

Impact of E-Retailing & Social Media Marketing on Online Consumer Buying Behavior of Smart Phones in Bengaluru City

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[Abstract] Online shopping and social networking have seen meteoric rises in popularity in the last several years. The importance of these digital marketing tools in facilitating human engagement has been widely acknowledged. Social media and online marketplaces like Flipkart, Amazon, Facebook, Instagram, and LinkedIn are becoming more commonplace. Changes in consumer behavior are being driven by shifting consumer sentiments. People of all ages are shifting their views on a wide range of products and services. Customers' engagement with e-commerce, social media, and other forms of online networking has skyrocketed as a result. Individuals are increasingly moving away from conventional buying habits.

It is possible to influence online consumers' attitudes and views by advertising products and services on social networking sites. To better understand descriptive research, consider the following example. Thus, the questionnaire was built by adapting questions from previous studies and using a Likert scale format. One was to indicate significant disagreement and five was to indicate strong agreement on the scale. In order to determine if the surveys' scales were valid and reliable, criterion validity was used. Using a convenience sample technique, we gathered data from 290 smartphone users based in Bangalore city. To investigate the connection between online shopping, social media advertising, and customer spending habits, the research team used the AMOS program in conjunction with a structural equation model.

The way companies market their products and services through social networking sites and e-commerce platforms may affect how online customers feel and think. Contemporary marketers must consider e-retailing and social media's role as a marketing tool, the influence they have on online customer behavior, and how they are used in the selection process. According to the results of this study, e-commerce and social media marketing factors significantly influenced online shoppers' choices, especially those who purchased smartphones.

[Keywords] e-retailing, social media marketing, online consumer buying behavior, smart phones

Introduction

The Individuals who engage with e-retailing and social networking platforms such as Flipkart, Amazon, Facebook, Instagram, and LinkedIn are provided with the opportunity to express their opinions through commenting and rating items and services (Dixit, 2016). Additionally, they can generate a status update pertaining to a particular product or service, which may include indications of approval or disapproval, and share their thoughts through tweets (Singh, 2021). These options are among the various alternatives that are available to individuals. When a consumer experiences satisfaction with a product, they may choose to recommend it to other social media users by utilizing various tools available to them for social media communication (Perumal, 2022), (Makudza et al., 2020). In the past, Consumer Digest held a prominent position as a reliable source for composing product evaluations (Sharma et al., 2021). However, in recent times, the popularity of e-retailing and social media has been steadily increasing as the preferred medium for disseminating product reviews, rankings, and recommendations (Veni & Venkatesh, 2020).

Historically, Consumer Digest has been widely recognized as a primary source for composing product evaluations. Based on the findings of the National Retail Federation, contemporary consumers increasingly depend on the perspectives and endorsements of individuals present on e-retailing and social media platforms to inform their purchasing choices (Rose et al. 2012). In contrast, a decade ago, customers primarily relied on the insights provided by retail storeowners and product specialists to guide their purchase decisions. In contemporary society, the perspectives and endorsements of individuals on digital platforms (Oni & Oni, 2017) significantly shape the decision-making process of consumers.

E-retailing holds significant importance as it allows customers to select and purchase a diverse range of products that are readily available through online platforms (Çiçekli & Abasakal, 2021). The utilization of e retailing is considered highly significant. In the realm of marketing, the term "communication" pertains to the exchange of information between a marketer and the specific target audience they aim to engage with. Individuals can obtain support in diverse domains by utilizing e-retailing and social media platforms. These platforms facilitate activities such as purchasing goods, engaging in discussions on various subjects, and participating in other forms of interaction. When considering the acquisition of a product, consumers are presented with a restricted range of choices through conventional marketing strategies (Phan et al., 2021). However, in the context of e-retailing, customers are afforded a diverse array of alternatives to deliberate upon when making their ultimate decision. Through the utilization of social media marketing, individuals can enhance their knowledge by engaging with a diverse range of social media networking platforms (Arora et al., 2020).

