Influence Of Social Media On Consumer Buying Behaviour For Consumer Durables

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Abstract

Technological advancements and the introduction of social media has brought in tremendous opportunity globally. Digital's role in our lives has reached new heights, with more people spending more time doing more things online than ever before social media user numbers have surged in the past 12 months too. Social media has revolutionized consumers purchasing trendsin recent years. As of July 2023, there were 5.19 billion internet users worldwide, whichamounted to 64.6 percent of the global population. Of this total, **4.88 billion**, or 59.9 percent of the world's population, were social media users.. Businesses have enormous opportunities to opt the trend and tap the profits. The objective of this research is to understand how social media has influenced on various stages of buying decision in case of consumer durables with high involvement behaviour. The theoretical framework rests upon the previous literature relating to consumer buying process, social media, and social media marketing process. Findings and conclusion presented in research are valid within the selected population and area and cannot be generalized due to differences in environmental factors.

Keywords: Social Media, Consumer behaviour, Consumer Purchase Decision making.

I. Introduction

The research is focused on understanding the impact that social media has on consumer buying behavior. The phenomenal technology development in recent years has been the emergence of social media for a common man. Social media is an online platform that allow users to share idea, messages pictures and other sort of information. Informational society influences affect the consumer decision processes and product evaluations. Social media provides a new channel to acquire product information through peer communication, (Kozinets, 1999). The emergence of internet and rise of internet users has highly influenced the development of new forms of communication and socialization process. The presence of social media has created a new grid of communication and relationship management. Over the decade, the technology has seen a great proliferation of user driven platforms like Facebook, twitter, Google+, blogs etc. The look and feel have modified greatly since the early days, the communication concept remains the

same. Today technology permits for a larger interaction and channelization In the present scenario the internet tends to be the primary and reliable source of information, companies consider and focus upon for improving their online businesses. Businesses see great opportunity to skim out the profits where consumers act as a locus of the business world. With the expansion of social media during the innovative economy the great changes has been experienced in the markets and the businesses foresee the customers as a new marketer. The internet particularly social media like Facebook, twitter, LinkedIn, has changed the way people think, act and communicate, particularly consumers and marketers. Technology has given power to investigate, rate and criticize the product according to their experience, therefore the companies have become more active on social network platform. The emergence of social media has drastically changed the ways company advertise their products and services. The companies got the wider platform to reach larger number of audiences and untapped markets in a cost-effective manner. The technology has been a great aid in easing the entire process of buying decision, providing a wide range of options on just a click, minimizing the complexity of search, and reducing the dissonance behavior with trustworthy customers reviews and ratings. The analysis of consumer behavior is the core activity of entire marketing process and social media becomes an important tool which connects the buyers and sellers through common platform. The consumers today are progressively utilizing digital platforms in their online shopping process. The process can be defined as an electronic process that allows consumers to directly meet with the sellers and meet their purchases' needs. Social media has played an important role in spreading this phenomenon faster (Hennig-Thurau et al.,2010)

Over the recent year, Social media has overtaken traditional media as the preferred advertisement and marketing platform for many marketers and advertisers. As most of the businesses are digitalizing, consumers become overwhelmed with advertising/marketing contents due to easy and quick accessibility. What is not well known in existing literature is whether social media advertisement /marketing do influences consumers' behavior. A research that investigates the quantum of impact on buying decision process influenced by social media advertising and consumers behavior is thus much needed as it will help marketer/advertiser.Fashion and beauty are industries that rely heavily on influencer marketing as organic growth for brands has become more challenging without advertising and amplification.

The evolution of social media has revolutionized the way businesses interact with consumers and market their products. Social media platforms have transitioned from being mere communication tools to becoming essential marketing channels in the 21st century . With the rapid digitalization of businesses, social media has emerged as a preferred platform for advertising and marketing, surpassing traditional media in reach and effectiveness . This shift has prompted marketers to explore the impact of social media on consumer behavior and purchasing decisions, particularly in industries like fashion and beauty that heavily rely on influencer marketing for brand growth .

The rise of social media has been fueled by advancements in digital technology, transforming it into a vital marketing tool for organizations . Marketers are increasingly focusing on

understanding how social media influences consumer purchase behavior and integrating these insights into their marketing strategies to effectively reach their target audiences . The proliferation of social media platforms such as Facebook, Twitter, and blogs has facilitated greater consumer engagement and interaction with brands, leading to increased product reviews, opinions sharing, and ultimately, higher sales .

In the context of consumer durables, social media has played a significant role in shaping purchasing trends and influencing buying decisions . The online market for consumer durables has witnessed substantial growth, with a notable increase in digitally influenced purchases over the past few years . Research studies have highlighted the changing dynamics of consumer buying behavior in response to social media marketing efforts, emphasizing the need for a deeper understanding of the digital platform's role in influencing consumer decisions .Overall, the literature underscores the transformative impact of social media on consumer behavior and purchasing decisions, particularly in industries where high involvement and brand engagement are crucial factors. As businesses continue to navigate the digital landscape, leveraging social media effectively can provide a competitive edge in engaging with consumers, driving brand awareness, and influencing purchase intentions in the dynamic marketplace.

