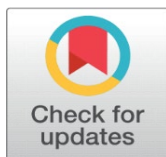


ONLINE CONSUMER BEHAVIOR AND SOCIAL MEDIA MARKETING IMPACT

Chan Preet Kaurabhathi ¹, Dr. Manish Shrivastava ²

¹ Research Scholar, Dr. A.P.J. Abdul Kalam University, Indore, India

² Professor, Dr. A.P.J. Abdul Kalam University, Indore, India



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ABSTRACT

Introduction: People now spend their whole lives online. Internet access used to be a novelty, but now days it's a need that can't be avoided. Whether it is business, social connection or commerce, the Internet is a part of every aspect of our lives. In addition, people's lifestyles have altered, resulting in a movement from conventional to digital ways of doing things, such as online shopping.

Aim of the study: The Main Aim of The Study Is to Online Consumer Behavior and Social Media Marketing Impact

Material and method: Starting with the issue description, the current study aims to get an in-depth knowledge of how students at "Deemed university" University in India interact with social media, namely on Facebook and Twitter.

Conclusion: There are certain limitations to this study that might lead to new paths of inquiry. Firstly, the selection of the sample and the measurement of the variables utilised have certain constraints. Students from India were used as a sample for this study's research.

Keywords: Social Media Marketing, Online Consumer Behavior, Online Segmentation, Modeling Online Activities Etc



1. INTRODUCTION

1.1. OVERVIEW

Companies of all sizes, from small to medium-sized, utilise social media to market their products and services in the hopes of attracting new clients. This implies that organisations do research to better understand consumer behaviour and the factors that influence it. Customers' purchasing decisions are influenced by a variety of factors, including their own personal characteristics, their surroundings, and their psychological makeup. As a result, marketers must be aware of the behaviours of social media users in order to effectively push their product into the digital market and convince customers to buy it. Following the identification of customer characteristics by marketers, brand messaging (either product or service messages) may be developed to persuade individuals to purchase things and services that meet their needs and preferences.

It has been shown via consumer behaviour research just how crucial it is to have a great shopping experience. Although certain experiential approaches may be a success, others may prove to be a complete flop. As promises of experience grow more commonplace, it is getting more difficult to keep them on track. In particular, the phenomenon of subscription-based e-commerce is being investigated since it represents a new kind of consumption based on a promise of an experience rather than a product (boxes). Since 2010, there has been a significant rise in the number of boxes available. Along with fashion and cosmetics, it now provides a personalised and discovery-oriented solution to other

areas of online commerce, including food and beverage. Because of the widespread usage of Web 2.0 technology, consumers have developed a strong interest in this activity. Social media networks such as YouTube and other video-sharing websites, such as Vimeo, are becoming more popular for individuals to share their online shopping experiences.

1.2. E-COMMERCE: IT'S IMPACT ON CONSUMER BEHAVIOR

Because of rapid growth in the internet during the preceding two decades, a global digital economy fueled by information technology has emerged as a result. In recent years, many new technologies have been developed and used for web development, enabling companies to more effectively sell their goods and services via the internet as a result of an increase in the number of internet users and quicker internet connections. Consumers are increasingly moving their purchasing habits away from traditional means and toward online transactions as a result of this. On the other hand, an increasing number of organisations have come to see that changing client behaviour cannot be prevented and have started to modify their marketing techniques as a result of this realisation. According to recent surveys, internet shopping, particularly B2C (business-to-consumer) commerce, has increased in popularity in recent years. There are a variety of factors contributing to the rapid rise of online shopping, but the most significant is the fact that the internet provides a plethora of benefits. First and foremost, the internet presents users with a plethora of conveniences that are otherwise unavailable. With the internet, customers no longer have to leave their homes to find product information, and they can also compare prices across different online stores to find the best deal. When it comes to finding product information, it is obvious that customers do not have to leave their homes because the internet can assist them in searching from online stores and comparing prices across different online stores to find the best deal. Also conceivable is to use the internet to better fulfil the needs of customers than traditional channels such as brick and mortar businesses, which are now ineffective. Users may save time by using search engines to quickly and easily access relevant information on a broad variety of items and services, including photographs, audio, and complete text descriptions. Although there are certain advantages to online shopping, consumers should be aware of the risks connected with it, such as payment security and customer service. When it comes to making purchases on the internet, online payment has recently emerged as a popular way of payment. At the same time, the virtual character of online payments reduced the level of internet security.

