

Determining Interconnecting Role of Social Media Marketing Strategies: A Young Population Study

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ABSTRACT

In the rapidly evolving digitalised era organisations and businesses are proactively adopting technological developments and innovative relationships in the marketing sphere. The literature of the study revolves around the key aspects of e-marketing strategies and customer loyalty, marketing influencers in social network, digital marketing and buyer's behaviour of youth, social media campaign in customer buying pattern, social media network and viral marketing for reinventing effective marketing strategies in the marketing arena. The paper focuses to gauge the impact of social media marketing prospects in digital marketing domain. The study highlights on young population behavioural marketing decisions with an evaluation on the aspects on brand loyalty, perception & trust, and social media benefits on the buying attitudes. The research methodology is exploratory and data collection were done through primary methods through Likert Scaling technique method. The results of Path Analysis projected that the coefficients are positive and connected with Social Media Involvement and Buying Behaviour along with Usage and Influence and Buying Behaviours are mediated by varied factors. The paper highlights key issues of social media marketing strategies with the potential to influence and create opportunities to better understand customers making marketing decisions more effective with incentivise buying. The study upholds social media as an effective mechanism to accelerate new, innovative marketing methods and techniques in the business horizon in the days to come.

Keywords: Social Media, Marketing, Digitalised, Customers, Strategies, Structural Equation Modelling

INTRODUCTION FOOTSTEPS: SOCIAL MEDIA AND MARKETING

In the recently evolving corporate dynamics, the waves of ever-changing behaviour of the digital economy have revolutionised strategic marketing platforms. In the global environment wherein technological changes captured through social networking sites have increasingly emerged and dramatically transformed the marketing world with e-marketing proponents. The explosive expansion of new information-based platforms, viz. YouTube, WhatsApp, and Instagram has expanded drastically in recent years impacting the whole spectrum of socio-demographic domain worldwide (Bajpai, Pandey & Shriwas, 2012).

The twenty first century competitive digitalised world is no longer limited to the boundaries of standard marketing model but rapidly stepping forward into a developed arena of digitalised marketing strategies arena based on social networking platform. The idea of social media marketing proponents has its foundation supporting on brand preference, align marketers and opportunity to communicate brand message within the expanded network of potential customers.

The emergence of social media marketing strategies enables interaction between customers and companies, building relationships, developing experiences, and promoting purchase decision in rapidly changing business landscape. During the last decade social networking sites

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have contributed to creating the foundation of digital marketing channels for smart decision making amidst ever-changing business environment (Carr & Hayes, 2015). In present times, the role and relevance of social media have resulted in the creation of effective buying mechanism integrating marketers, consumers, and society collaborating the integrated marketing communication modalities with new and traditional processes. Indeed, the social media concept in the domain of marketing business acts as an inducement tool in accelerating the desire to buy impacting consumer attitudes and willingness towards a specific brands or products. The highly engaging attribute of social media platform keeps customer involved attached towards marketing organisation and their brand identities. Marketing on digital platforms is just another channel for marketing linking internet marketing techniques with social media linkages and disseminating marketing contents for prospective customers (Benthaus, Risius & Beck, 2016).

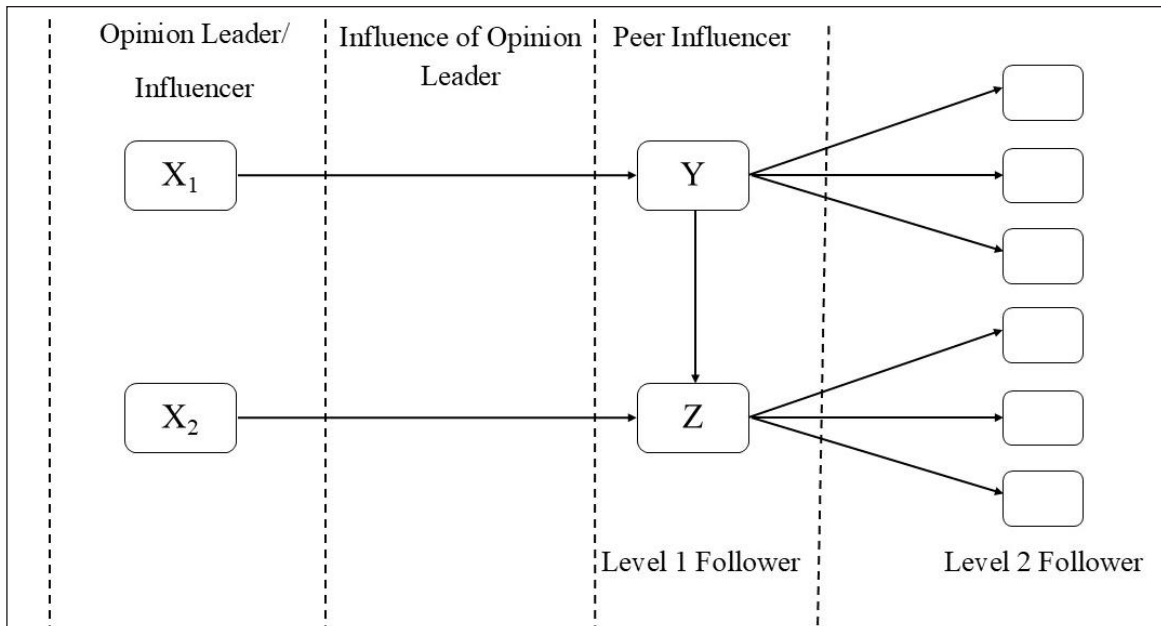
To take advantage of the vast size of social network organisations should rigorously examine the benchmark of marketing influencer to maximise the firms' advantages. A social network is closely associated with divergent users and exploring the prime components of developing the potential of marketing data is the call of the hour. In the post pandemic time there has been a revolutionary transformation in the marketing sector resulting social media marketing tool as prime and acceptable marketing influential-tool in recent times. Undoubtedly with the paradigm shift in the socio-economic environment amidst digitalised era, the social instrument has emerged as the key inducer impacting technology, people and market. Thus, it is quite pertinent to explore and harmonised social media and marketing attributes in the present competitive business terrain. The paper emphasises focusing on the avenues of social media platform aligning prospective marketing tools. Inter connecting social media platform towards building a progressive marketing relationship among future prospective consumers has emerged as promising trend in the business world. Rebuilding, redesigning, and recreating innovative marketing panacea for millennium business houses channelising social media platform paves the pathway for promises, progress and