Research Gap

In the past two years the e-commerce industry has seen about $700 million of investment, making it an investor favourite. According to a Google report, maximum online buying is still of consumer durables which account for 34 per cent of the online market. Digitally influence in consumer durable industry has doubled over last five years Many research studies reflect the light on the social media marketing sites and the changing trend of consumer buying behaviour. With the enormous growth in social media users, India need many more online sites, and the quality of service also needs to improve. There is a need to understand the role of digital platform in depth because it is only a small percentage of people who purchase online presently but it is a larger percentage of people who are influenced online.

Social Media Marketing and Consumer Durables

The evolution of social media has been fueled by the advancement in digital technology. In less than a decade, social media has emerged as an electronic information exchange, to virtual gathering place, to retail platform, to the most vital marketing tool of 21st century. The important role of the social media for the life of many people is one of the main reasons for organizations to pay attention to this relatively new phenomenon (Kaplan and Haenlein, 2010), Marketers are trying to understand the role of social media influence on consumers purchase behavior and integrate those parameters in their marketing programs to reach out the targets successfully. They test several media platforms and research out the platform with best response to make considerations on the best fit in media with the companies' objectives. The term social media was introduced around year 2002, the moment the social networking became popular, and smartphones creeped in the lives of common man. Researchers have different opinions about the term social media. The term social media and social network has been often confused and used interchangeably. Customers are a social being always liked to be a part of a bigger thing. There has been a significant increase in customer engagement via mobile and internet technology.

People are actively engaging with their brands on consumer forums and social media platforms. Instant sharing of opinions and reviews has ultimately boosted the engagement and witness a growth in sales. Initially, most online trade was limited to the purchase of all kinds of tickets and small electronic products such as pen drives, but now it is becoming widespread. According to the Google report, maximum online buying is still of Consumer Durables which account for 34 per cent of the online market. Apparel and accessories have emerged the second biggest product category with 30 per cent market share. The other categories which are doing well are books with 15 per cent, beauty and personal care with 10 per cent and home and furnishing with six per cent. And guess what? More than 50 per cent of the sales happen in non-metro cities. Online sites are helping them overcome the geographic divide. With smartphones in many hands, this is only going to rise. At present 30 per cent of online shopping queries are being generated from mobile phones. The study in this field analysed that people engage in online buying because it is effortless, takes away the need to travel for purchases and the product is home delivered. But to become multi-billion-dollar companies online retailers will have to ensure timely delivery and great product quality, together with a hassle-free facility for returning products if the customer is notsatisfied.

Social Media marketing is an important tool for the organizations to advertise, sale, research andgenerate potential consumers for future growth with the help of internet on SM platform, i.e., Facebook, Twitter, LinkedIn, Instagram and Pinterest (Drummond et al., 2020; Bianchi and Mathews, 2016). SMM has helps in numerous ways starting form enhancing product awareness, creating interest for product, building preference, convicting consumer and influencing purchase of products. SMM has a significant impact on consumer PDP the Indian context. As an environment, SMM gives consumers a stimulating platform where it used by mass purchasers and individual buyers which may be known an unknown, as distinct from traditional marketing approaches (S. Singh, et al., 2021). The study conducted examined the relationship of SMM and product purchase and the mediating effect of value consciousness on the purchase behavior and SMM. The result showed that SMM has a significant impact on Purchase decision in Indian Context.

Voramontri (2018) has explained that social networks have brought a certain culture where users interact with each other and engage while sharing information, monitoring updates and gatheringopinions. Customers are more involved in complex buying and this is the reason why they spend more time on social media, while checking the reviews before planning for purchase.In the context of the future being digital, this shift in the consumer profile and behavioural tendencies of the Indian millennial is even more promising than it appears. With ready access to smartphones and high-speed internet connection, India is expecting to have 900 million internet users by 2025, the majority comprising – you guessed it – millennials. And it isn't simply access,but also usage that is likely to rise. According to a report by McKinsey, this cohort's internet usage had increased markedly to 17 hours per week in 2018, and is only expected to further increase in the coming years. The role that Indian millennials play hereon will be pivotal, not justin India, but the world at large.

II Social Media Marketing and Brand Consciousness

The perceived social media marketing (SMM) activities play a vital role in building brand loyalty (Ahamad and Hussain, 2018). The study was conducted on graduates and undergraduate students of Pakistan through data analysis using SPSS 23.0 The findings indicates SMM turns out to be a key antecedent of brand loyalty as fans of brand communities tend to be committed to the pages they follow and like(Bagozzi & Dholakia, 2006). The study directly indicates that consumers who turn out to be aware and conscious through social media branding programs, will be more loyal to the brand they like and admire.