1.2.1. DIFFERENCE BETWEEN ONLINE/OFFLINE STORES

Despite the rapid rise of online buying, there remains a significant disparity between traditional and online customer purchase practises. The proportion of online sales in the Indian consumer goods industry is rather small. One of the most crucial elements to consider is the fact that advantages are available in both traditional brick-and-mortar businesses and the online retail marketplace. When compared to their internet equivalents, traditional vendors have a number of distinct benefits. Among the benefits are that parking is more convenient, consumers can study and check the things before making a purchase, and after-sales service is more personalised. The selling price at a traditional store is higher than the selling price in an online store, despite the fact that there are fewer things offered. For example, it's clear to see that the drawbacks of a brick-and-mortar company, such as a lengthy wait time and insufficient parking space, are more likely to be seen as positives of an online shop. According to an overview of the evolution of the internet and online buying, e-commerce is becoming more popular among businesses as a result of the fast advancement of technological advances. Furthermore, the widespread usage of the internet by the general public has contributed to the expansion of online shopping. Only a tiny number of studies have been conducted on internet shopping and consumer behaviour in general. For the most part, previous study has concentrated on the marketer's point of view and how to develop an online marketing channel that performs better than the traditional offline marketing channel. As a result, this research will combine previous studies from literature reviews and focus on the impact of internet shopping on consumer behaviour in order to develop a comprehensive analytical framework that demonstrates the essential ingredient of marketing and business in order to satisfy the needs of consumers, as well as a deep understanding of online consumer behaviour as a reference for any ecommerce company to use in order to develop marketing strategies for e-commerce companies.

1.2.2. IMPACT OF INTERNET ON CONSUMER BEHAVIOR

Consumer behaviour is often influenced by both external and internal elements. In most cases, external factors are impacted by the surrounding environment, while internal variables are often influenced by the consumer's perceptions. Numerous factors may influence a consumer's choice to purchase a particular product or service. External influences, according to Warner, may be split into five categories: demography, socio-economics, technology, and public policy; culture, sub-culture, reference groups, and marketing. There are a variety of psychological processes that have an effect on internal influences, including attitudes and learning, as well as perception and motivation, among others (Malcolm). According to Sheth (1983), there are two types of purchase motivations: those that are useful and those that are non-functional. When it comes to the functional motives, they are mostly concerned with saving time and money, as well as offering customers with a wide range of alternatives. For example, the brand name of the shop has absolutely nothing to do with the functioning of the goods. Traditional buying is only concerned with meeting the needs of the customer. Buyers will visit the shop and purchase items as a result of the seller's marketing and promotion efforts, which indicates that a part of the new goods will be used at home by the purchaser.

2. LITERATURE REVIEW

Viktória Ali Taha (2021) The global coronavirus epidemic that began earlier this year has had a tremendous influence on our daily routines and shopping patterns, among other things. The survey, which comprised 937 respondents from both Italy and Slovakia, looked at how the pandemic influences shopping behaviour and consumer preferences in the two countries, respectively. Specifically, the goal of this paper is to examine the impact of social media on customer behaviour, and more specifically, the impact of social media on e-shop choices during the first wave of the COVID-19 outbreak. If there is a statistically significant relationship between the variables, the Mann-Whitney U test and the Kruskal-Wallis H test were used to determine the significance of demographic differences between the respondents. If there is a statistically significant relationship between the variables, the Spearman's rank correlation coefficient was used to determine this (residence, age, and gender). On the basis of several demographic variables, it was discovered that there were statistically significant disparities in social media usage during the first wave of the COVID-19 pandemic, and that there was a weak association between the use of social media and purchases made at the e-shop advertised on social media during this period.

