) of 112.157 with 67 degrees of freedom (DF), resulting in a significant p-value of .000. The CMIN/DF ratio for the Default model is 1.674, indicating a moderately acceptable fit. The Saturated model serves as a benchmark for perfect fit, with a CMIN of 0 and zero degrees of freedom, as it perfectly reproduces the observed data. In contrast, the Independence model, representing the null hypothesis of no relationships among variables, shows a considerably higher CMIN of 1525.855 with 91 degrees of freedom. The CMIN/DF for the Independence model is 16.768, signifying a poor fit. Comparing these models, the fit of the Default model is assessed against the Saturated and Independence models. While the CMIN/DF ratio for the Default model suggests a moderate fit, it's essential to consider other fit indices and theoretical considerations. Researchers typically seek a balance between simplicity and fit, aiming for the most parsimonious model that adequately represents the data. The significance of the p-value in the Default model indicates that it significantly deviates from the Saturated model, highlighting the presence of unaccounted relationships. Further model refinement and examination of additional fit indices would contribute to a more comprehensive assessment of the model's adequacy in capturing the underlying structure of the data.

RMSEA:

Model	RMSEA	LO 90	HI 90	PCLOSE
Default Model	0.039	0.026	0.051	0.933
Independence Model	0.187	0.179	0.196	0

The Root Mean Square Error of Approximation (RMSEA) is a crucial fit index used to evaluate how well a model, in this case, the Default and Independence models, reproduces the observed data. For the Default model, the RMSEA is 0.039, with a 90% confidence interval ranging from 0.026 to 0.051. The Probability Close (PCLOSE) value of 0.933 suggests that the model provides a reasonable fit to the data. In contrast, the Independence model exhibits a higher RMSEA of 0.187, indicating a poorer fit to the data. The 90% confidence interval for the Independence model ranges from 0.179 to 0.196. The PCLOSE value of 0.000 underscores the rejection of the hypothesis that the Independence model adequately represents the data. These results suggest that, among the two models, the Default model provides a better fit to the observed data, as indicated by a lower RMSEA and a non-significant PCLOSE value. However, it's crucial to consider multiple fit indices and

theoretical considerations to comprehensively assess the model's adequacy.

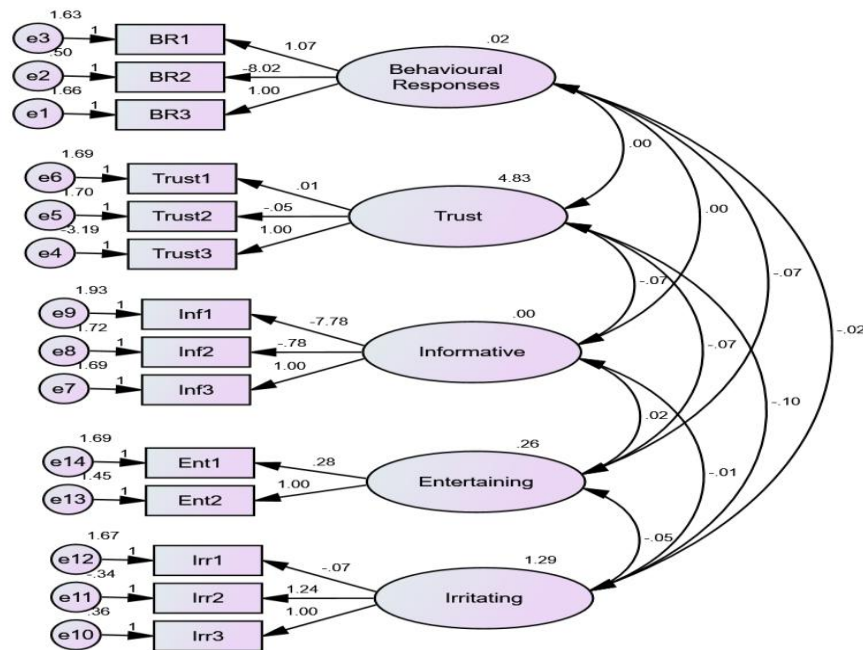


Figure 3: Factor Analysis Model for social media marketing and women's buying behavior
Confirmatory Factor Analysis Model for Social Media Marketing and Women's Buying Behavior:

