The Impact Of Social Media Marketing On Buying Behavior Of Ladies

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Abstract

Social media has impacted society significantly on the fiscal, political, and societal levels over the past ten years. Traditional media's impact is waning, but social media platforms are being adopted globally at an unprecedented rate, highlighting the extraordinary nature of the social media phenomenon. This study examines the effects of social media and influential personalities within social media on women's buying behavior and the extent to which social media influences women's buying behavior. For this purpose, online survey forms were distributed to 226 women aged 18 to over 55. In addition to demographic information, including age, education, income, marital status, and social media types, including Facebook, Instagram, Snapchat, WhatsApp, Twitter, and YouTube, we have six questions for the independent variable social media and five for the dependent variable setting female buying behavior. Our data were analyzed with the help of SPSS. The results show that part of women's buying behavior is determined by social media marketing. Other changes are attributed to other factors that influence women's buying behavior.

Keywords*: social media, ladies, marketing, women's buying behavior, the customer.*

INTRODUCTION

In today's world, social media has occupied a large part of the lives of hundreds of millions of people and allows them to do things and communicate easier and faster in a direct way. Social media, in general, is created by online conversations and personal sharing. (Çakır, Çakır, & Eru, 2013) According to (Halonen& Heinonen, 2008), social media refers to how individuals communicate by creating, sharing, and exchanging information and concepts in online groups and networks. (Gul, Shahzad, & Khan, 2014). We can say that social media began in 1997 when the first social networking site called Six Degrees was created. (Lile, 2023)), then in 1999, the first blogging sites were developed. This development created a great revolution and many new social networks that continue to

expand and develop (Shah, 2016). Now, 3.8 billion people, or 49% of the world's population, use social media globally(Le et al., 2020); the biggest social media platforms are Facebook, YouTube, WhatsApp, Instagram, and WeChat (Dollarhide, 2023) these platforms include numerous ways for customers to interact with brands and businesses, including the ability to buy products or services straight from an app. (Kowalewicz, 2022).

At the same time, businesses also use these platforms to communicate with customers and advertise their products and cutting-edge brands (Lutkevich, 2023). where customers are individuals who wish to purchase an item for themselves or for another person or group to use for personal, social, family, domestic, or other similar purposes (SAHU, 2021); Although customers interact with and talk to marketers in many ways, not all customers behave in the same way (Chaiprasit, 2014). Understanding consumer behavior is therefore essential for marketers as it allows them to communicate with consumer expectations (Purwanto, 2022) more effectively; we can define consumer behavior most simply by studying how different consumers, groups, or organizations select, purchase, consume, and dispose of concepts, goods, and services to fulfill their needs and preferences. (REVATHL). At the same time, understanding how women behave towards products and its effects on their buying behavior is very important because, at any age and at any moment in time, women want to look good (SAMMANSU & TANTUWAY, 2020).

Women are also susceptible to the credibility of their products and where they are bought (VJ & KUMAR, 2020). Especially in today's world, Social media has become a platform for businesses to advertise their products and attract customers' attention to their products; we can say that women have the lion's share in this regard because 52% of women claiming to buy a brand because they like how women are depicted in advertisements has been (Dadamo, 2015). As a social media user, she often comes across clothes, cosmetics, and accessories that celebrities or their friends may have recommended or used. They bought clothing that met her budget, quality standards, and cultural beliefs. (In 2012, Saadia, Parkash, Hafs)] This study compares the efficiency of social media marketing with traditional word-of-mouth advertising among the female population of Lahore, a major city in Pakistan. Two hundred female respondents from the Pakistani city of Lahore participated in the survey. According to the findings, Pakistani women believe traditional word of mouth to be more reliable than social media when making decisions about buying clothing (Nasir et al., 2012). (in 2014, Elham, Israa, Sara) Try to comprehend which consumers are most impacted by online purchases, the temptations that lead people to buy things online, the categories of products typically bought via social media, and the platforms consumers in Oman use the most.