From the survey conducted online and data analyzed through reliability test , correlation and regression analysis, it is evident that marketing done through social media and brand consciousness has more impact on brand loyalty in emerging market. The study on similar grounds conducted by (Bao and Mandrik, 2004 ; Chaffey and Smith, 2008; Habibi, Laroche and Richard,2016;Rageh,2017) also indicates similar findings in the area of social media marketing. The studies show that if modern marketers are able to develop proactive social media advertising techniques and raise the brand consciousness, will be successful in building lifetime brand loyalty

III Social media Marketing and Value consciousness

Social media gives consumers a voice, and allows them to interact and share their experiences with any person anywhere in the world (Kozinets et al., 2010). In general, consumers have different orientations when making purchase decision. Consumers are either brand conscious who view brands as symbols of status and prestige, or value conscious, who use social media to check and compare the prices of different brands, to get the best value for their money. Consumers use social media to find information about desired products with the best prices. Social media have undoubtedly changed how consumers and marketers communicate (Hennig- Thurau et al., 2004; Nambisan and Baron, 2007).Social media has empowered consumers by giving them a platform to voice their opinions and share their experiences with a global audience. This shift in power dynamics has important implications for businesses. **Consumer Orientations**: Consumers can generally be categorized into two orientations when making purchase decisions: brand-conscious and value-conscious. **Brand-Conscious Consumers**: These consumers view brands as symbols of status and prestige. They are often willing to pay a premium for products associated with well-known brands.**Value-Conscious Consumers**: Value- conscious consumers use social media to compare prices and gather information about different brands. They seek to get the best value for their money, and they are often more price-sensitive. Social media platforms serve as essential tools for consumers in their quest for information and value. They use these platforms to find information about products, compare prices, and make informed purchasing decision. Social media has transformed the way consumers and marketers communicate. This change in communication methods and channels has a profound impact on marketing strategies and how businesses engage with their customers. The study conducted by Ahmed Rageh Ismail in 2017, suggests that maintaining constant communication through social media is vital for enhancing brand consciousness. Social media also plays a significant role in influencing brand followers, especially those who are value-conscious. It can affect their loyalty to a brand. social media has revolutionized the way

consumers make purchasing decisions and interact with brands. It has given consumers more power to make informed choices, whether theyare focused on brand prestige or seeking the best value. Businesses must adapt their marketing strategies to leverage the potential of social media in engaging with both brand-conscious and value-conscious consumers.

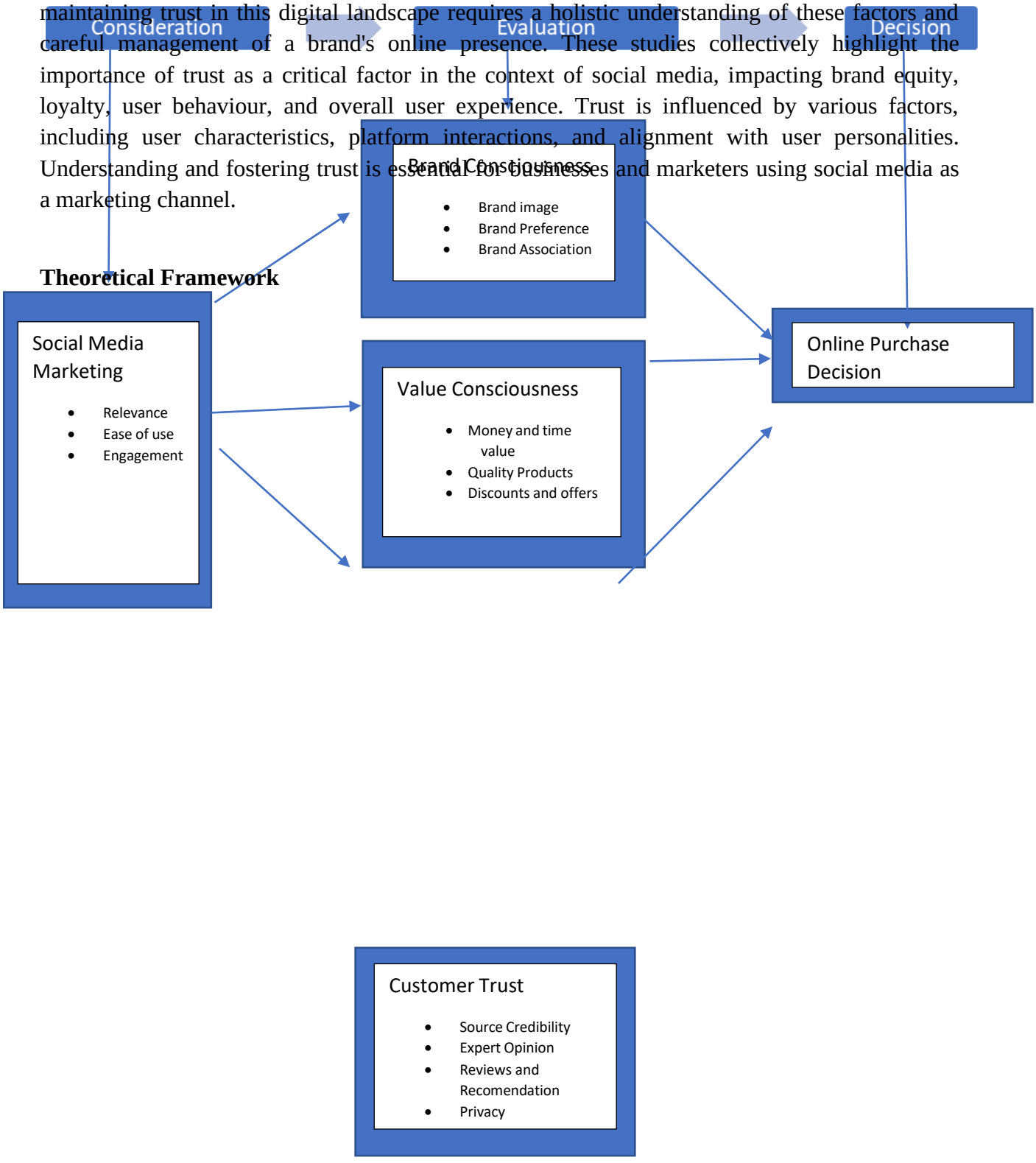
IV Social Media Marketing and Consumer Trust