prosperity in the marketing sphere in the days to come (Nadaraja & Yazdanifard, 2013).

REVIEW OF THE LITERATURE

Analysing Influencer Marketing on Social Platform: An Overview

In recent times, the waves of social media networks have revolutionised marketing horizon substantially. Quite surprisingly the vast arena of social network has transformed organisational marketing strategies impacting planning and effectiveness of the leverage of social media component. Traditionally, businesses have relied on opinion leaders to influence on other individuals and sharing market experiences with their product. The rapid dissemination and easy accessibility of online social network resulted the necessity to measure the outcome of 'influencer marketing' in social media platform. Generally, influencer marketing involves hiring opinion leader primarily on three essential features of social medial platform viz. enabling influencers for direct communication without an intermediary, facilitating message supply and fast propagation to customers (Subramani & Rajagopalan, 2003). For successful influencer marketing and aligning business for effective evaluation of the real worth of influencer marketing campaign need to be prioritised. Research reveals that the popularity of influencer marketing is spread worldwide and a study estimates the presence of more than 350000 (approximately) in India. It can be witnessed that there is a rising trend among the business houses to selecting a set of influencers to post messages for product promotion and maximising marketing campaign effectiveness. The popular social media tools viz., Facebook, Instagram, YouTube, Twitter possess a comprehensive strength based on an influencer engagement level wise actively engaged for optimisation of number of followers for promoting a product (Rosário & Dias, 2023). A typically influencer marketing campaign really promote a product depending on short horizon or long horizon marketing campaign. Predominantly three important factors impact marketing campaigns is can be illustrated in Fig. 1.



Source: Authors' creation.

Fig. 1: Determinants of Successful Marketing Campaigns

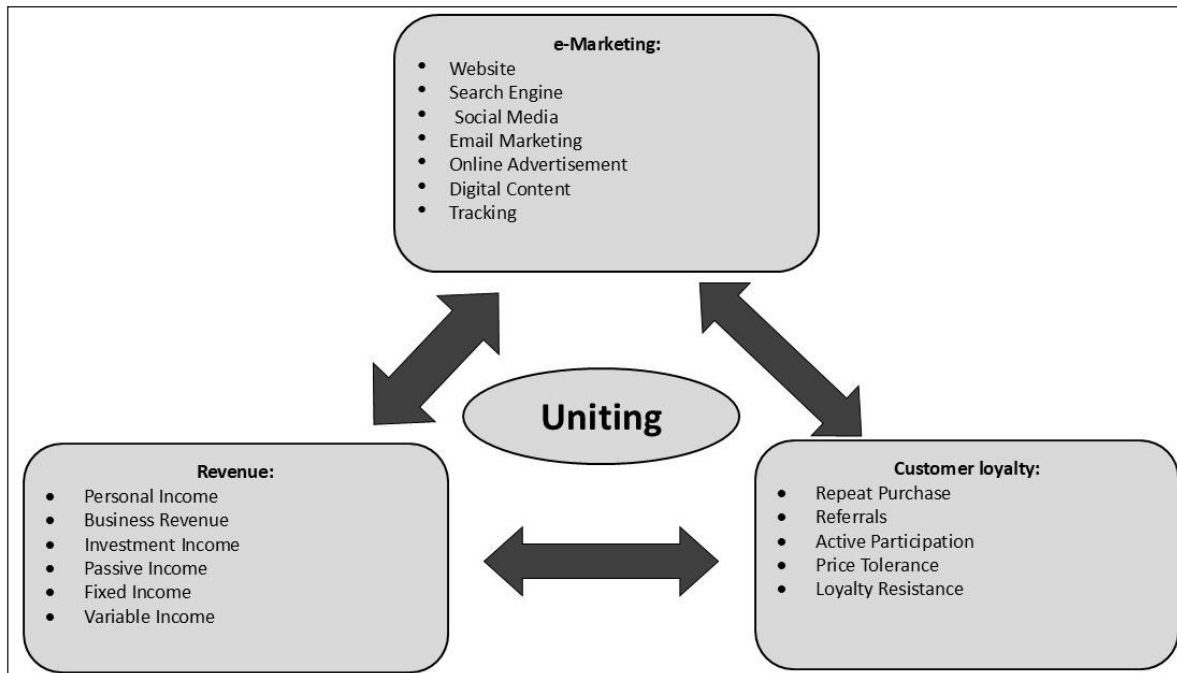
Research projects that influencer marketing intends to circulate messages in a social network from one user to another. Multiple influencer-centric maximisation models have consistently exhibited that the user propensity to interact with an advertisement. Subsequently a message is closely connected with the frequency and individual is exposed to that specific ad-campaign. Prominently in the congruence between influencer marketing and social network spectrum diffusion of information is dependent on the collective entrance of all users of social networking platform on a user. Moreover, collective influence propagates on the situation wherein collective influence is greater than a certain threshold which is uniformly distributed. To arrive at rational decision related to selection of influencer in real time depends on managerial insights and varying market situation from time to time (Pascucci, Savelli & Gistri, 2023). Nevertheless, it is interestingly witnessed that the impact of influencer marketing offers a prominent contribution in spreading of transmitting the message to the followers, resulting maximum benefits for firm towards advertng on social media centric influencer.