To accomplish these goals, the authors used a questionnaire and an interview as their primary research methodologies to examine how social media

sites influence the behavior of users who want to make online purchases. The results demonstrate how Instagram has significantly altered how buyers decide which things to buy (Al-Dhuhli & Ismael, 2013) (In 2014, Philine, Sandra, and Oliver in their study analyzed how social media affects how German women choose their clothing. In November 2013, a survey was carried out online. Social networking is appreciated by the respondents for their clothing purchases. 56.3% of respondents think social media helps get ideas for new clothing. (Cao, Meister, & Klante, 2014). (in 2017, Kylie, m. Maryanne) attempts to examine the repetition and relevance hypothesis, both independently and together, about having a good decision-making experience. Through a video presentation, test participants were shown single and blended advertising. After that, they completed a Survey Monkey questionnaire. Test subjects come from comparable academic institutions in Changzhou, China, and New Jersey, USA. The findings show that repeated advertising influences consumer behavior favorably (Kyle, 2017) (2017, Xin, Aifa, Jun-Hwa, and Mun) designed to investigate the effectiveness of social media influencers, concentrating on source attractiveness, source legitimacy, product compatibility, and meaning transfer. Consumer behavior can act as a mediator between external and endogenous interactions. Purposive sampling was used to create the data collection process, and the PLS-SEM approach was then used to analyze the dataset of 200 respondents. Study results. First, it was discovered that attitudes and buying intention did not significantly correlate with the source legitimacy of social

media influencers. Second, the source allure of social media influencers did not affect customers' buying propensity. Next, it was discovered that the product compatibility of social media influencers was essential for consumer attitude and buying intent. The outcomes showed that social media influencers' meaning transmission has a good link in demonstrating customer attitude and buying intention (Lim et al., 2017). (in 2018, Voramontri, Klieb) Try to empirically demonstrate the impact of social media on customers' choice-making for complicated purchases—those that are pricey, rare, and marked by considerable brand differences, high consumer engagement, and risk. The information search, alternative appraisal, and purchase decision phases from the traditional EBM model are used in the model. A quantitative study examines the extent to which social media use affects experiences. According to the findings, social media use affects consumer happiness during the information-seeking and alternative-assessment phases, with the degree of satisfaction increasing as the consumer moves on to the final buy choice and post-purchase evaluation(Voramontri & Klieb, 2019) (2019, Mohammad) The current study looks at how social media marketing affected people in Jordan, particularly women, and how it influenced how often they made impulsive purchases on social media.

The researcher formed a convenient sample for the study by giving out the questionnaire to a total of (400) females utilizing the quantitative approach. The analysis's findings suggested that social

media marketing impacted consumers' impulsive buying tendencies, considering the variety-seeking variable made available through social media platforms (Al-Zyoud, 2018). Many research articles and surveys show that social websites are a new domain for many consumers. Over the last twelve years, the Internet has changed the lives of millions of consumers. The internet has transformed the lives of young ladies from traditional to modern and electronic. Due to the rise in the applicability of the internet day by day, in every walk of life, ladies are influenced by social media websites. The investigations indicated that social media marketing influenced buying behavior among shoppers who noticed the variety of search variables offered through social media platforms. Furthermore, the investigations indicated that when social media was used for marketing purposes, it promoted instant access to product information, facilitated hassle-free purchases, and increased communication between merchant and customer.

Research Methodology

This study is quantitative and emphasizes consumer perceptions of the use of social media marketing. Our study included women between 18 and over 50, and the study aims to understand many characteristics, including the impact of social media on women's behavior, the benefits of social media for businesses and customers, and social media platforms such as (TiTok et al.). are used. We distributed forms and questionnaires to collect data and information from social media users. The tool we used to analyze the data and information is the Statistical Package for Social Sciences (SPSS). SPSS was the tool we used to analyze the data. We collected the questionnaire with about 226 female respondents based on the information obtained from the demographic questions conducted in several cities of the Kurdistan Region (Erbil et al.). The questions included in the form were (age, education level, etc.). The second part of the questions was related to knowledge about social media. The third part was related to the information about social media marketing, where we sent this questionnaire to women through social media to research and verify the data and information we wanted for our research.