According to Arora and Agarwal (2020), the importance of social media marketing has skyrocketed in the last five years due to the dramatic increase in the number of people using social media platforms. Due to its meteoric rise, social media marketing is currently considered by many to be an essential tool for facilitating two-way dialogue. Simultaneously, its usage has grown substantially and quickly (Kizgin et al., 2020). Technological development has led to significant improvements and breakthroughs in the tools used for social networking. Ongoing research efforts are being conducted by social media platforms with the objective of improving the communication methods offered to users of their networks. Nevertheless, social media platforms offer individuals the chance to engage in networking activities with fellow community members (Jibril et al., 2019). Numerous online platforms offer a diverse range of tools to aid businesses in promoting their

products to consumers. However, social media platforms extend beyond mere marketing tools, providing additional functionalities. The prevalence of social media networks has led businesses to recognize the potential of utilizing these platforms as an effective means of promoting their products and services (Kumar & Chaudhary, 2016).

Every day, a vast number of individuals actively participate in social media platforms to establish connections and engage in conversations with one another. The market has experienced significant growth, providing companies with the opportunity to advertise and sell their products and services (Rose et al., 2012). Social media has emerged as the most effective platform for the dissemination of marketing information, advertising, product display, and related activities. In the context of their daily routines, a considerable number of professionals, proprietors of small businesses, large-scale retailers, and corporate behemoths exhibit a lack of recognition regarding the importance of e-commerce and social media marketing (ALShaer, et al., 2020).

Given the aforementioned information, it is imperative to examine the impact of e-retailing and social media marketing on the consumer purchasing behavior of individuals utilizing smart phones.

Literature Review

Perumal et al. (2022) investigated the relationship between the satisfaction of online shoppers and the caliber of services provided by online retailers. This study looks at the association between demographic characteristics and the effect of service quality on customer satisfaction. The findings are derived from the viewpoints of 524 college students from India who were chosen at random from a pool of prospective participants. Using structural equation modelling (SEM), the study determined if the model was compatible with AMOS software. We also performed regression and inter-correlation analysis to examine the relationship between the quality of our e-services and the satisfaction of our customers.

The results suggest that high-quality e-services have a beneficial effect and are a solid predictor of customer satisfaction. In order to resolve service faults and reduce customer dissatisfaction, the results demonstrate that service recovery methods are successful. The findings of this study can help online stores improve their customer service. Analysis of customer behavior, social media branding, and the possible effects on product and service marketing are the subjects of Singh's (2021) scholarly article. Furthermore, the article explores UGC and how it may be leveraged to market a business's offerings.

It goes on to talk about how social media will evolve in the future and where companies could influence customer behavior the most. Social media analytics show that customers' inclination to buy is positively and considerably affected by the link they have with companies, according to a new study by Sharma et al. (2021). The ability of consumers to engage with brands on social media has a favorable effect on their purchasing behavior, according to research. Simply said, once customers have faith in a fashion brand, they are more likely to be satisfied and loyal customers who are more like to make repeat purchases.

In their empirical study, Phan et al. (2021) looks at the relationship between e-retailing service recovery, customer happiness, and customer loyalty. Looking specifically at online shopping in Vietnam, this study empirically investigates the relationship between service recovery quality, customer happiness, and loyalty. Structural Equation Modelling (SEM) was used to analyse data on Vietnamese internet users from November 2018 to March 2019. Statistical investigations show that consumer happiness and loyalty are significantly impacted by interaction fairness, outcome fairness, and procedural fairness. How well a business handles customer service

and how well its website identifies and interacts with technical support are two factors that significantly impact customer happiness and loyalty. There is an opportunity for e-tailers in emerging markets to capture consumers' purchase intents during the service recovery phase. In their theoretical framework, Arora et al. (2020) examines the effects of various factors on the attitudes of millennials in India towards social media ads. These factors include the amount of information offered, the entertainment value, the legitimacy of the ads, the level of interaction, and privacy concerns.

According to Makudza et al. (2020), social media has its uses, but it needs certain tweaks to stop people from spreading false information that can hurt businesses' bottom lines. So, to increase the quantity of targeted viral content, the researchers recommend constructing a comprehensive social media campaign. Research by Arora and Agarwal (2020) found that people's attitudes towards social media ads were significantly influenced by a number of factors, including the amount of information provided, the entertainment value, the credibility, the incentives offered, the motivation to search before making a purchase, and the desire for social escapism. The study also discovered that factors like the intention to buy and the urge to search before buying significantly affected how people felt about social media ads.