Foundation Pillars for Effective Social Media Marketing Campaign

In today's ever-changing media landscape, marketing proponents have embraced new information-linked platforms based on attention-interest-desire-action all focusing on fruitful purchasing decisions. The age-old marketing phenomenon has been transformed towards web-based technology in the digitalised information-centric era of social media promotional sphere. Social media-centric marketing is a web-based platform facilitating various users to share, interact and transact marketing information at the global scenario. In the changing paradigm of the business horizon consumers are more inclined towards social media connectivity in place of traditional marketing. It offers an opportunity among individuals to let each other know about products and paving bold emotional connectivity with brand and its user. As per "*Social Media Marketing Industry Report 2010*" the basic marketing features lay importance on social media return on outlay, social media ability to generate exposures and social media tool to build new

business partnership. Including social media marketing techniques for successful marketing campaign need organisational brand and attributes for marketing success in the long run (DEI Worldwide & OTX, 2008). The prime

factors inducing social media marketing for achieving marketing goals and harmonising with similar interest and characteristics are illustrated in Fig. 2.



Source: Authors' creation.

Fig. 2: Prime Determinants of Market Behaviour

A perfect integration between social media strategies with overall market strategy creates awareness and generates brand promotion through multifaceted components such as Facebook page, Twitter account, Quick Reply (QR) codes and many more. The integrated campaign can lead users to acquire branded commodities and services through social media featured with update and feedback components. The blended campaigns on social media with commodity groups in Facebook, Myspace, LinkedIn, and Twitter all emerged as open grassroots centres for mobilising marketing campaign. It also simultaneously allows online shoppers to experience higher quality and more trustworthy information by accessing other shoppers' opinions about products. Moreover, marketing houses also take into consideration in implementing strategy channelising sentiment analysis, predictive ratios and location-centric marketing to assess the marketability of a product in the competitive sphere. Moreover "On Live" campaign on social media groups namely "Like" and "Share" creates an affinity and opportunity for the

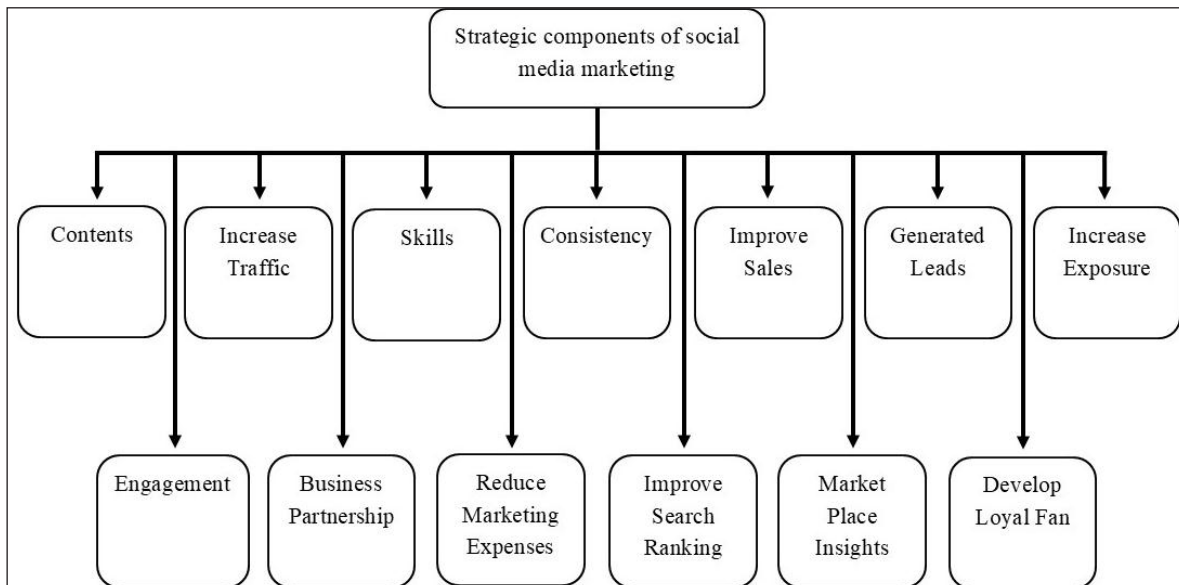
product and its promotion in the social network domain. The mechanisms and the accessibility of "Like" and "Share" data in social media platforms enable marketers to build marketing networks and relationships with users. It also paves the way for reaching prospective customers integrating constant information, communication and entertainment at broader prospective. It is pertinent to note that for creating effective social media advertising marketing campaign encourages users' content creation (Needham, 2008). Concurrently availability of feedback with an option of democratic expression of knowledge through sharing information directly to the potential customers is an added advantage. Keeping upgraded with fresh and relevant information in social media environment tends to create high value on user review and create top-of-mind awareness by responding effectively to user communication. The effectiveness of social media buying activities propaganda not only measures user information but possess the ability to get connected by the internet platform. It is the arena wherein people access

a wide range of data with a positive move and optimistic interaction in the social media terrain. It is widely accepted that social media marketing inter-connectedness can be applied to engage target audience and has the potential to attract brands to their target population which induces to launch innovative product for market growth.