Result:

Table 1. Descriptive statistics for demographic question

	Demographic data	Fre	%
Age	18-25	184	81.4%
	26-35	22	9.7%
	36-45	13	5.8%
	46-55	5	2.2%
	55 above	2	.9%
Profession	Below deploma	37	16.4%
	Deploma	66	29.2%
	Bachelor	115	50.9%
	Master	4	1.8%
	Ph.D	4	1.8%
Income	Below 250000	157	69.5%
	250000-500000	35	15.5%
	501000-750000	20	8.8%
	751000-1000000	8	3.5%
	Above 1000000	6	2.7%
Marital status	Single	162	71.7%
	Married	64	28.3%

Source: research result SPSS

Table (1) illustrates descriptive statistics of the respondents in this study, which are categorized into different levels for each level of demographic questions. The contributors' age, Educational level, income, and marital status in terms of frequencies and proportions are presented. According to the Gender, this table shows that most participants have bachelor's degrees (50.9%), and the most frequent age group was 18-25 years (81.4%), with an average age of 50 years. The majority of the respondents have low income (69.5%), with the highest number being single (71.7%).

In this research, we received six types of social media: Facebook, Instagram, Snapchat, WhatsApp, Twitter, and YouTube. As it is clear from Figure 1, most participants used one type of social media (49.92%). Also, there is a considerable amount of people using four and three types (21.4%), (and 19.91), respectively, while only (2.212%) use six types together.
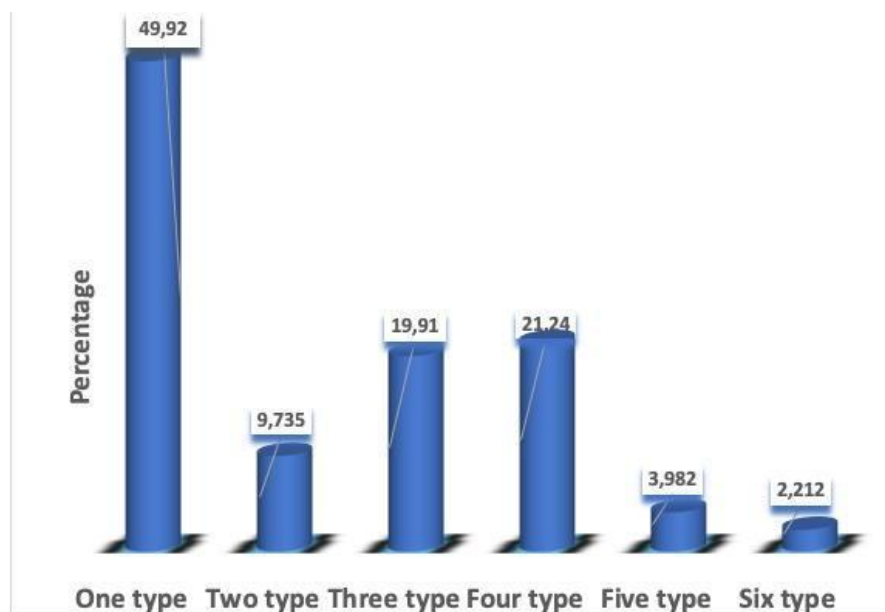
Figure 1. Descriptive statistics for using types of social media users

Reliability Testing

The study's primary data were collected using a self-designed standardized questionnaire. SPSS Software was used for reliability testing to determine whether the questions in the questionnaire were reliable for the study. Cronbach'salpha is the most widely used measurement tool, with a lower limit of 0.7 that is generally accepted. The reliability scores are summarized in the table below. The alpha coefficients were above the required level of 0.7, as shown in the tab.

Table 2. Reliability test for variables

N of Items	Cronbach's Alpha
10	0.800

Source: research result SPSS

The Reliability check of the questionnaire was found to be 0.800, so the questionnaire is used as a Primary source to study the effect of social media on the Purchase behavior of ladies.

To demonstrate our respondent's opinions, we conducted descriptive statistics using five questions about Women's purchase behavior and six about social media users. In addition, it shows the response status of the respondents for each question in the form of frequencies and percentages in a Likert scale table.