The Indian public is becoming more dependent on Instagram, Facebook, Myspace, Twitter, LinkedIn, and Snapchat, according to research by Veni and Venkatesh (2020). There is a far larger impact that these apps have on people's everyday lives. It would be beneficial to conduct further study to compare and contrast the methods employed by various client groups in internet development. In order to propose significant opportunities and challenges for future research on consumer acculturation, particularly in relation to the influence of social media platforms, Kizgin et al. (2020) synthesized the viewpoints of a varied group of esteemed authors. According to the results of the study, social media significantly impact consumer acculturation.

The effect of social media platforms (SMPs) on online brand communities (OBBCs) and consumers' virtual purchasing attitudes was the subject of research by Jibril et al. (2019). The formation of customer brand loyalty (CBL) via online brand communities (OBBC) is a direct result of social media platforms' (SMP) indirect enhancement of consumer-brand promise and trust (CBPT). On top of that, SMP stimulates CBL directly through OBBC. With the goal of improving brand management and increasing the company's profitability, this article offers a theoretical framework that investigates the relationship between SMP and CBL. According to research by Oni and Oni (2017), online social media sites are becoming an integral part of many people's routines all around the globe. More and more, individuals are interacting with one another in fresh and exciting ways through social networking sites. Customers become emotionally invested in the company and its mission when they exhibit satisfaction and loyalty to the brand.

Research by Kumar and Chaudhary (2016), "Investigating the Determinants of Service Quality: A Study of E-Retailing," found that, thanks to the rapid development of internet and related technologies, the company is now more concerned with ensuring the ongoing satisfaction of its customers through the provision of ever-improving services. More and more people are paying attention to how important a company's service quality is as a result of the association between these factors and a company's financial performance. The study's overarching goal is to dissect the myriad factors that influence service quality and client happiness. Online retailers who want to stay ahead of the competition are always looking for ways to improve the quality of their digital products. Online businesses can boost their success by learning how customers rate quality and responding to customer care issues in a timely manner. This essay will examine the factors that lead to online shopping becoming profitable to shed light on the subject. To test the proposed

theories, researchers polled 452 online shoppers who participated in e-commerce. The primary method of data collection was the use of questionnaires. There could be a lot of factors that affect how customers perceive an online store. Our study found that six primary aspects—customization, responsiveness, security, usability, and reliability—determine consumer opinion. These components were determined using exploratory factor analysis and a structural equation model.

The opportunities and challenges of the global e-commerce business were laid bare by Badgaiyan et al. (2016). The agility and adaptability of online shopping are more apparent than those of conventional brick-and-mortar stores. Few case studies are available that are both technically sound and applicable to real-world situations. Within the context of e-commerce services, Radziszewska (2013) measured customer happiness. To determine how good online stores are at their e-services, this study will look at a variety of criteria. A new paradigm for measuring customer happiness in relation to digital platforms was developed in this study by conducting a comprehensive literature review. The overarching goal of this research is to find out how various metrics of e-commerce quality relate to customer happiness when they shop online. Results from a correlation analysis show that the factors that lead to e-satisfaction, or electronic contentment, significantly affect.

When it comes to online shopping, Rose et al. (2012) looked at what factors affect customers' experiences. In addition, the study's overarching goal is to build a model that probes the link between these factors and the outcomes of the online customer service experience through empirical means. The tendency of customers to engage in online purchasing has been the subject of a great deal of theoretically-focused academic research. There has been a lack of focus on the customer experience (CE) that emerges from interactions between online firms and shoppers. Using data collected from a variety of e-commerce platforms around the world, this study aims to develop and test a theoretical framework that accounts for the elements that contribute to satisfying online shopping experiences (OCEs).

Examining and differentiating between OCE's (Organizational Citizenship Behavior) cognitive and emotional components, this study provides accurate metrics for measuring these components. Novel insights on strategies that online merchants might employ to increase consumers' overall satisfaction during digital buying experiences are offered by the research.

Online shopping characteristics, customer happiness, and brand loyalty were the subjects of research by Chung and Shin (2008). This research looks at how various aspects of online shopping affect customer happiness and loyalty. Satisfaction and loyalty from customers can be impacted by a multitude of aspects related to online shopping. The following five criteria have been selected for further consideration: the ease of use in perusing and buying products, the depth of information provided, the cost, and the extent to which products can be customized. According to the research, consumer e-loyalty is significantly impacted by their level of e-satisfaction.