Relevance of Online-Linked Marketing Platform: A Potent Marketing Instrument

The term ‘social media’ includes two operating words comprising *social* and *media* i.e., interaction between individuals of common interest with each other. Social media in the last two decades have gained more than one

million users worldwide and achieved the attention of business fraternity. It is predominantly the torch bearer of marketing agencies with added advantage of virtual presence in the internet. Social media network platform today has been regarded as key elements to socialise as well as create opportunities for market and connecting with existing and prospective customers (Rosario & Cruz, 2019). Traditionally the Word of Mouth (WOM) was the prominent marketing mechanism adopted by business house by decades and subsequently being replaced by electronic mechanism. Henceforth, aligning consumers with online based processes to reach a wider marketing landscape with online social media focused marketing activities. The multifaceted strategic components of social media marketing management can be outlined in Fig. 3.



Source: Authors’ creation.

Fig. 3: Core Elements of an Effective Social Media Marketing Approach

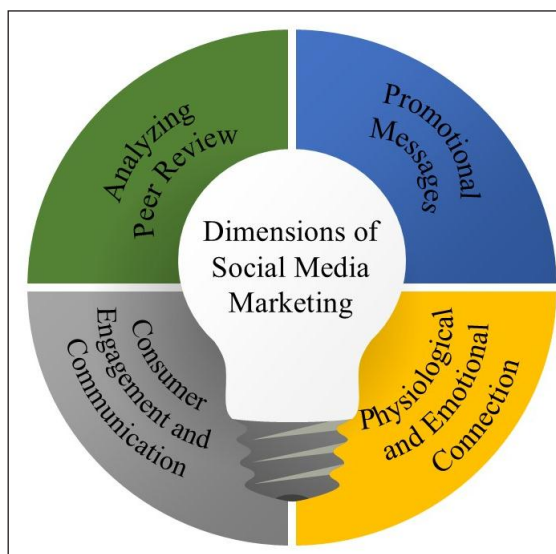
Social media marketing is an upcoming phase that originated with social media evaluation, acting as a vibrant tool providing electronic recommendation to customers. It is as an appraisal mechanism in a convenient manner designed for product promotion via “consumer to consumer” interaction. Studies have shown that promoting and marketing an organisational brand with elements like memory ability, meaningfulness, likeability, transferability, adaptability and protect ability are the vital attributes for a strong and good brand in satisfying customer expectation and fulfilling brand promise (Jaas, 2022). A balanced score-card between business

process prospective, customer prospective, and financial prospective needs to be implemented for best strategic organisational performance for businesses operating in a competitive environment. The focal factors behind applicability of social media in the marketing domain are transforming and changing thereby revolutionising the impact of individual communication in context of marketing dynamics (Janathanan, Chrishankar & Nizar, 2018). Modern-day marketers should understand that there has been a gradual paradigm shift in the layers of marketing hierarchy i.e. from producer to consumers and economy at large. Marketers, marketing and marketability

need to be understood at the backdrop of social media platform with enables organisation to participate in the marketing landscape collaborating with social for the effective marketing management campaign in the way forward.

Reinventing Avenues of Social Media Marketing Strategy: Opportunities and Challenges

Business dynamics have been significantly influenced by the recent growth of digital economy worldwide. Social networking sites are continuously confronting towards changing facets of marketing relationship in order to achieve strategic marketing excellence. From the business perspective social media platform acts as a bridgeway between customers and companies initiating innovative business strategies of ‘introduction’ and ‘sharing’. Nowadays social media platform has evolved as a real intermediary for connectivity inducing to rethink business strategies. Invariably it also strengthens consumer involvement and enhance efficiency with convenience. Nevertheless, it is relevant for marketers to understand the real significance of social media and its impacts on messaging and channelisation to deliver effective marketing campaigns (Thackeray, Neiger et.al., 2008). Fig. 4 projects manifold direction of social media marketing all inducing to create a new environment mutually beneficial to both communicating parties.



Source: Authors' creation.

Fig. 4: Manifold Dimensions of Social Media Marketing

In the present times, social media has revolutionised the dynamics of organisations and their target consumers through visibility, flexibility and adopting new technologies for result oriented outcomes. Importantly, social networks provide avenues for product branding promotion and thereby acting as a vibrant strategic medium of employer branding. Attracting prospective employees and consumers through online relationship. Branding should be considered a consistent process amidst present fluctuating, social and economic environment and contributing for organisational progression (Larimo & Leonidou, 2021). Moreover, social media in a digitalised world has been acknowledged as one of the prime tools for knowledge and innovation at various stages of businesses processes. Building foundation for higher commitment and loyalty influencing team work and effective organisational culture in the long run is the most prioritised social agenda. Interestingly social media has emerged as an ultimate panacea and sincere efforts need to adopted about awareness linked with consumer engagement the prime of marketing communication in the present digitalised era. It has been widely accepted that the significance of social media in combating crisis situations strengthens trust that reassures consumers in balancing the benefits and challenges of multiple public issues (Maitri, Suherlan et al., 2023). The relevance of social media requires assessment and evaluation wherein misunderstanding and misleading conclusions need to be avoided in order to build strong professional relationships and vibrant marketing behaviour that enables to make social media a potential tool interconnecting company-consumer relationship spectrum.