Social media is a platform where individuals are willingly sharing their personal informationwith others in the online context the role of trust; the customer confidence in social

media platform has been addressed in several studies. (Reham Shawky Ebrahim, 2019) emphasized on customer trust in online media. According to the findings, Trust is a significant factor in understanding the impact of social media marketing on brand equity and brand loyalty. Three dimensions—trendiness, customization, and word of mouth—motivate users to engage with social media platforms .and Trust is a key driver in creating positive brand associations and fostering long-term associations with customers. (Warner-Søderholm et al., 2018): the key findings stated that Users' perception of trust on social media varies based on their gender, age, and the amount of time they spend on social media. Individual user characteristics can influence how trust is established on social media platforms. (Khadim, Hanan, Arshad, Saleem, & Khadim, 2018): Communications on social media, whether created by the firm or generated by users, can increase brand trust. Building trust on social media can enhance the relationship between brands and their customers. (Jakic, Wagner, & Meyer, 2017): Firm-created content should align with the brand image to maintain trust. If a firm adapts too much to the customer's language style, it can negatively impact trust, possibly by diluting the brand's identity. (Pentina, Zhang, and Basmanova, 2013): Trust on social media platforms can be influenced by the alignment between a user's personality and the platform they use. When there is a good match between a user's personality and a social media platform, trust tends to be higher. Accordingly, (Pentina, Zhang, and Basmanova, 2013) analyzed that Trust on social media is linked to user behavioral responses, such as intentions to continue using the platform in the future and recommending it to others. Trust plays a significant role in user engagement and satisfaction on social networks. Social media platforms, due to their interaction-oriented nature, tend to foster affective trust more effectively than traditional websites.The interactive nature of social media contributes to building stronger trust than the company's traditional public relations efforts.Calefato, Lanubile, & Novielli, 2015) (Kim and Park, 2013) studied **Online Environment and Trust relationship and the outcome reflected that** trust is influenced by the online environment, including attributes such as communication, reputation, transaction safety, platform size, information quality, and word-of-mouth referrals. Users are more likely to trust social commerce platforms that provide a favourable online environment across these attributes. Trust on social media platforms can be built through consumer empowerment. The presence of

both psychological and structural conditions, such as users' perceived ability to share information and conduct transactions, influences trust. Trust can also be influenced by the network effect, where consumers share commonalities and information with others who influence their decisions (Khong et al., 2013).These findings emphasize that trust in the online context, especially on social media, is a complex interplay of factors including brand image, online environment attributes, user experience, and the influence of social networks and communities. Building and maintaining trust in this digital landscape requires a holistic understanding of these factors and careful management of a brand's online presence. These studies collectively highlight the importance of trust as a critical factor in the context of social media, impacting brand equity, loyalty, user behaviour, and overall user experience. Trust is influenced by various factors, including user characteristics, platform interactions, and alignment with user personalities. Understanding and fostering trust is essential for businesses and marketers using social media as a marketing channel.

Theoretical Framework



Hypothesis Testing

H: Social media marketing will have a direct positive effect on customer purchase intention

H: Social media marketing will have a positive effect on Brand consciousness

H: Social media marketing will have a direct impact on Customer Trust

V Research Methodology

Objectives

- To investigate the relationship between social media marketing and online purchase decision.
- To measure the impact of demographic variables in online purchase decision of consumer durables
- To identify the effect of perceived social media marketing activities on brand and value conscious consumers
- Develop a model to predict dimensions of social media marketing in consumer durables sector
- To identify the variables that affect the customer trust in purchase decision.
- To provide suggestions and recommendations to marketers for improving effectiveness of digital marketing

Primary data is collected from 145 respondents and is analyzed using SPSS software.

Analysis and Interpretation

Reliability Analysis

Case Processing Summary

		N	%
Cases	Valid	121	84.6
	Excluded[a]	22	15.4
	Total	143	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.929	54

Table 2

Cronbach's Alpha is found to be .929 which shows that the data is highly reliable.