Munaro, Ana & Barcelos (2021) Influencers and companies use YouTube popularity as a key measure. Relevance, substance, and features that pique the interest of the audience are all factors in this. We describe and evaluate a model of factors influencing the popularity of YouTube videos, which results in a variety of different types of interaction (i.e., number of views, likes, dislikes, and comments). They include aspects like language, linguistic style, subjectiveness and emotional valence that impact online video popularity on YouTube. More than 11,000 films from 150 digital influencers were analysed, and the results suggest numerous elements contribute to improve views, likes/dislikes and comments on videos. These films tend to get greater attention if they are released during non-business hours or weekdays, and they are also more likely to include a subjective language style, less-active events, and temporal signals. In addition, the usage of negative or low-arousal emotions in a YouTube video serves to generate interest in the video as a whole.

Sharma, Tripti & Pandey (2021) Increased emphasis on customer engagement (CE) has been placed on the topic of brand management research and practise during the last several years. Companies' revenues, competitive advantage, and stock returns have all increased as a result of CE, according to research. A number of theoretical perspectives that influence the conceptualization, operationalization, and nomological networks of CE have been examined as a consequence by academic researchers. In spite of major advancements in CE research, the overall state of the field remains precarious, which is why this study is being conducted. Based on this lack in information, this study employs bibliometric and network analysis to map CE's literature-based ecosystem in order to fill that gap. The most important CE-publishing journals, authors, and influential CE articles (from 2005 to 2020) are identified by bibliometric analysis of their publications. As a consequence of network research, it is possible to identify important CE themes as well. This study's results demonstrate the relevance of CE-publishing journals and authors in the field of education. All of the CE topics stated, including CE Measurement/Methods, Online CE, CE's Value Co-creating Capacity, CE Conceptualization, and Customer/Consumer Brand Engagement, are covered. Following the presentation of the results of the network analysis, a proposal for a study agenda for further CE has been made. Brand managers should take note of the findings

in light of the findings. The critical function of online continuing education (as opposed to offline continuing education) offers up a variety of strategic opportunities, as previously discussed. A novel bibliometric and network analysis of the CE literature is offered in this study, resulting in a map of the subject area. The newly identified CE themes also point to important topics for future CE research.

Jacobson, Jenna &Gruzd (2020) Marketers are using social media data for strategic insight and digital marketing because of the ease with which it can be accessed. As a result, there is a lack of established professional standards for the use of social media in marketing, as well as a void in knowing how customers feel about marketers using their personal information. Consumers' views on utilising social media data for marketing reasons are analysed using a census-balanced sample of internet adults (n=751). According to the findings of the study, consumers' perceptions of social media dangers and advantages are linked to their comfort with marketers utilising their publicly accessible social media information. Extending the notion of communication privacy management to social media and introducing marketing comfort—an important new concept for marketing research—are the main findings of this study. Social media marketing comfort relates to an individual's comfort with the use of social media data for targeted advertising, customer service, and opinion mining. It is clear that targeted advertising, rather than opinion mining or customer interactions, contributes to marketing comfort the most in terms of a construct's growth. For marketers, the study suggests tactics that will support and alleviate consumers' worries about this developing marketing activity so that consumers may preserve their faith in marketers' digital operations.

Gkikas, Dimitris & Theodoridis (2020) After live video was released as a new posting type, our study aims to validate the performance of various forms of social media postings taken from actual posts on fashion and cosmetics Facebook company pages. Posts of all kinds, including as videos, images and statuses, were included in our analysis. Comments, shares, and responses are examples of user engagement metrics. The data is analysed using the averages of the various engagement measures over different periods. In order to emphasise a wide range of responses to various status updates, we used machine learning and data mining categorization algorithms on benchmarked datasets utilising the WEKA platform. As a final step, we show how categorised postings perform in response to a variety of status updates and the responses of other people to them. Decision-makers, marketers, and managers in the fashion industry may benefit from our study by learning new social media tactics.

3. OBJECTIVES OF THE STUDY

- To Determine the sort of responder based on their internet activity.
- To better understand the beneficial effects of internet advertising, use a linear model.