Integrating Digital-Marketing Strategy, Revenue, and Customer Loyalty: A Glimpse

In the ever-changing, fluctuating technological era, organisations are proactively adopting technological developments in response to changing waves of consumer behaviour. The dynamics of dealing market and consumers stands on multiple online marketing proponents streamlining to reach and interact closely with the prospective customer. With accelerated marketing success in the competitive world. Amidst smart business landscape electronic marketing or e-marketing has transcended geographical boundaries providing abundant opportunities in understanding consumer preferences and

behaviour through wide spectrum of digital assimilations. Navigating consumer behaviour with digital marketing proponents and its outcome on proceeds generation and trustworthiness building prominent attention in the digitalised marketing platform (Zulfikar, 2023). Analysing and realising the core essence of customer portfolio evolving preferences, behaviour, needs, wider use of e-marketing strategies has the strong potential of competitive advantage in the present fluctuating market platform. In the increasingly digitally connected era, establishing a distinctive brand image and creating dedicated customer loyalty are the needs of the hour. Interconnecting e-marketing, revenue, customer loyalty paves the way towards achieving impressive results and improving overall organisational performance. The success factors of social medial marketing can be portrayed in Fig. 5.



Source: Authors’ creation.

Fig. 5: Success Factors in Social Media Marketing

Moreover, e-marketing is vital and essential in the e-age for reaching a broader audience on the one hand, and for generating revenue to achieve financial goals and evaluating business growth on the other hand (Dehghani, Nourani & Abradeh, 2012). Customer loyalty acts as a binding knot in harnessing customer, communication, and marketers, which in turn strengthens loyalty foundation and accelerated customer services in the marketing arena. Twenty first century –marketing proponents acts as a mouthpiece to promote company’s product, optimise

marketing investment and enhances personalised customer experience in the competitive business ecosystem. The effectiveness of e-marketing is not just limited in creating potential customer group and simultaneously open doors in identifying opportunities for growth towards prospective marketing bondage in the future times (Moretta Tartaglione et al., 2019). E-marketing strategies plays a pivotal role in smart decision making which does not solely confined in generating revenue but acts as a foundation pillar for business houses for gaining optimum benefits in the growing digital marketing domain.

Research Gap

With the emergence of a technical revolution encircled by the web based social media sphere resulted a digitalised marketing era showcasing drastic transformation in the relationship between marketers and stakeholders. The study attempts to gain insights into digital market trends, influencing brand and attention towards visual-implications giving rise to diverse beneficiary channels of product, market and consumers. Against this backdrop, although a reasonable research work has been conducted in the field of social media marketing, there are hardly a handful of studies on data-driven social media centric marketing strategies among youth population in the digital marketing sphere in the Indian context. Thus, the research gap is apparent from the fact in identification and implementation of digitalised marketing strategies backed through social media marketing channels has not specifically investigated belonging to youth age group. Considering this research gap, the focus of the study is to examine and explore the influence of social media marketing strategies on the buying behaviour of the youth population.

Rationale of the Study

In the 21st century millennium. there has been a sea change in buying behaviour and consumer decision making, where people no longer spare time to interact rather applies digital tools for effective marketing and initiative buying. With the massive and intense expansion of Social Networking Sites (SNSs) induced and redesigned diverse web-based platforms to create a bridgeway among consumers & market from varied backgrounds

(Conroy & Narula, 2010). From a marketing viewpoint, social media marketing platforms enable effective communicating interaction between customers and marketing channels fostering relationship, experiences and promotion at marketing hemisphere. Social media marketing methods offer an array of internet marketing techniques acting as an effective tool and potent media marketing channel towards search-engine marketing optimisation in digital marketing activities, Rethinking and restructuring prospective marketing strategies with social media marketing proponents indeed creates an optimistic impact that enables today's business houses to strengthen customer loyalty and make smarter decisions in the coming days (Umami & Darma, 2021).

Objectives of the Study

In the fluctuating phases of current market scenario designing successful marketing plans that utilise the benefits of social media platforms is quite relevant in today's dynamic market environment. For a long-term competitive edge through creative and socially conscious marketing techniques the importance and essentiality of social media marketing is quite realistic in present times (Tiago & Verissimo, 2014). The paper primarily emphasises on user experiences of social media marketing aligning traditional with e-marketing platform. Thus,

- The broader objective of the study focuses on social media marketing proponents and their influence on customer decisions.
- To assess the connection between social media engagement and social media usage in brand loyalty, perception, trust and user experience.
- To evaluate the aspects on brand loyalty, perception, trust, and user experience as mediating tools between social media engagement and social media usage and young population purchasing behaviour.

Hypothesis of the Study

Based on the above discussed objective, the following hypotheses have been formulated:

Null: H0: There is no significant relationship between user experience and buying behaviour.

Alternative: H1: There is a significant relationship between user experience and buying behaviour.

Null: H0: There is no significant relationship between brand loyalty and buying behaviour.

Alternative: H1: There exists significant relationship between brand loyalty and buying behaviour.

Null: H0: There is no significant relationship between perception and trust and buying behaviour.

Alternative: H1: There exists significant relationship between perception and trust and buying behaviour.

Null: H0: There is no significant relationship between engagement with social media and user experience.

Alternative: H1: There exists significant relationship between engagement with social media and user experience.

Null: H0: There is no significant relationship between usage and influence and user experience.

Alternative: H1: There exists significant relationship between usage and influence and user experience.

Null: H0: There is no significant relationship between engagement with social media and brand loyalty.

Alternative: H1: There exists significant relationship between engagement with social media and brand loyalty.

Null: H0: There is no significant relationship between usage and influence and brand loyalty.

Alternative: H1: There exists significant relationship between usage and influence and brand loyalty.

Null: H0: There exists significant relationship between engagement with social media and perception and trust.