In contrast to previous research on service quality, Collier and Bienstock (2006) state that researchers favor using formative indicators to define e-service quality rather than reflective indicators. Formative indicators and a multi-dimensional framework were found to be beneficial in understanding e-service quality, according to the study's empirical findings. Wang and Head (2001) laid up a theoretical framework for e-retailing-related Web-based information systems in a 2001 publication. Online retailers must establish effective Web-based information systems (WIS) if they want to attract and retain consumers, as well as support critical company operations and strategic goals. Nevertheless, there may be several challenges from a commercial, technological, and user perspective throughout the development and launch of a Web Information System (WIS).

Methodology

The district of Bengaluru in Karnataka is a sprawling metropolis. The district is inhabited by a population of one million individuals, who reside in an environment characterized by a rich variety of dialects and languages. Every year, a significant number of workers from various Indian states migrate to the city with the purpose of employment in the Information Technology (IT) sector. With a smartphone ownership rate exceeding 80%, the town in question stands out as a highly technologically advanced area within India. India is experiencing a significant influx of approximately 25 million new smartphone users every quarter, rendering it a highly favorable destination for the initiation of digital enterprises. This is primarily attributable to the country's substantial monthly data consumption rate of 12 Gigabytes (GB). The comprehension of customer behavior holds significant importance in light of the escalating number of smart phone users.

The city is home to numerous prominent retail enterprises and a diverse array of stores, many of which are currently undergoing renovations or expansions. Numerous academic investigations have endeavored to demonstrate the transformative impact of social media marketing, which has led to the displacement of conventional advertising methods. Various demographic groups, including the younger generation, working women, homemakers, and women in diverse professional fields, have demonstrated a keen interest in social marketing initiatives. The phenomenon of social media marketing is experiencing rapid growth in contemporary society, particularly within the realm of technology. Previous research indicates that a significant number of consumers are transitioning from conventional methods to contemporary approaches when it comes to procuring products and services.

The popularity of Flipkart, Amazon, and other social networks is increasing on a daily basis. Consumers are undergoing a shift in their mindsets, thereby indicating a corresponding shift in their behavioral patterns. Individuals across various age groups are currently reassessing their perspectives towards different goods and services. There exists a perception among certain individuals that the item in question possesses a low cost, indicating that its price is significantly lower compared to alternative options that are currently available. As a result, the popularity of e-retailing and social media platforms is steadily increasing, with customers increasingly adopting and engaging with these digital channels. Many students, housewives, and working-class citizens are placing less significance on traditional values. The utilization of e-retailing and social networking sites by companies for marketing purposes has the potential to shape customers' attitudes and perceptions towards various products and services.

As a result, scholars are currently examining the impact of e-retailing and social media on consumer perceptions and behaviors. The impact of e-retailing sites and social media marketing on customer purchasing behavior is substantial.

The study is descriptive research design. The questionnaire was prepared by adapting questions from Razak and Latip, (2016), Arango et al. (2021) for social media marketing factors and Fernandes et al., (2021). Consumer buying behavior aspects were adapted from the study of Pham (2021). The questions were in Likert scale ranging from 1= strongly disagreement to 5= strong agreement. The scale validity and reliability of the questionnaires was affirmed using the master validity and is discussed further in the results section.

Data Collection

A convenience sampling strategy was used to create a sample of 290 smart phone consumers from Bangalore city. The interaction between E-retailing and social media marketing on customer buying behavior was analyzed using AMOS Software through structural equation modelling.