4. RESEARCH METHODOLOGY

For the purposes of this study, "issue definition" refers to gaining a comprehensive knowledge of how Indian college students use social media sites like Facebook and Twitter.

An online consumer survey was used to get the necessary information. Students at the Deemed university of India who are pursuing a Bachelor, Master, or Ph.D. degree were asked to participate in an online survey. A link to the survey and a brief explanation of it were put on the University's online discussion board. In order to have a better understanding of students' behaviour and responses on social media platforms, all of the measuring items were developed from scratch. There are psychometric features of the measurements in Table 1. We assessed the reliability of the scales used to evaluate the internal consistency of the constructs since the scale items were freshly produced. Cronbach's alpha, which must be at least 0.70, is used to measure reliability.

Table 1 Reliability statistics for the construct measures

Dimension	Scale items	Measurement of scale	Cronbach's Alpha for the scale
General social media activities	Voting on various sites	1: _____ 9	.790
	Adding labels or tags to photos online (on Facebook)		
	Contributing to online forums and discussion groups		
	Using the RSS feeds service		
	Contributing or editing wiki articles		
	Posting of reviews and rating on various products/ services		
	Adding comments to various blog posts		
	Adding comments to other people's social media profiles		
Social media activities performed on respondents' last visit	Uploading videos on YouTube, Vimeo, etc.		.860
	Watching a video online (YouTube, Vimeo, etc.)	1: _____ 9	
	Downloading music		
	Reading blogs		
	Updating personal blog		
	Updating personal Twitter account		
	Updating profile on other social networks		
	Reading reviews and ratings for certain products/services		
Trust in information from personal sources	Reading forums		.721
	Friends and connections	Very low trust level 1: _____ 5 Very high trust level	
Trust in information from foreign sources	Family		.765
	Community moderators	Very low trust level 1: _____ 5 Very high trust level	
Positive reactions to online advertisements	Brands' profiles		.801
	Brands' profiles		
Experience using social media	The ads that appear on my profile are relevant for my personal interests and I enjoy seeing them.	Strongly Agree – Agree – Indifferent – Disagree – Strongly Disagree	NA*
	Quite often I access the ads that I see on my social media profile.		
Clicking the ad	For how long have you been using social media websites?	1 – 6 months 6 months – 1 year 1 – 2 years 2 – 3 years More than 3 years	NA*
	How many times did you take action based on an advert you saw on social media (in terms of accessing the site or buying the product)?	Often A few times Never	
Log in pattern	How would you describe your log in pattern on social media sites?	Always connected Several times a day Every three days Once a week Occasionally (Less than once a week)	NA*
Time spent per login session	On average, how much time do you spend per session on social media sites?	Less than 5 minutes 5 – 15 minutes 16 – 29 minutes 30 – 60 minutes More than 61 minutes	NA*
Concern for privacy	I do experience concern regarding the confidentiality and privacy of my personal information.	Strongly Agree – Agree – Indifferent – Disagree – Strongly Disagree	NA*
Importance of social media	How important do you think social media is for your social life?	Very important – Important – Indifferent – Somewhat not important – Not important at all	NA*

4.1. DATA COLLECTION AND SAMPLING

Primary research in this case meant gathering first-hand information from the field. The data was gathered from September 17 through November 18, 2019, over the internet, and the analysis is quantitative. For this study, the major goal was to get an understanding of the marketing phenomena of students' use of social media and social networking sites, as well as how they respond to advertising in a medium where they have control over what they see and hear. Students from India's "Deemed university" University, provided the replies. We employed the non-probability convenience sampling approach as a sampling method. A total of 26.69 percent of India, "Deemed university" University's first-year students earned bachelor's degrees, followed by 18.22 percent in their second year of study, 31.36 percent in

their third year of study, 7.7 percent in their master's degrees, 15.25 percent in their master's degrees and 0.42 percent in their first year of doctoral study (Ph.D. degree, second year of study). Assuming a given level of significance, we calculated the sample size by multiplying the number of students in each year of study by the number of students in each study cycle, then multiplying that number by z^2*s^2/e^2 to get n , which is the number of students in each year of study. This study's sample standard deviation is $s = 28.65$ students, and the $z_{0.95}$ is 1.96 because to the 95 percent confidence level that was used. $E = 3.66$ students each year and cycle is the sampling standard error. There are 236 students in our sample after using the formula. In order to sample 236 students, an online questionnaire was used.