Alternative: H1: There is no significant relationship between engagement with social media and perception and trust.

Null: H0: There exists significant relationship between usage and influence and perception and trust.

Alternative: H1: There exists significant relationship between usage and influence and perception and trust.

Research Methodology

The research framework is exploratory and explanatory in nature. The study takes into consideration both primary and secondary data collection methods for deriving the results. The primary data were collected with the application of non-probabilistic convenient sampling methods. The study has been conducted based on a pilot study to assess trends and feasibility before conducting a broader investigation, with a sample size of 96 respondents. The respondent comprised young population belonging to age group 18 to 25. Data were collected and compiled with the application of Likert’s five-point scale, techniques ranging from 1 to 5. The computed data were compiled using Structural Equation Modelling in the SmartPLS software.

Data Analysis and Findings

Before providing the SEM results to show the associations between various components, tests of reliability and validity were examined to evaluate the internal consistency of the structured model. Table 1 presents the results that were gathered to determine the reliability of the various constructions. It is considered credible if the construct has a score higher than 0.70. Convergent validity was assessed using the measure of Fornell and Larcker’s (1981) criterion, which specifies that 0.5 is the threshold value for Average Variance Extracted (AVE) (Sinha & Bag, 2023; Naskar et al., 2024). Consequently, the study confirms the validity and reliability of the questionnaire based on the outcome of Table 1.

Table 1: Result of Reliability and Convergent Validity of the Model

Name of the Constructs	Cronbach’s Alpha	Composite Reliability		Average Variance Extracted (AVE)
		rho_a	rho_c	
Brand Loyalty	0.793	0.794	0.879	0.707
Buying Behaviour	0.821	0.821	0.893	0.736
Engagement with Social Media	0.738	0.750	0.851	0.655
Perception and Trust	0.824	0.827	0.895	0.739
Usage and Influence	0.843	0.857	0.905	0.760
User Experience	0.920	0.921	0.940	0.757

Source: Authors’ computation.

The computation of the Heterotrait-Monotrait (HTMT) ratio is employed to ascertain discriminant validity. A value of less than 0.9 is the desired value for the constructs

(Bag et al., 2023). The findings of this ratio, presented in Table 2, demonstrate the existence of discriminant validity.

Table 2: Result of Discriminant Validity Based on the Heterotrait-Monotrait (HTMT) Ratio

	Brand Loyalty	Buying Behaviour	Engagement with Social Media	Perception and Trust	Usage and Influence	User Experience
Brand Loyalty						
Buying Behaviour	0.878					
Engagement with Social Media	0.665	0.692				
Perception and Trust	0.761	0.806	0.658			
Usage and Influence	0.668	0.626	0.669	0.578		
User Experience	0.709	0.783	0.603	0.597	0.596	

Source: Authors’ computation.

The discriminant validity of the model was evaluated by computing the Fornell-Larcker criterion value. Based on theoretical understanding and the generally acknowledged

rule of thumb, each construct’s discriminant validity was established (Ghosh, 2024). Table 3 presents the outcome of the discriminant validity.

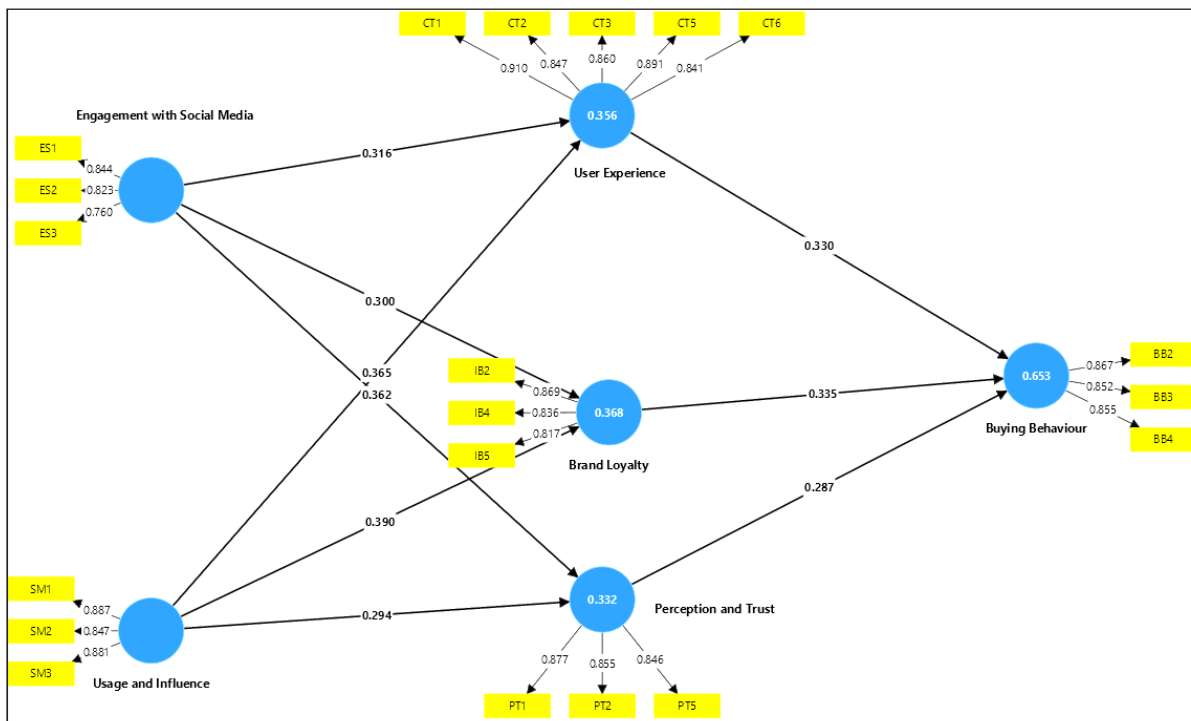
Table 3: Result of Discriminant Validity Using Fornell-Larcker Criterion

	Brand Loyalty	Buying Behaviour	Engagement with Social Media	Perception and Trust	Usage and Influence	User Experience
Brand Loyalty	0.841					
Buying Behaviour	0.711	0.858				
Engagement with Social Media	0.509	0.545	0.810			
Perception and Trust	0.617	0.665	0.519	0.860		
Usage and Influence	0.551	0.525	0.534	0.488	0.872	
User Experience	0.605	0.681	0.511	0.520	0.533	0.870

Source: Authors' computation.