Table 3. Descriptive Statistics for all variable

	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean	Standard Deviation
	F	%	F	%	F	%	F	%	F	%		
WB1		3.5	26	11.5	87	38.5	55	24.3	50	22.1	3.50	1.068
WB2		2.7	13	5.8	76	33.6	65	28.8	66	29.2	3.76	1.022
WB3	3	14.6	80	35.4	70	31.0	24	10.6	19	8.4	2.63	1.117
WB4		2.7	15	6.6	63	27.9	72	31.9	70	31.0	3.82	1.032
WB5	5	11.1	64	28.3	69	30.5	41	18.1	27	11.9	2.92	1.176
WB											16.6239	3.36586
SM1	3	5.8	37	16.4	82	36.3	67	29.6	27	11.9	3.26	1.052
SM2	8	8.0	61	27.0	89	39.4	36	15.9	22	9.7	2.92	1.066
SM3	2	14.2	79	35.0	63	27.9	31	13.7	21	9.3	2.69	1.155
SM4	1	4.9	39	17.3	92	40.7	63	27.9	21	9.3	3.19	.992
SM5		3.5	32	14.2	71	31.4	84	37.2	31	13.7	3.43	1.010
SM6	0	17.7	50	22.1	73	32.3	41	18.1	22	9.7	2.80	1.211
SM											15.5000	3.86005

Source: research result SPSS

When we asked our respondents about women's buying, whether they wished to go into the store and buy something as

As soon as they entered a shopping mall, most respondents (38.5%) were natural, and (24.3%) agreed. Responding to our second question, 33.6% of women were natural, and 29.2% strongly agreed that they tend to buy more goods during social events. In response to our third question, 35.4% of women disagreed with buying their goods online rather than going to stores to save time, and 31% of women were natural. Responding to our fourth question, 31.9% of women agreed that shopping is a way to relax and forget their problems, 31% strongly agreed, and 27.9% were natural.

Responding to our last question, 30.5% of women were natural, and 28.3% have no problem showing people what they are buying because they are not afraid that people will think they have spent stupidly or wasted money.

In response to social media questions, whether the advertisements displayed on social media affect women's buying behavior, (36.3%) were natural, and (29.6%) of women agreed that social media advertisements affect their buying behavior. There is. In response to the second question, we asked whether they prefer to buy through social media platforms to speed up their buying process, (39.4%) of respondents were natural, and (27%) of

women did not prefer to buy through social media platforms. 35% of women do not prefer to buy fashion products, clothes, and accessories online and prefer brick-and-mortar stores; 27.9% are natural. 40.7% of women were natural, and 27.9% of women agreed that discussions and exchanges through social media platforms influence their choice of products. 37.2% of women believed that the diversity of goods on social media affects their purchase

decisions, and 31.4% of women were natural. In our last question on social media, we asked women whether the advertisements of social media celebrities affect their buying decisions. Most women (32.3%) were natural, and (22.1%) of women think that social celebrities and the media do not influence their buying decisions.
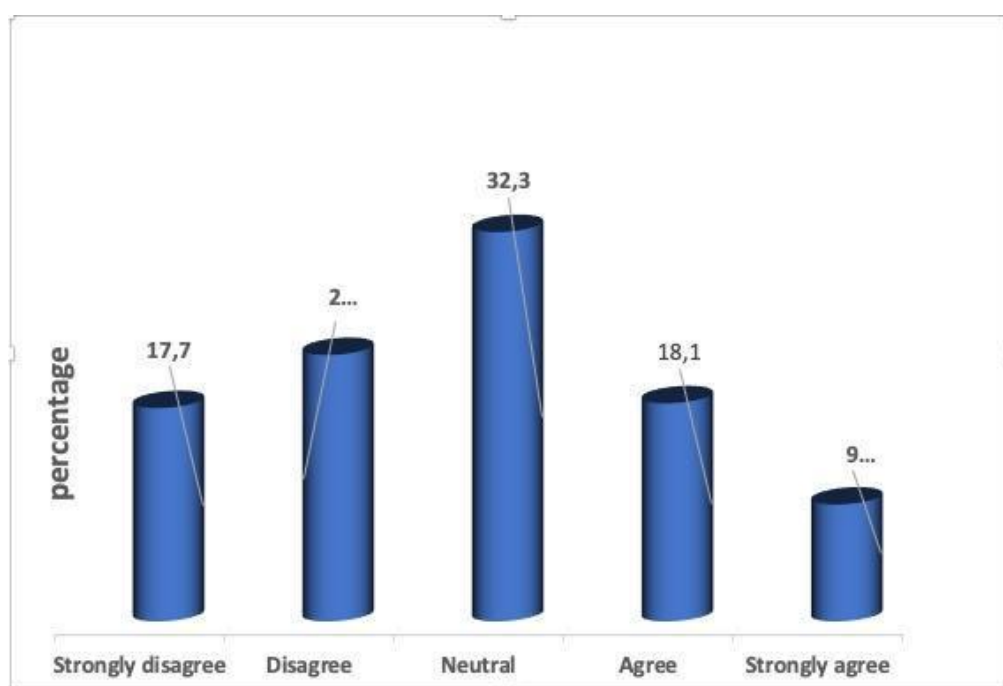