5. RESULTS

5.1. FACTOR ANALYSIS

The researchers utilised the statistical analysis application SPSS (IBM SPSS, 2011) and the Factor Analysis technique to prepare and analyse the data acquired throughout the research's data analysis phase over the Internet (FreeOnlineSurveys). Data reduction and summarization are primary goals of factor analysis, which seeks to uncover the underlying hidden variables. It is a factor that explains the correlations between a group of variables. This strategy was employed by researchers as a means of extracting information. The components are rotated in the second phase to make it easier to understand them. When working with survey data, Varimax is the technique of orthogonal rotation that is most often utilised, since it attempts to load a lower number of variables onto each component, resulting in factors that are more interpretable and meaningful (Field, 2005, pp.630-636). The Schwartz's Bayesian Criteria (BIC) was used as a clustering criterion. We also tested the suitability of factor analysis using the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO). Strong (0.5-1.0) scores suggest the component has some significance.

Table 2 Factor analysis explains the total variation

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings			KMO
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	6.338	37.284	37.284	6.338	37.284	37.284	3.140	18.468	18.468	.884
2	1.603	9.431	46.715	1.603	9.431	46.715	3.129	18.405	36.874	
3	1.266	7.446	54.161	1.266	7.446	54.161	2.600	15.292	52.166	
4	1.041	6.122	60.283	1.041	6.122	60.283	1.380	8.117	60.283	
5 ^a	.972	5.717	66.000							
6 ^a	.771	4.534	70.533							
7 ^a	.672	3.951	74.485							
8 ^a	.661	3.888	78.372							
9 ^a	.635	3.733	82.105							
10 ^a	.580	3.410	85.515							
11 ^a	.455	2.679	88.195							
12 ^a	.417	2.454	90.649							
13 ^a	.371	2.184	92.833							

14 ^a	.36 3	2.137	94.970							
15 ^a	.32 7	1.921	96.892							
16 ^a	.27 4	1.613	98.505							
17 ^a	.25 4	1.495	100.000							

Table 3 rotating matrix of the additional factors' components

	F1 - Expressers and Informers	F2- Engage rs	F3- Networke rs	F4- Watchers and Listeners
Watching video online (YouTube, Vimeo, etc.)	.02 5	.023	.239	.77 2
Downloading music	.12 7	.153	-.038	.79 0
Reading blogs	.38 5	.523	.149	- .04 4
Updating personal blog	.70 3	.198	.170	.06 0
Updating personal Twitter account	.76 9	.048	.134	- .01 2
Updating profile on other social networks	.10 3	.097	.767	.09 5
Reading reviews and ratings for certain products/services	.14 9	.751	.231	.07 8
Reading forums	.13 5	.823	-.024	.25 7
Voting on various sites	.24 3	.533	.467	- .06 2
Adding labels or tags to photos online (on Facebook)	.19 0	.268	.772	.04 0
Contributing to online forums and discussion groups	.36 4	.621	.246	.10 8
Using the RSS feeds service	.69 8	.303	.090	.06 9
Contributing or editing wiki articles	.63 1	.371	-.036	.07 0
Posting of reviews and rating on various products/ services	.44 7	.559	.230	.01 2
Adding comments to various blog posts	.47 8	.462	.358	- .00 5
Adding comments to other people's social media profiles	.14 8	.125	.845	.12 2
Uploading videos on YouTube, Vimeo, etc	.52 6	.167	.228	.17 5