Table 1

Descriptive Statistic- Social Media Marketing Factors

		Mean	Std. Deviation	Skewness	Kurtosis
SMM_FACTORS_9	Understanding the functionality of smart phones is made much easier by the navigation tools used in online retail.	4.57	0.495	-0.296	-0.922
SMM_FACTORS_6	Information offered through mobile SMM and e-commerce is current.	4.55	0.498	-0.191	-0.974
SMM_FACTORS_8	E-retailing and SMM make use of the proper smartphone visual designs.	4.54	0.552	-0.683	-0.617
SMM_FACTORS_10	The speed at which the pages load is a key element in online retail.	4.54	0.538	-0.576	-0.872
SMM_FACTORS_7	The information shared on smartphones through SMM and e-commerce is accurate and transparent.	4.53	0.5	-0.129	-1.994
SMM_FACTORS_2	E-commerce is user-friendly.	4.51	0.554	-0.505	-0.825
SMM_FACTORS_12	E-commerce takes into account the privacy policies of smartphones.	4.51	0.501	0.015	-1.01
SMM_FACTORS_11	SMM promotes security for the promotion of mobile devices.	4.43	0.644	-1.335	1.189
SMM_FACTORS_1	E-commerce and SMM offer a comprehensive guide to smartphones	4.41	0.545	-0.118	-0.974
SMM_FACTORS_4	SMM makes it simple to reach out to potential buyers of smart phones.	4.38	0.68	-1.194	2.156
SMM_FACTORS_15	Sharing information made possible by SMM advances smartphone knowledge	4.34	0.582	-0.229	-0.672
SMM_FACTORS_5	Different languages are used by SMM and e-commerce to communicate with potential buyers of smart phones.	4.32	0.667	-1.055	1.103
SMM_FACTORS_16	SMM facilitates cross-group communication and improves comprehension of smart phone features.	4.29	0.567	-0.077	-0.56
SMM_FACTORS_13	When choosing to buy a smart phone, one key aspect of online retail that protects my interests is information security.	4.23	0.991	-1.01	-0.217
SMM_FACTORS_3	Smart phone-specific web pages can be made thanks to e-retailing.	4.15	0.907	-1.013	0.334
SMM_FACTORS_14	SMM boosts word-of-mouth communication using mobile devices	3.95	0.923	-0.573	-0.501

A comprehensive examination of existing literature has led to the identification of 16 distinct attributes pertaining to E-retailing and social media marketing. The participants were presented with a Likert scale questionnaire, where a rating of 1 indicated a perception of low importance and a rating of 5 indicated a perception of high importance. The results of the descriptive statistics, particularly the mean scores, are presented in a sequential manner based on their chronological order. The highest mean score is displayed in the first column, while the lowest mean score is displayed in the last column.

The average scores for SMM Factors range from 4.57 to 3.95, suggesting that consumers of smart phones consider these 16 E-retailing and social media marketing factors to be significant in influencing their decision to make a purchase. The concept of standard deviation pertains to a statistical measure that quantifies the degree of dispersion or proximity of respondents' responses to the mean value. In the present investigation, it was observed that all 16 statements pertaining to the factors of E-retailing and social media marketing in relation to consumer decision making for smart phone purchases exhibited a standard deviation below 1.00. This finding suggests that a majority of the participants in the study expressed agreement with these statements. Skewness is a statistical measure that quantifies the distribution of responses, while kurtosis assesses the shape of the current curve relative to the standard normal distribution.

According to Hair et al. (2007), the generally accepted range for skewness is between -1 and +1, while the range for kurtosis is between -3 and +3. Negative skewness is indicative of a distribution where the majority of responses are concentrated towards the right side. Furthermore, a positive skewness suggests that the distribution of responses is skewed towards the left. The skewness values for decision-making factors in E-retailing and social media marketing indicate a negative skew, which falls within an acceptable range. Furthermore, the skewness is tailed towards the right, suggesting that a greater proportion of responses are inclined towards the 'Neutral to important' scale. The kurtosis values for all items related to E-retailing and social media marketing factors are within acceptable limits, suggesting a close approximation to a normal distribution.

Hypothesis Testing

The hypothesis and the null hypothesis for the research question were as follows:

H_{a-1}. E-retailing and social media marketing impacts the consumer buying behavior.

H₀₋₁. E-retailing and social media marketing does not impact the consumer buying behavior.

Analyses of Hypotheses

The findings of the confirmatory factor analysis include the examination of standardized regression estimates and correlations between constructs. The regression coefficients are observed to be greater than 0.300, indicating a significant relationship between the variables (Ziyadin et al.,2019). Additionally, a positive correlation is identified between the variables.