The covariance estimates in the Default model shed light on the relationships between different latent variables. In particular, the covariance between Behavioral Responses and Trust is estimated at -0.004, with a standard error of 0.010. The critical ratio (C.R.) is -0.408 and the associated p-value is 0.683, indicating a non-significant covariance between these two latent variables. Similarly, the covariances between Behavioral Responses and Informative, Behavioral Responses and Entertaining, Trust and Informative, Trust and Irritating, Trust and Entertaining, Informative and Irritating, Informative and Entertaining, Irritating and Entertaining and Behavioral Responses and Irritating are also non-significant, with p-values above conventional significance levels. However, the covariance between Trust and Irritating approaches significance ($p = 0.073$), suggesting a potential association. Interpretation of covariances is crucial for understanding how latent variables may co-vary, providing insights into the underlying structure of the model. The non-significant covariances in this instance imply that the latent variables are relatively independent of each other in the Default model.

Hypotheses 2:

- H0: Social media marketing has no significant impact on the product awareness of women professionals.
- H1: Social media marketing has a significant impact on the product awareness of women professionals

Groups	Mean	Max	Min	S. D.
Social Media Marketing	3.4869	5	1.75	0.608
Product Purchasing	3.4785	4.777	2.111	0.483

The key statistics for two groups: "Social Media Marketing" and "Product Purchasing." In terms of "Social Media Marketing," the mean score is 3.4869, with a maximum of 5, a minimum of 1.75 and a standard deviation of 0.608. This indicates a moderate overall level of engagement or perception regarding social media marketing among respondents. For "Product Purchasing," the mean score is 3.4785, with a maximum of 4.777, a minimum of 2.111 and a lower standard deviation of 0.483. This suggests a more tightly clustered range of scores, indicating a relatively consistent pattern in respondents' perceptions related to product purchasing influenced by social media.

Table 5: ANOVA a Table

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	56.446	26	2.171	19.007	0
Within Groups	48.315	423	0.114		
Total	104.761	449			

ANOVA (Analysis of Variance) table provides insights into the statistical significance of differences

between groups, often associated with the levels of a categorical variable. In this context, the groups could represent different conditions, treatments, or categories related to the variables under investigation. The "Between Groups" section outlines the variability attributed to differences among groups. The Sum of Squares for Between Groups is 56.446, with 26 degrees of freedom (df), resulting in a Mean Square of 2.171. The F-statistic, calculated as the ratio of Mean Square Between to Mean Square Within, is 19.007 and the associated p-value is highly significant ($p < .000$). This low p-value suggests that there are statistically significant differences among the groups. The "Within Groups" section represents the variability within each group, with a Sum of Squares of 48.315 and 423 degrees of freedom. The Total Sum of Squares is 104.761. The F-statistic of 19.007 indicates that the variability between groups is significantly larger than the variability within groups. This ANOVA result suggests that there are meaningful differences among the groups, emphasizing the importance of the factor (or groups) in explaining the observed variance. Overall, the p-value below the conventional significance level indicates that the differences among groups are unlikely to be due to random chance, reinforcing the statistical significance of the ANOVA results.

Hypotheses 3:

- H0: There is no significant difference in the sources of social media marketing used by women professionals.
- H1: There is significant difference in the sources of social media marketing used by women professionals.

The key statistics for two groups: "Social Media Source" and "Women Buying Behavior," shedding light on the central tendencies and variability within each group. For "Social Media Source," the mean score is 3.487, with a maximum of 5.000, a minimum of 1.750 and a standard deviation of 0.608. This suggests a moderate average level of engagement or perception regarding social media sources among respondents, with a notable range of scores. On the other hand, "Women Buying Behavior" exhibits a mean score of 3.492, a maximum of 4.500, a minimum of 2.000 and a slightly lower standard deviation of 0.497. This indicates a relatively consistent pattern in respondents' self-reported buying behavior influenced by social media. The mean values, along with the range and standard deviation, provide insights into the average perceptions and the level of variability within each group. The data hints at a nuanced relationship between social media sources and women's buying behavior, suggesting that while there might be a moderate average impact, individual responses vary, as evidenced by the spread of scores. Understanding these nuances is essential for interpreting the complex dynamics between social media engagement and consumer behavior among women.