Using Principal Component Analysis, Varimax Rotation Method, and Kaiser Normalization, four components emerged from the Factor Analysis. Understanding the students' actions on social media sites is based on these four variables (Table 3). Expressers and Informers are two terms used to describe the first group of responses. It's not that

they don't participate in the internet world, it's just that they're more interested in promoting themselves than others. Expressers and Informers, on the other hand, are those who remain up to date by accessing RSS feeds and other sources of information. In addition to seeking out and reading various forums and reviews, those who are Engagers do so in order to participate in the discussion and evaluate websites, goods, and services themselves. They constantly want to learn more, but they also want to express their views on a variety of topics to other people. Because they spend so much time on sites like Facebook and Myspace, the third group has been dubbed "Networkers" or "Socializers." Social media users, known as "Networkers," are outspoken individuals who are constantly updating their accounts, leaving comments for their friends, and tagging photos in their posts. The internet users who spend the least amount of time online are grouped together as the Watchers and Listeners factor. Watching movies, TV programmes and music videos, and listening to music and downloading music or video are the only internet activities they participate in.

In order to better understand the students' underlying attitudes toward online advertising and trust in information from social media websites, factor analysis (using the principal components and varimax rotation methods) was also performed for other variables (Table 1., namely "Trust in information from personal sources," "Trust in information from foreign sources," and "Positive responses"). Three additional variables have been discovered, and their overall characteristics are summarised in Table 4.

Table 4 Information on three new factors: good responses to internet marketing, trust in information from personal sources, and trust in information from foreign sources

Factor	Initial Eigen values			Extraction Sums of Squared Loadings			KMO Measure of Sampling Adequacy
	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%	
Positive reactions to online ads							.657
1	1.671	83.529	83.529	1.671	83.529	83.529	
2a	.329	16.471	100.000				
Trust in information from personal sources							.703
1	1.197	59.854	59.854	1.197	59.854	59.854	
2a	.803	40.146	100.000				
Trust in information from foreign sources							.680
1	1.511	75.566	75.566	1.511	75.566	75.566	
2a	.489	24.434	100.000				

5.2. CLUSTER ANALYSIS

For the following step, we used the TwoStep Cluster approach to split the data depending on the newly formed factors we produced earlier. It is used to discover and describe groups of participants who may view certain forms of behaviour in similar ways when considering different dimensions; this, in turn, contributes to the quality of the higher education institution, "Deemed university" University of India, through the use of clustering or segmentation. A statistical approach in SPSS, called the Two-Step Cluster process, helped us find the best number of clusters for this database. Both continuous and categorical variables (the newly produced factors and the scales shown in Table 3) may be included using this technique (also, presented in Table 1). Table 5 displays the clustering process's outcomes.

Table 5 Information used to distinguish the many groups that have formed

Variables	Cluster 1 – 36.9% (87 respondents)	Cluster 2 – 32.2% (76 respondents)	Cluster 3 – 30.9% (73 respondents)
Clicking the ad	Most frequent response: Often – 89.7%	Most frequent response: A few times – 77.6%	Most frequent response: A few times – 76.7%
Experience using social media	Most frequent response: More than 3 years – 41.4%	Most frequent response: 2 – 3 years – 55.3%	Most frequent response: More than 3 years – 76.7%
Log in pattern	Most frequent response: Several times a day – 58.6%	Most frequent response: Several times a day – 48.7%	Most frequent response: Several times a day – 84.9%
Time spent per login session	Most frequent response: 5 – 15 minutes / session – 32.2%	Most frequent response: 5 – 15 minutes / session – 43.4%	Most frequent response: 5 – 15 minutes / session – 31.5%
Engagers	Mean: -0.09	Mean: -0.0	Mean: 0.12
Expressers and Informers	Mean: -0.23	Mean: 0.15	Mean: 0.12
Networkers	Mean: -0.14	Mean: -0.05	Mean: 0.23
Watchers and Listeners	Mean: -0.13	Mean: -0.14	Mean: 0.30
Trust in information from personal sources	Mean: -0.27	Mean: 0.18	Mean: 0.14
Trust in information from foreign sources	Mean: -0.08	Mean: 0.03	Mean: 0.06
Concern for privacy	Mean: 0.14	Mean: -0.14	Mean: -0.02
Importance of social media	Mean: -0.29	Mean: -0.08	Mean: -0.31
Positive reactions to online ads	Mean: 0.64	Mean: -0.44	Mean: -0.31