Figure 1
Inter Item Correlations

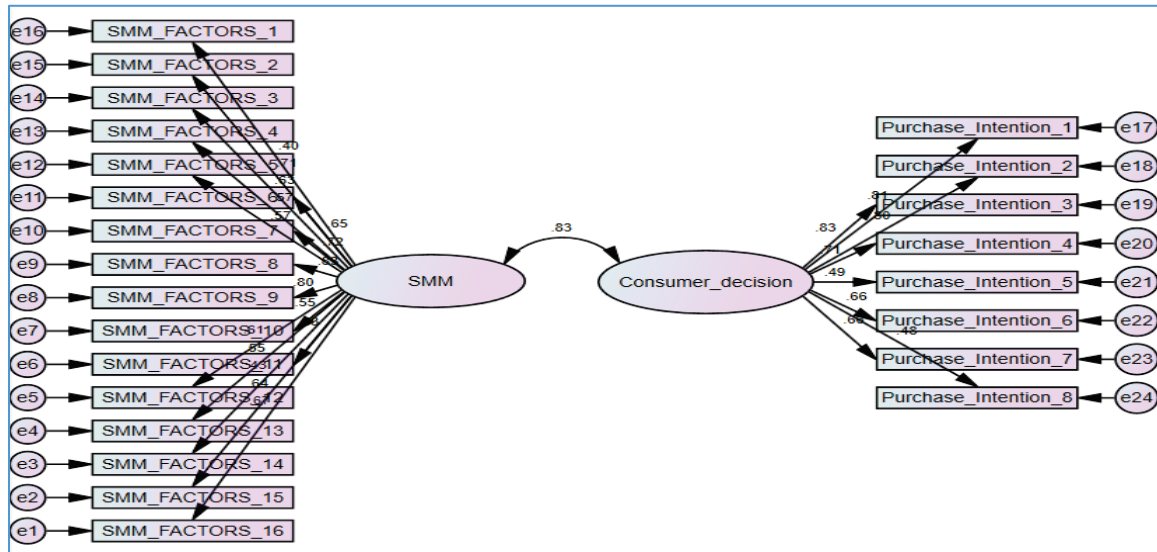


Table 2
Correlation

			Estimate
E-retailing &SMM	<-->	Consumer decision	0.832

The correlation coefficients indicate a positive association between the variables and the structural equation model used for conducting the path analysis. All necessary criteria have been met, thus allowing for the application of SEM analysis in order to obtain statistically significant results.

Model fit Statistics

The value of Chi-square divided by degrees of freedom (Chi-square / df) falls within the acceptable range of 3, specifically with a value of 2.47764. The observed Goodness of Fit value (0.736) exceeds the specified criteria. The RMR value in the border estimation is 0.0378. The model is widely recognized and yields metrics of fit that are reasonably satisfactory.

Table 3
Structural Model

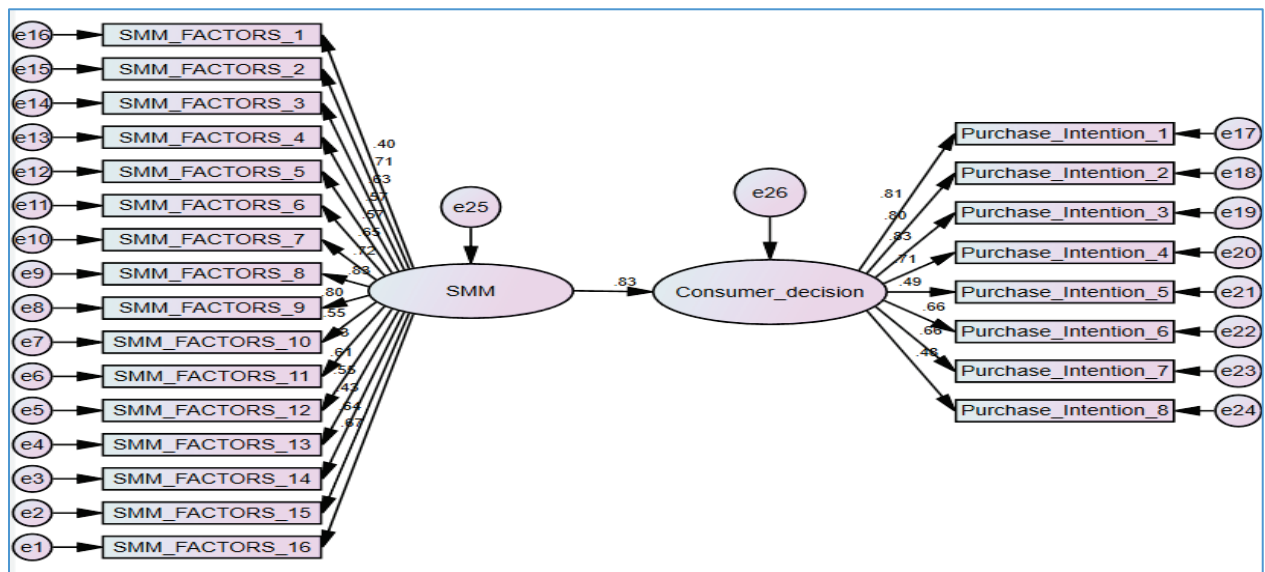
			Unstd Estimate	Std Estimate	P
Consumer_decision	<---	E-retailing SMM	0.684	0.832	***