Groups	Mean	Max	Min	S. D.
Social Media Source	3.487	5	1.75	0.608
Women Buying Behaviour	3.492	4.5	2	0.497

The results of an Analysis of Variance ANOVA insights into the statistical significance of differences between groups, often associated with the levels of a categorical variable. In this context, the "Between Groups" section outlines the variability attributed to differences among groups, with a Sum of Squares of 22.633 and 26 degrees of freedom. The Mean Square, calculated by dividing the Sum of Squares by the degrees of freedom, is 0.870. The F-statistic, which compares the variance between groups to the variance within groups, is 4.170 and the associated p-value is highly significant ($p < 0.001$). This indicates that there are statistically significant differences among the groups. The "Within Groups" section represents the variability within each group, with a Sum of Squares of 88.309 and 423 degrees of freedom. The Total Sum of Squares is 110.942. The F-statistic of 4.170 suggests that the variability between groups is significantly larger than the variability within groups. This ANOVA result implies that there are meaningful differences among the groups in terms of the variable under consideration. The low p-value reinforces the statistical significance, indicating that the observed differences are unlikely to be due to random chance. Overall, the ANOVA results suggest that the factor (or groups) being compared has a significant impact on the observed variance in the dependent variable.

Table 6: ANOVA a Table

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.633	26	0.87	4.17	0
Within Groups	88.309	423	0.209		
Total	110.942	449			

Hypotheses 4:

- H0: Social media marketing has no significant impact on the impulse buying behavior of women professionals.
- H1: Social media marketing has a significant impact on the impulse buying behavior of women professionals.

Regression Analysis of Attributes of the Significant Impact on the Impulse Buying Behavior of Women Professionals:

The key statistics derived from a regression analysis. The R Square value, which is 0.711, indicates the proportion of variance in the dependent variable that is explained by the independent variable(s) in the model. In this case, approximately 71.1% of the variability in the dependent variable is accounted for by the independent variable(s). The Adjusted R Square, at 0.706, is a modification of R Square that adjusts for the number of predictors in the model. It is a more conservative measure, particularly useful when dealing with multiple predictors. The value of 0.843 for R represents the correlation coefficient, indicating a strong positive linear relationship between the independent and dependent variables. The Standard Error of the Estimate, which is 0.2554, provides an estimate of the variability of the actual values around the predicted values. Overall, this model appears to be a good fit for the data, explaining a substantial proportion of the variance in the dependent variable and the high correlation coefficient suggests a strong relationship between the variables under consideration.

Table 7: Model Summary of Personalized social media

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 ^a	0.711	0.706	0.2554

The results of a regression analysis with the breakdown of Sum of Squares, degrees of freedom (df), Mean Square, F-statistic and significance (Sig.). The Regression section indicates that the model explains a significant amount of variance in the dependent variable, as evidenced by the high F-statistic of 135.760 with a very low p-value of .000. This suggests that the model is statistically significant, meaning that at least one independent variable in the model has a significant effect on the dependent variable. The Sum of Squares for the Regression is 70.838 and the Residual (or error) Sum of Squares is 28.764. The Total Sum of Squares represents the overall variability in the dependent variable and in this case, it is 99.602. The degrees of freedom for Regression and Residual are 8 and 441, respectively. The Mean Square for Regression is 8.855 and the Mean Square for Residual is .065. These values contribute to the computation of the F-statistic. Overall, the results suggest that the independent variables in the model collectively contribute significantly to explaining the variability in the dependent variable, as indicated by the highly significant F-statistic.

Table 8: Regression a Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.838	8	8.855	135.76	.000 ^b
	Residual	28.764	441	0.065		
	Total	99.602	449			

The regression coefficients provide insights into the relationship between the predictor variable, represented by "SM" (Social Media) and the dependent variable, given the constant term. The "Constant" term has an unstandardized coefficient (B) of 1.406 with a standard error of 0.066. This implies that when the Social Media variable is zero, the expected value of the dependent variable is 1.406. The standardized coefficient (Beta) for the constant is not applicable as it is a constant term. For the "SM" variable (Social Media), the unstandardized coefficient (B) is 0.598, with a standard error of 0.019. The standardized coefficient (Beta) is 0.836. This suggests that for a one-unit increase in the Social Media variable, the dependent variable is expected to increase by 0.598 units. The standardized coefficient (Beta) of 0.836 indicates a strong positive relationship between the predictor and the dependent variable.