In the first cluster, 36.9% of the total respondents indicate a negative response to networking activities, expressing oneself online, or just being a spectator, probably because of their high degree of privacy concern.. Their social media accounts are more than three years old, and they check in numerous times a day for little more than five to fifteen minutes at a time. They do, however, have a favourable attitude on internet advertising and commonly click on such commercials with the intention of purchasing or finding out more information. They. The second group of students are social media users who have been using for an average of two to three years, numerous times a day, for 5 to 15 minutes each time. When it comes to privacy concerns, they don't give a second thought to online sources, such as friends and family. A total of 32.2% of the entire sample dislikes the invasive nature of internet commercials, however they have clicked on a few occasions on ads that are tailored to their specific profiles. The third cluster consists of respondents who participate in a wide range of social media activities, including Engagers, Expressers and Informers, Networkers, Watchers, and Listeners. As with those in the preceding groups, they've been using social media for at least three years and log in between five and fifteen minutes a day on average. Despite the fact that these respondents had a negative view of internet advertising, they seem to have clicked on social network advertisements.

6. DISCUSSION

Because so many prospective customers nowadays are logging on to the internet and utilising a variety of social media platforms, analysing consumer behaviour has become an essential part of marketing. The internet audience is a rapidly growing market all over the globe, yet its international character necessitates cross-cultural segmentation. In terms of their scholarly significance, our findings add to the growing body of knowledge on Internet marketing. In our study, we found that four new sorts of social media users, namely Engagers, Expressers and Informers, Networkers, and Watcher/Listeners, have substantial implications for academic research. Newly formed variables (Positive reaction, Trust in information from personal sources and from foreign sources), continuous variables (Concern for privacy, Importance of social media), and categorical variables (Experience using social media, Clicking the ad, Log in pattern, Time spent per login session) were used to achieve a segmentation of social media users and to observe different patterns that could be tarnished.... As a result, the findings of this study provide new classifications for online customers, which may be used for psychographic segmentation. It also helps to our understanding of consumer behaviour in an online environment and on social media websites by examining seven important elements on the development of favourable responses to online ads, which are examined in this research.

Marketing and company owners nowadays recognise the value of online marketing. Using social media to generate a lot of talk about a company is an essential part of web-based marketing. It is possible to build long-term connections with customers using social media sites. This research provides many techniques for online marketers and managers wishing to invest in social networking site advertising and therefore increase their advertisements' effectiveness in terms of clicking the advertisement and producing good responses to it. One way is to learn how users' privacy concerns affect their responses to online advertising and how they place their faith in online information offered by sources they may or may not know on social media. Managers should be aware of the role of social media sites in influencing online buying by recognising and targeting various sorts of consumers and taking measures to detect and promote client interests on these sites. A effective social media marketing plan requires the development of a buyer persona and the ongoing adjustment of the online marketing strategy to the interests of consumers. Finding out what works best for a certain group of people is the key to becoming successful. Companies may utilise online reputation systems to deliver the proper online incentives to the right online consumers in these facets of online reputation.

True consumer involvement requires a focus on long-term relationships rather than short-term transactions. The genuinely successful firms are those who have mastered this element. Consumer behaviour patterns and new interests must be monitored constantly, and they must be responsive to these changes.

7. CONCLUSION

There are a number of drawbacks to conducting a survey through the internet, such as a lack of standardisation in sample and poor response rates. Despite the fact that representativeness may always be improved, tremendous efforts have been taken to increase the response rate of the sample for the current study. There are certain limitations to this study that might lead to new paths of inquiry. Firstly, the selection of the sample and the measurement of the variables

utilised have certain constraints. For the study's sample, researchers solicited opinions from Indian university students. Customers in other nations' opinions and habits on social media are not reflected in the responses of the respondents. As a result, demographic characteristics such as gender, age, socioeconomic class, and ethnicity were not included in the study because of the sample size. Because of these demographic characteristics, this is another area in which the study might be enhanced and expanded.

CONFLICT OF INTERESTS

None.

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