The table 3 presented above depicts the impact of E-retailing and social media marketing on consumer purchasing behavior. The first column of the table displays regression estimates, which depict the disparity among the average values of the participants. The second column displays estimates derived from standard regression, accompanied by the standard deviations of the

respondents. As an illustration, the output of a formula provides an indication of the extent to which the independent variable influenced the dependent variable. Estimates possess a standard error, which serves as an indicator of their level of accuracy in relation to a known value. The estimation is divided by the standard error in order to calculate the critical ratio (CR), which serves as a key ratio. The significance of the finding is indicated in the p column.

The results of the SEM Analysis are clear (Relationship between variables unstandardized estimates). A single increase in E-retailing and social media marketing features has a beneficial impact on purchasing choices 68 times, and this connection is statistically significant at p0.05. E-retailing and social media marketing may be a beneficial tool for influencing the purchase decisions of smart phone customers.

Figure 2
Structural Model



The selection made regarding the purchase of a product is commonly known as the "purchasing choice." Ultimately, the consumer arrives at a resolution regarding their desired purchase, the preferred source of acquisition, and the chosen method of payment (Arekar et al., 2018). Purchasing choices are impacted by a diverse array of factors, encompassing objectives, context, and the particular circumstances of the purchaser (Razak and Latip, 2016). The factors that influence consumer-purchasing behavior include decision-making time, information accessibility, and the digital retail landscape. Individuals' perspectives can be influenced by the counsel of their close relations and acquaintances, as well as by unexpected factors such as the availability of products in terms of size, color, or stock-outs (Arango-Botero et al., 2021).

Marketers must comprehend the role of e-commerce and social media in the decision-making process of consumers. The impact they have on consumer behavior and their role as a modern marketing tool (Chopra, C., et al., 2020; Fernandes, S., Venkatesh, et al., 2021). Regardless, customers are now better able to weigh their options thanks to e-commerce and social media. Consistent with other results, this study found that e-commerce and social media marketing significantly affect consumers' final purchase decisions.

Conclusion

Flipkart, Amazon, Facebook, Instagram, LinkedIn, and other online marketplaces and social media sites are becoming more commonplace. Changes in consumer behavior are being driven by shifting consumer sentiments. Views on a wide range of products and services are subject to change among people of all ages. Since it is seen by some as being relatively cheap, this method is thought to be more cost-effective than other alternatives. As a result, more and more people are enjoying the convenience of online shopping and interacting with brands through social media. Individuals are increasingly moving away from conventional consumer buying habits. Promotional use of goods and services on social media sites may greatly affect consumers' opinions and views of those offerings. These days, marketers can't afford to ignore the power of online shopping and social media as marketing tools, as well as how these platforms influence consumer behavior and the buying process. This study confirms what other studies have shown about the influence of online shopping and social media marketing on consumers' final purchasing decisions.

Contribution

With the advent of the internet came a change in advertising tactics, with many companies now concentrating on digital channels like social media. Consequently, these businesses must now investigate the effectiveness of their ads. In order to have a better grasp of the factors that influence social media marketing, this article will construct a theoretical model and examine variables that can influence the views of millennials and, by extension, their tendency to buy products and services advertised on these platforms. The purpose of this research is to fill a need in the current literature by examining the elements that influence social media marketing among Indian millennials. The study aims to add to the existing knowledge on the subject by concentrating on this particular community. Research has shown that the informational substance of social media ads is the most important factor in people's judgements of those ads..

Future Research

Future researchers can undertake investigations pertaining to various geographical locations. Additionally, they can employ exploratory factor analysis as a means to classify the factors associated with E-retailing and social media marketing into distinct constructs, thereby facilitating the measurement of said factors. There is potential for additional research to investigate the same correlation in relation to other electronic appliances and devices.

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