The table of reliability statistics, specifically reporting Cronbach's Alpha, which is a measure of internal consistency, that is, how closely related a set of items are as a group. It's often used as a reliability coefficient in psychometrics to assess the reliability of a scale or test. In the context of questionnaires or surveys, a high Cronbach's Alpha (usually above 0.70) indicates that the items within the scale are measuring the same underlying concept and that they are consistent in their results.In this table, Cronbach's Alpha is reported as 0.99, which is extremely high, suggesting that the items on this scale are very consistent. However, as it approaches the maximum value of 1. The "N of Items" indicates the number of items that were included in the scale to calculate Cronbach's Alpha; in this case, there are 54 items. When interpreting this statistic, it's important to consider the context of the scale and the nature of the items to determine if the high alpha value represents a well-constructed scale or if it reflects item redundancy or a lack of dimensionality

Analysis

Relevance of Social media and Brand Consciousness

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Iprefersocialmediaadvertisements regardingconsumergoodsov , Ifindsocialmediamoretrustworthysourceofinformationabout[b]	.	Enter

Table 3

a. Dependent Variable: Reputedbrandsincreasemyconfidenceinonlinepurchase

b. All requested variables entered.

The table shows that the model has incorporated various independent variables (under "Variables Entered") for predicting the dependent variable, which, according to the footnote (a), is "Reputed brands in crease my confidence in online purchase". This suggests that the study is investigating how different factors such as interpretations of media advertisement or finding

social media more trustworthy as a source of information influence the level of confidence a consumer has in purchasing online from reputed brands. The method used for entering variables into the regression model is "Enter", which means that all the independent variables listed were entered into the regression equation at once, rather than in a stepwise manner or through any other variable selection procedure. The footnote (b) further confirms that all requested variables were entered into the model.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.356[a]	.127	.114	.729	2.211

Table 4

a. Predictors: (Constant), Iprefersocialmediaadvertisementsregardingconsumergoodsov, Ifindsocialmediamoretrustworthysourceofinformationabout

b. Dependent Variable: Reputedbrandsincreasemyconfidenceinonlinepurchase

This table is a summary of a statistical linear regression model, which is a method used to understand the relationship between two or more variables. Let's break down the metrics shown here:

Model number: This indicates the specific model iteration, which is "1" in this case, meaning it's possibly the first and only model run or the primary model for consideration.

R: This is the multiple correlation coefficient, and it measures the strength and direction of a linear relationship between two or more variables. In this case, the value is "0.356," suggesting a weak to moderate uphill (positive) linear relationship according to some common interpretation guidelines.

R Square: Also known as the coefficient of determination, this value (0.127) indicates that approximately 12.7% of the variance in the dependent variable can be explained by the independent variable(s) in the model. It's a measure of the strength of the model.

Adjusted R Square: Because R Square tends to overestimate the strength of the relationship in models with multiple predictors, the adjusted R square (0.114) is a modified version that accounts for the number of predictors in the model. An adjusted R square that is substantially lower than the R square may suggest that some predictors are not adding much value to the model.

Std. Error of the Estimate: This value (0.729) represents the standard deviation of the residuals, which are the differences between observed and predicted values. It gives an idea of the typical size of the errors in the model's predictions.

Durbin-Watson: This statistic (2.211) tests for the presence of autocorrelation (a relationship between values separated from each other by a given time lag) in the residuals from a regression analysis. Values range from 0 to 4, with a value around 2 suggesting no autocorrelation, values towards 0 indicating positive autocorrelation, and values towards 4 indicating negative autocorrelation. A value of 2.211 is fairly close to 2, suggesting that autocorrelation may not be an issue for this model.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.482	2	5.241	9.854	<.001[b]
	Residual	72.338	136	.532		
	Total	82.820	138			

Table 5

a. Dependent Variable: Reputedbrandsincreasemyconfidenceinonlinepurchase

b. Predictors: (Constant), Iprefersocialmediaadvertisementsregardingconsumergoodsov, Ifindsocialmediamoretrustworthysourceofinformationabout

an ANOVA table is used to report the results of an Analysis of Variance test. The table is labeled "Table no 5," suggesting it is from a research paper or report that includes multiple tables. The ANOVA table has several columns providing information on the statistical analysis for a regression model.

The first column, "Model," indicates the number of the model being reported on within the table—here, just one model is presented. The "Sum of Squares" column displays how much variance is explained by the regression model (10.482) and how much is left unexplained or is residual (72.238). The "df" column stands for degrees of freedom; for the regression, it is 2 (indicating two predictors in the model), and for the residual, it is 136. "Mean Square" is the sum of squares divided by the degrees of freedom, giving us a mean square error for both regression (5.241) and residual (0.532). The "F" column shows the F-statistic value (9.854), which is used to determine the significance of the regression model. It is calculated as the mean square for the regression divided by the mean square for the residuals. Lastly, the "Sig." column shows the p-value (notated here as "<.001"), which tells us the statistical significance of the results; in this case, the regression model is highly significant, as a value below 0.001 indicates that there is less than a 0.1% chance that the observed results could occur if the null hypothesis were true (i.e., the model explains no variance).