Figure 2. Effect of influential personality advertising in social media on Women's buying behavior

Figure 2 shows that (39.8%) of the respondents believe they are not influenced

by influencer advertising, and 27.8% agree and strongly agree that social media influencers do not significantly influence women's buying behavior.

Table 4. Chi-Square Test between demographic questions and women's purchase behavior

Demographic data		Ladies purchase behaviour			
		Fre	Total	Chi-square Value	P-value
Age	18-25	184	226	286.179	0.000
	26-35	22			
	36-45	13			
	46-55	5			
	55 above	2			
Profession	Below deploma	37	226	92.213	0.027
	Deploma	66			
	Bachelor	115			
	Master	4			
	Ph.D	4			
Income	Below 250000	157	226	90.737	0.034
	250000-500000	35			
	501000-750000	20			
	751000-1000000	8			
	Above 1000000	6			
Marital status	Single	162	226	13.839	0.678
	Married	64			

Source: research result

The results of our study show that, as shown in Table 4, for the first demographic question, the statistical analysis revealed that because the p-value 0.000 is less than our chosen significance level α = 0.05. Therefore, we can observe a solid, significant, statistically relevant relationship between women's age and purchase behavior. We reject the null hypothesis for the second demographic question, with 95% confidence, because the p-value 0.027 is less than our chosen significance level α = 0.05. It means an influential, significant, statistically relevant relationship exists between

the professionals and their purchase behavior. By looking at our result of the p-value of .034, which is less than our chosen significance level α = .05, it can be observed that there is an influential significant and statistically relevant relationship between women's income and purchase behavior with confidence 95%. Moreover, for other demographic questions, marital status, the p-value we found is more significant than our chosen significance level α = 0.05. Therefore, rejection of the null hypothesis fails, which means there is no statistically significant relationship between

women's purchase behavior and whether they are single or married.

Table 5. Simple Linear Regression Analysis between Independent Variable (Social media marketing) and Dependent Variable (Women's purchase behavior)

	Coefficients			Model Summary		ANOVA	
	B	t	P-Value	Correlation	R Square	F	P-Value
(Constant)	1.819	11.769	.000	.557	.307	100.796	.000
Social media marketing	.486	10.040	.000				

Source: research result SPSS

The table above contains the constant, Slope, t-value, and coefficient of determination (R Square) results. The regression Coefficient (B) for Women's purchase behavior is 0.486, which means that increasing one unit for social media marketing will increase women's purchase behavior by 0.486. The coefficient of determination (R Square) explains how much variation in the dependent variable is explained by the independent variable. The determination of the Coefficient (R square) reflects that 30% of the variation in women's purchase behavior is determined by social media marketing, and the remaining variation is turning to other factors that affect women's purchase behavior.

CONCLUSION

The results of the quantitative study on the impact of social media on women's purchasing behavior show that there is a positive relationship between social media and women's purchasing behavior, which determines a significant amount of changes in women's purchasing behavior by social media marketing Social media has a significant impact on women's buying behavior, through the offers and discounts broadcast on social media will encourage women to buy more, on the other hand, whether women are single or married does not play a role in women's buying behavior However, income has a significant impact on women's buying behavior, age plays a

A significant role in women's buying behavior and occupation plays a role in women's buying behavior, but what is interesting is that social media celebrities have no impact on women's buying behavior.

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