Table 9: Coefficients of Linear Regression of significant impact on the impulse buying behavior of women professionals

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.406	0.066		21.299	0	1.277	1.536
	SM	0.598	0.019	0.836	32.194	0	0.561	0.634

The t-value of 32.194 is highly significant ($p < 0.001$), indicating that the relationship between social media and the dependent variable is not likely due to random chance. The 95.0% confidence interval for the coefficient of "SM" (0.561 to 0.634) does not include zero, further supporting the notion that the Social Media variable significantly contributes to explaining the variance in the dependent variable. Overall, these coefficients suggest a

Conclusion:

The Indian online market, especially in apparel and accessories, holds significant promise. Multinational corporations (MNCs) and Indian companies are strategically targeting local markets through locational social media advertising to compete with established local brands. The shift is driven by the

widespread use of social media platforms for product discovery and online purchases, transcending demographics like gender, age, income and location. This change is attributed to evolving lifestyles, increased education, financial empowerment and the pervasive influence of social media and technology. To succeed, businesses must align with customer expectations, enhancing social media advertising strategies to cater to diverse consumer desires and values, thus maximizing the potential of the apparel and accessories market.

- The exploration of key factors influencing women's buying behavior through social media marketing underscores the dynamic interplay of digital platforms in shaping consumer decisions. Social media emerges as a powerful influencer, impacting preferences and purchasing patterns. The study highlights the need for businesses to intricately understand and adapt their social media strategies to align with women's diverse preferences, needs and values. By recognizing and responding to these nuanced factors, companies can effectively harness the potential of social media marketing to engage and influence the buying behavior of women consumers, fostering a more targeted and impactful approach in the competitive Overview.
- The examination of the impact of social media marketing on the product awareness of women professionals reveals a significant correlation. Social media serves as a potent tool for enhancing product visibility among this demographic, facilitating heightened awareness and engagement. The findings underscore the necessity for businesses targeting women professionals to strategically leverage social media platforms for effective product promotion. An adept integration of compelling content, targeted campaigns and interactive strategies is imperative to maximize the influence of social media marketing. This study emphasizes the pivotal role of digital platforms in shaping product awareness among women professionals, thereby offering valuable insights for businesses striving to enhance their market presence.
- The identification of various sources of social media marketing used by women professionals emphasizes the multi-faceted landscape of their online engagement. From LinkedIn for professional networking to Instagram for personal branding, women professionals employ diverse platforms to curate their online presence. This study highlights the significance of understanding this nuanced approach, enabling businesses to tailor marketing strategies effectively. Recognizing the preferred platforms and content types among women professionals is crucial for building meaningful connections and fostering brand loyalty. The conclusion underscores the need for businesses to stay agile in their social media strategies to resonate authentically with this dynamic and influential demographic.
- The examination of the impact of social media marketing on the impulse buying behavior of women professionals illuminates a compelling association. The study underscores that social media serves as a dynamic catalyst, triggering impulsive purchases among this demographic. The visually driven, real-time nature of platforms like Instagram and the persuasive content on others contribute to spontaneous buying decisions. Businesses targeting women professionals must recognize the potency of social media in cultivating impulsive behaviors. Strategic and visually appealing campaigns can leverage this inclination, offering an avenue for businesses to enhance sales and brand loyalty through astute and targeted social media marketing.

The study reveals the significant impact of social media marketing on consumer buying behavior among women professionals, emphasizing platforms like Facebook, Instagram and LinkedIn. Tailored strategies considering factors like accessibility, discounts, information availability and quality assurance are crucial. The diverse demographics of age, marital status, income and education necessitate nuanced marketing approaches. The study's managerial implications advocate personalized strategies, community engagement and user-generated content to enhance relationships and drive positive consumer buying behavior. Ultimately, understanding and meeting the expectations of women professionals through effective social media strategies can lead to substantial business improvements.

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