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.745	.301		9.109	<.001
	Ifindsocialmediamoretrustworthysourceofinformationabout	.164	.098	.172	1.680	.095
	Iprefersocialmediaadvertisementsregardingconsumergoodsov	.195	.090	.222	2.172	.032

Table 6

a. Dependent Variable: Reputedbrandsincreasemyconfidenceinonlinepurchase

Here the P value is less than .05 which shows there is a significant relationship between the variables.Hence the Alternative hypothesis is accepted.

H0: Social media marketing will have a direct positive effect on customer purchase intention.

H1: Social media marketing will have a direct positive effect on customer purchase intention.

Looking at the columns, we can observe several key pieces of information regarding the regression results. The 'Unstandardized Coefficients' indicate the raw regression weights and tell us how much the dependent variable changes with a one-unit change in the independent variables when other variables are held constant. Here, the constant (also known as the intercept) is 2.745, which would be the value of the dependent variable when all independent variables are zero. The coefficients for "I find social media more trust worthy source of information" and "I prefer social media advertisements regarding consumer goods" are .164 and .195, respectively, suggesting relatively modest changes in the dependent variable per unit change in the predictors. The 'Standardized Coefficients Beta' give us a sense of the relative importance of each predictor, with values of .172 and .222 indicating their comparative influence. The 't' column shows the t-statistic, a measure used to determine the statistical significance of each coefficient, whereas the 'Sig.' column gives the p-values, which here show that the preference for social media

advertisements is statistically significant ($p < .05$), while trust in social media as a source of information is not ($p > .05$), using common statistical significance thresholds.

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.10	4.54	4.04	.276	139
Residual	-3.181	1.896	.000	.724	139
Std. Predicted Value	-3.380	1.831	.000	1.000	139
Std. Residual	-4.362	2.599	.000	.993	139

Table 7

a. Dependent Variable: Reputedbrandsincreasemyconfidenceinonlinepurchase

Relevance and value Consciousness

In the table, various statistics about the residuals are presented, including the minimum, maximum, mean, standard deviation, and the number of observations (N). There are three types of residuals reported: Predicted Value, Residual, and Std. Predicted Value (Standardized Predicted Value). For each, key descriptive statistics are given. The mean of the residuals is shown as zero, which suggests the model's predictions are unbiased on average. The standardized residual mean is one, indicating the residuals have been standardized to have a unit variance. The number of observations (N) for which these statistics were calculated is 139. This table helps in understanding the distribution and behavior of the residuals, which can provide insights into the model's performance and whether the assumptions of the regression analysis are met.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Iprefersocialmediaadvertisementsregardingconsumergoodsov, Ifindsocialmediamoretrustworthysourceofinformationabout[b]	.	Enter

Table 8

a. Dependent Variable: ThebrandsIusereflectmypersonalityandlifestyle

b. All requested variables entered.

In this particular model or step labeled as "1," the variable that has been entered is "I prefer social media advertisements regarding consumer goods or I find social media a more trustworthy source of information about." This variable seems to pertain to a response or an attitude toward the credibility or preference for social media advertisements in relation to consumer goods. The method "Enter" indicates that the variable was added to the regression model. However, it should be noted that the variable name is quite long and appears to combine two distinct statements; typically, variables are named more succinctly in statistical analyses. Without additional context, it is difficult to ascertain the nature of the study or the precise meaning behind this variable, but it's clear that the analysis is concerned with attitudes or perceptions related to social media and advertising.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.411[a]	.169	.157	.835	2.062

Table 9

a. Predictors: (Constant), Iprefersocialmediaadvertisementsregardingconsumergoodsov, IfindsocialmediamoretrustworthysourceofinformationabOut

b. Dependent Variable: ThebrandsIusereflectmypersonalityandlifestyle

In this table, the 'R' value is 0.411, which represents the multiple correlation coefficient and indicates the strength of the linear relationship between the independent variables and the dependent variable. The 'R Square' value of 0.169 indicates that approximately 16.9% of the variance in the dependent variable is explained by the model. 'Adjusted R Square' is slightly lower at 0.157; this metric adjusts the R Square value based on the number of predictors in the model, providing a more accurate reflection of the model's explanatory power when dealing with multiple independent variables. The 'Std. Error of the Estimate' is 9.835, which measures the typical distance between the observed data points and the model's predicted values. Lastly, the Durbin-Watson statistic is 2.062, which assesses the presence of autocorrelation in the residuals from a regression analysis; a value close to 2 suggests that there is minimal autocorrelation.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.275	2	9.637	13.828	<.001[b]
	Residual	94.783	136	.697		
	Total	114.058	138			

Table 10

a. Dependent Variable: ThebrandsIusereflectmypersonalityandlifestyle

b. Predictors: (Constant), Iprefersocialmediaadvertisementsregardingconsumergoodsov, Ifindsocialmediamoretrustworthysourceofinformationabout

H1: Social media marketing will have a positive effect on Brand consciousness

H0: Social media marketing will not have a positive effect on Brand consciousness

Since P value is less than .05 there exists a positive effect between Social media marketing and brand consciousness

In the table, we see several columns: the sum of squares, degrees of freedom (df), mean square, F (the F statistic), and the significance level (Sig.). The sum of squares column is divided into 'Regression' and 'Residual', showing how much of the variability in the dependent variable is explained by the model as opposed to being left unexplained (residual). The degrees of freedom associated with the regression and residual are also shown. The mean square is the sum of squares divided by its respective degrees of freedom and gives an estimate of variance. The F statistic is computed as the mean square of the regression divided by the mean square of the residuals and is used to determine whether the explanatory variables in the model contribute to the prediction of the outcome variable. Finally, the significance (Sig.) indicates whether the observed F is unlikely to have occurred by chance. Here, the significance level is shown as <.001, which suggests that the model is statistically significant, and we can reject the null hypothesis that the model with predictors does not better predict the outcome than a model with no predictors (i.e., the intercept-only model).