The outcomes of the path analysis are shown in Fig. 5 below. The different paths through which the findings are accessible include User Experience - > Purchasing Behaviour, Brand loyalty - > Buying Behaviour, Perception and trust - > Buying Behaviour, Attachment with Social Media - > User Experience, Usage and

Influence - > User Knowledge, Engagement with Social Media - > Brand Loyalty, Usage and impact - > Brand Loyalty, Engagement with Social Media - > Perception and trust, and Usage and Influence- > Perception and Trust. The outcome of Path Analysis is highlighted in Fig. 4.



Source: Authors' computation.

Fig. 6: Graphical Representation of the Path-Analysis

The statistical results of the regression analysis are presented in Table 4. The paths are all significant as shown by the p-values. Consequently, the dependent variable is strongly influenced by the many independent factors. The fact that the coefficients are positive, indicating that the independent factors have a positive effect on the dependent variable, is another prime outcome.

The diagram also demonstrates the mediating roles that the concepts of User Experience, Brand Loyalty, Perception and Trust play. Each of the three factors functions as a mediator between Social Media Engagement and Buying Behaviours, as well as between Usage and Influence and Buying Behaviours.

Table 4: Result of the Path Analysis

Path	Path Coefficient	t-Statistics	p-Values
Brand Loyalty -> Buying Behaviour	0.335	3.378	0.001***
Engagement with Social Media -> Brand Loyalty	0.300	4.051	0.000***
Engagement with Social Media -> Perception and Trust	0.362	4.184	0.000***
Engagement with Social Media -> User Experience	0.316	4.124	0.000***
Perception and trust -> Buying Behaviour	0.287	2.295	0.022**
Usage and Influence -> Brand Loyalty	0.390	3.342	0.001***
Usage and Influence -> Perception and Trust	0.294	2.600	0.009***
Usage and Influence -> User Experience	0.365	3.332	0.001***
User Experience -> Buying Behaviour	0.330	3.075	0.002***

** Significant at 5% Level, *** Significant at 1% Level

Source: Authors' computation.

The findings of the SEM path analysis make it evident that young individuals' purchasing decisions are significantly influenced by social media marketing. The regression analysis indicates that the dependent variable 'Buying Behaviour' is markedly influenced by the independent variables 'User Experience', 'Brand Loyalty', and 'Perception and Trust'. The positive correlations linked to these variables provide more evidence that improvements in brand loyalty, trust perception, and user experience have a favourable impact on young citizens' purchase decisions. Furthermore, the research underscores the crucial intermediary functions of "User Experience," "Brand Loyalty," and "Perception and Trust." The proximity between "Social Media Engagement" and "Buying Behaviours" as well as between "Usage and Influence" and "Buying Behaviours" are mediated by these factors. According to this mediation, enhancements in user experience, brand loyalty, and trust perception are the avenues by which social media usage influences purchasing behaviours and has an impact on them.

Overall, the spotlight of the results highlights the importance of social media marketing strategy in strengthening important intermediaries that influence young adults' purchasing decisions. Marketers may successfully utilise social media tools to influence purchase decisions of adolescents by concentrating on enhancing user experience, promoting brand loyalty, and creating perception and trust. For marketers seeking to successfully target the young adult audience on social media, these observations have important implications. This study's strong correlations and mediating effects offer a concrete foundation for comprehending how social media marketing influences customer behaviour, opening

the door to more focused and successful marketing initiatives.

Summary of Findings

The study aims to focus relationship behaviour between social media marketing proponents with young population. The investigation confirms the validity and reliability of the data demonstrating the existence each construct of discriminant validity. The outcome of path analysis projected through Structural Equation Modelling (SEM) identifies positive correlation linked with brand loyalty, perception and trust, buying behaviour, usage and influence that influence young adults buying behaviour. The statistical result derived from regression analysis suggest that independent factor have a positive effect on the dependent variable. Predominantly, three factors viz. social media engagement, buying decision of youth, and usage and influence impact largely impact the purchasing decisions of the young population.

Limitations and Scope of the Study

The scope of the paper is to examine the key aspects of social media-centred marketing influenced by young adults purchasing decision. The geographical scope of the study is located in and around Kolkata and surrounding regions. The paper is limited by the fact that it covers only young age group of the market. Further the research work can be performed to increase the geographical scope of the study and develop a generic model of the key drivers that can be applied across various businesses.

Implications of the Study

Social media platforms have emerged as promising marketing ecosystems of their own. The scope of the paper attempts to highlight social media marketing strategies and their potential to impact and create opportunities for effective marketing with incentivise buying. Moreover, social media tools and consumer involvement has emerged as one of the vital and critical components of marketing functioning in present digitalised business environment. Amidst, changing, fluctuating, competitive global business environment the need and necessity of social media marketing platform acts as a critical corporate marketing – communication tool with continuous changes and innovation. The potent communication medium of information sharing promoted by social media enables marketing opportunities in building and strengthening emotional connection and commitment in the marketing horizon (Mashable, 2022).