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.947	.345		5.644	<.001
	Ifindsocialmediamoretrustworthysourceofinf	.280	.112	.249	2.499	.014

	ormationabout					
	Iprefersocialmediaadvertisementsregardingconsumergoodsov	.212	.103	.207	2.068	.041
Table 11						
a. Dependent Variable: ThebrandsIusereflectmypersonalityandlifestyle						

Let's break down the components of this table:

The first row lists the constant, also known as the y-intercept in the context of a linear regression. It indicates the value of the dependent variable when all other independent variables are equal to zero. In this model, the constant's unstandardized coefficient (B) is 1.947 with a standard error of .345 and a significant t-score of 5.644, indicating that the constant is significantly different from zero at a confidence level typically below .001 ($p < .001$). Below the constant, there are two predictor variables included in the model. The first is "I find social media a more trustworthy source of information" with an unstandardized coefficient B of .280 and a standardized coefficient (Beta) of .249. The standard error of this coefficient is .112, and it has a significance level (p-value) of .014, which suggests that it makes a statistically significant contribution to the model. The second predictor, "I prefer social media advertisements regarding consumer goods," has a smaller unstandardized coefficient of .212 and a standardized coefficient of .207, with a significant level of .041, again indicating statistical significance. The standardized coefficients (Beta) can be used to compare the relative strength of the predictors within this model, with larger absolute values indicating stronger predictors.

Residuals Statistics[a]					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.44	4.41	3.72	.374	139
Residual	-3.408	2.069	.000	.829	139
Std. Predicted Value	-3.425	1.842	.000	1.000	139
Std. Residual	-4.082	2.478	.000	.993	139
Table 12					
a. Dependent Variable: The brands I use reflect my personality and lifestyle					

1. Predicted Value: This row shows the statistics for the values that the regression model predicts. The minimum predicted value is 2.44, the maximum is 4.41, and on average, the model predicts a value of 3.72 with a standard deviation of 0.374. "N" denotes the sample size, which is 139 observations in this case.

2. Residual: The residuals here have a minimum of -3.408, showing that the largest underestimate by the model was by approximately 3.408 units. The maximum of 2.069 suggests the largest overestimate. The mean of the residuals is 0.00, which is expected in a properly functioning regression model, indicating that on average, the model is not systematically over or underestimating. The standard deviation of the residuals is 0.829, giving a sense of how much the predictions typically deviate from the actual values.

3. Std. Predicted Value: Standardized predicted values have a mean of 0 and a standard deviation of 1 by construction, enabling comparison across different units or scales.

4. Std. Residual: Standardized residuals are the residuals divided by their standard deviation, and they are used to identify outliers. In this table, the standardized residuals range from -4.082 to 2.478, with a mean again of 0 and a standard deviation very close to 1, as expected.

Variables Entered/Removed[a]			
Model	Variables Entered	Variables Removed	Method
1	Iprefersocialmediaadvertisementsregardingconsumergoodsov, Ifindsocialmediamoretrustworthysourceofinformationabout[b]	.	Enter
Table 14			
a. Dependent Variable: I compare the prices of different brands through online tomake			
b. All requested variables entered.			

In the table, we see "Model 1" indicating that perhaps this is the first (and possibly only) model in this series of analyses. Under "Variables Entered," there's a snippet of text that seems to indicate the variable considered in this model has to do with social media advertisements and consumer goods. It is likely a predictor variable that the analysis is testing to see if it has a

significant relationship with some outcome variable. The "Method" column states "Enter," which typically means the variable was forced into the model in this step, rather than being selected through some automated process like stepwise regression. There are no "Variables Removed," indicating that no variables were taken out in this particular step of the model building process. For a more complete interpretation, we would need the full context including the hypothesis being tested and additional statistical output not visible in this image.

Influence of Social media and Customer trust

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.188	2	14.594	32.099	<.001[b]
	Residual	61.834	136	.455		
	Total	91.022	138			
Table 15						
a. Dependent Variable: I compare the prices of different brands through online to make						
b. Predictors: (Constant), I prefer social media advertisements regarding consumer goods, I find socialmedia more trust worthy source of information about						

(ANOVA) associated with a multiple regression analysis. The table is designed to test the hypothesis that the independent variables in the regression model significantly predict the dependent variable. To understand the table, let's break down each column:

1. Sum of Squares: This represents the total variation in the dependent variable. It is partitioned into two parts: the variation explained by the regression model (Regression) and the unexplained variation or error (Residual).

2. df (degrees of freedom): This indicates the number of values in the final calculation of a statistic that are free to vary. For the regression model (Regression), the degrees of freedom are usually the number of predictors. For residuals (Residual), it is the number of observations minus the number of parameters estimated (including the intercept).

3. Mean Square: This is the Sum of Squares divided by the corresponding degrees of freedom. It reflects the average amount of variation explained by the model (for the Regression row) and the average amount of error or unexplained variance (for the Residual row).

4. F: It is the F-statistic, which is calculated by dividing the Mean Square for the regression by the Mean Square for the residual. This statistic is used to determine whether the variability explained by the model is significantly greater than the unexplained variability.

5. Sig. (Significance): This is the p-value indicating the probability that the observed F-statistic would occur if the null hypothesis were true (which usually states that the model does not explain variability in the dependent variable better than chance). In this case, the p-value is < .001, suggesting that the regression model significantly predicts the dependent variable.

The F-statistic being 32.099 and the significance level being less than 0.001 indicates that the regression model as a whole has a statistically significant predictive power on the dependent variable. The table also shows that the model explains 29.858 units of the total variation (Sum of Squares for Regression), and there is still 61.934 units of unexplained variation (Sum of Squares for Residual).

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.220	.284		7.820	<.001
	Ifindsocialmediamoretrustworthysourceofinformationabout	.238	.091	.234	2.613	.010
	Iprefersocialmediaadvertisementsregardingconsumergoodsov	.364	.083	.392	4.384	<.001

Table 16

a. Dependent Variable: I compare the prices of different brands through online to make

The 'Coefficients' table typically displays both unstandardized (B) and standardized (Beta) coefficients. Unstandardized coefficients represent the change in the dependent variable for a one-unit change in the predictor variable. In this case, for example, "Model 1 (Constant)" has a B

value of 2.220, which is the intercept—the expected value of the dependent variable when all predictors are zero.

Standard errors indicate the variability of the estimates, and the 't' value is the statistic used to test the hypothesis that a particular coefficient is different from zero (no effect). The t-value is calculated by dividing the coefficient (B) by its standard error. The 'Sig.' column, short for significance, provides the p-value, which indicates the probability of obtaining a result at least as extreme as the one observed, under the assumption that the null hypothesis is true. A common threshold for significance is $p < 0.05$. In your table, both the constant and the predictor variables are significant (p-values are less than 0.01 and 0.05). The 'Standardized Coefficients' or Beta values make it possible to compare the relative strength of the impact of each variable. For instance, "I prefer social media advertisements regarding consumer goods" has a Beta of .392 which suggests a moderate positive relationship with the dependent variable, assuming the Beta value is standardized to allow for direct comparison among variables in the model.

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.82	5.23	4.39	.460	139
Residual	-2.136	1.213	.000	.669	139
Std. Predicted Value	-3.407	1.823	.000	1.000	139
Std. Residual	-3.168	1.799	.000	.993	139

Table 17

a. Dependent Variable: Icomparethepricesofdifferentbrandsthroughonlinetomake

H: Social media marketing will have a direct impact on Customer Trust

Since P value is less than .05 the alternative hypothesis is accepted.

the "Predicted Value" row shows summary statistics for the values predicted by the model. Here, the minimum predicted value is 2.82, the maximum is 5.23, and on average, the model predicts a value of 4.39 with a standard deviation of .460, across 139 observations (denoted by 'N').

Next, the "Residual" row shows the summary of the residuals, which are the differences between the observed values and the values predicted by the model. A residual of 0 would indicate a perfect prediction. In your model, the residuals range from -2.136 to 1.213 with a mean of 0.000,

suggesting that on average, the model predictions are accurate, though individual predictions vary as indicated by a standard deviation of .669.

The "Std. Predicted Value" and "Std. Residual" rows show the standardized values of the predicted values and residuals. Standardization is the process of subtracting the mean and dividing by the standard deviation. This process transforms the data to have a mean of 0 and a standard deviation of 1, which is what we observe in the table. The standardized values are useful for comparing the residuals and predicted values on the same scale, especially when the variables measured are on different scales. The standardized residuals range from -3.168 to 1.799, indicating the spread of the residuals after they have been standardized.

It's important to examine these numbers carefully because they can provide insight into the performance of your regression model. Large residuals (far from 0) can indicate poor model fit for those observations. In most cases, we expect a mean of the residuals close to 0 if the model is well-fitted.

Conclusion:

The findings of this research underscore the transformative impact of social media on consumer purchasing behavior, particularly in the realm of consumer durables characterized by high involvement. The study reveals that social media plays a pivotal role in shaping consumers' decision-making processes, influencing their product evaluations, and facilitating peer-to-peer communication for information acquisition. Businesses operating in the consumer durables sector stand to benefit significantly from leveraging social media platforms to engage with consumers, enhance brand awareness, and drive purchase intentions. As the digital landscape continues to evolve and social media usage proliferates, companies must adapt their marketing strategies to effectively harness the power of social media in influencing consumer behavior and driving business growth.

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