In the marketing demography establishing social media business models creates an ideal epicentre of crowd sourcing with innovative and creative attributes promoting value addition in online environment. “Initiate-Implement-Improve” the three ‘I’s create potentials and possibilities towards maintaining equilibrium derived from social media marketing domain in coming days. The study upholds data driven social media strategies as an effective mechanism to redesign and innovate new-fangled methods and techniques of futuristic digital marketing in the business horizon.

Recommendation for Future Research

The study is formulated on a single component of social media marketing strategy which is acts as stimulus towards marketing intermediaries and allied aspects of social media marketing. Further other allied aspects of marketing can also be addressed in further studies like relationship marketing, mobile marketing, brand equity etc. The data researched on the research paper is related to Kolkata and nearby regions, the same research could also be conducted in the other parts of the country/world to increase its adaptability and universality. Moreover, it is a documentary analysis of the available sources, similar studies could also be conducted through primary data sources.

CONCLUDING REMARKS

The significance and impact of social media marketing on consumer buying behaviour has gained popularity in the present digital world. The study projects that important intermediaries that have an enormous consequence on purchasing conclusions include things like perception and trust, brand loyalty, and user experience. Influencer-driven content and social media interaction have resulted a substantial effect on these intermediaries, influencing customer decisions. The paper focuses that social media’s function in marketing is not just limited to conventional advertising, but also includes developing excellent user experiences and solid brand relationships as the digital landscape transforms. Thus, social media marketing is a powerful instrument that, if employed wisely, may produce promising outcomes in the present competitive business hemisphere. For businesses hoping to prosper in the digital age, adopting social media platforms for marketing domain is not a choice, but a necessity.

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Website

<https://www.techopedia.com/definition/27110/digital-marketing>

ANNEXURE

1. Comparison with Traditional Marketing
 - a. Social media marketing provides more personalised interactions with brands compared to traditional marketing methods.
 - Strongly Disagree Disagree Neutral Agree Strongly Agree
 - b. I find social media marketing campaigns to be more engaging and interactive than traditional advertising methods.
 - Strongly Disagree Disagree Neutral Agree Strongly Agree
 - c. Social media marketing allows for quicker dissemination of information about products

or services compared to traditional marketing channels.

- Strongly Disagree Disagree Neutral
 Agree Strongly Agree

d. I believe social media marketing is more cost-effective for brands than traditional marketing approaches.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

e. Social media marketing enables me to discover niche products or services that I wouldn't have encountered through traditional advertising.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

f. I think digital marketing is more effective than traditional forms of advertising like TV commercials or print ads.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

2. Impact on Brand Loyalty

a. Social media interactions with brands strengthen my loyalty towards them.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

b. I am more likely to remain loyal to a brand that actively engages with me on social media.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

c. Positive experiences shared by other users on social media increase my loyalty to a brand.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

d. Social media promotions and offers make me feel more loyal to the brands offering them.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

e. I am more likely to recommend a brand to others if I have positive interactions with them on social media.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

f. Brands that respond to customer queries and feedback on social media earn my long-term loyalty.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

3. Social Media Usage and Influence

a. Social media platforms influence my purchasing decisions

- Strongly Disagree Disagree Neutral Agree Strongly Agree

b. I follow brands or companies on social media.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

c. Social media promotions and offers frequently catch my attention and influence my purchasing decisions.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

d. I trust product recommendations from influencers on social media.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

4. Engagement with Social Media Marketing:

a. I engage with sponsored posts on social media (e.g., liking, commenting, and sharing).

- Strongly Disagree Disagree Neutral Agree Strongly Agree

b. Social media promotions encourage me to explore new products or services.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

c. I have made purchases directly through social media platforms (e.g., Instagram Shopping, Facebook Marketplace).

- Strongly Disagree Disagree Neutral Agree Strongly Agree

d. Social media marketing campaigns influence my perception of a brand's credibility.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

5. Perception and Trust

- a. I perceive brands that actively engage with their audience on social media as more trustworthy.
 Strongly Disagree Disagree Neutral
 Agree Strongly Agree
- b. Social media marketing efforts that include user-generated content enhance my trust in a brand.
 Strongly Disagree Disagree Neutral
 Agree Strongly Agree
- c. Brands that are transparent about their products/services on social media earn my trust.
 Strongly Disagree Disagree Neutral
 Agree Strongly Agree
- d. I believe social media marketing campaigns that address societal issues positively impact a brand's perception.
 Strongly Disagree Disagree Neutral
 Agree Strongly Agree
- e. Consistent communication from a brand on social media builds my trust in their products/services.
 Strongly Disagree Disagree Neutral
 Agree Strongly Agree

- f. I trust recommendations from friends or family shared on social media regarding products/services more than traditional advertisements.

Strongly Disagree Disagree Neutral
 Agree Strongly Agree

6. Buying Behaviour

- a. I frequently make impulse purchases influenced by social media.
 Strongly Disagree Disagree Neutral
 Agree Strongly Agree
- b. I compare prices and reviews of products or services on social media before making a purchase.
 Strongly Disagree Disagree Neutral
 Agree Strongly Agree
- c. I actively seek out discounts or promotions advertised on social media.
 Strongly Disagree Disagree Neutral
 Agree Strongly Agree
- d. Social media marketing has changed my shopping habits compared to traditional advertising (e.g., TV, radio, print).
 Strongly Disagree Disagree Neutral
 Agree Strongly Agree