

Social Media As A Marketing Tool: A Cross Sectional Study On Women Consumer Buying Behavior.

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Abstract:

Background and Objective: Social media marketing is a promising marketing strategy to attract consumers. Various means of social media marketing help in yielding greater sale output and profit margin. The present study aimed to find the mediation effect of Social Media Marketing between Online Purchase and Habitual Buying Behaviour of women consumers and study the influence of demographic variables on Habitual Buying Behaviour of women consumers.

Materials and Methods: A cross sectional survey design was employed for the present study. A total of 236 women living in Chennai city were recruited as samples through a non-probability, convenience sampling technique. The data required for the study was collected using a self-administered questionnaire through Google forms. The link for the Google form was sent by means of WhatsApp and e-mail. SEM (Statistical Equation Modelling) was used for mediation analysis, ANOVA for identifying the influence of demographic variables on Habitual Buying Behaviour. SPSS v23 Software used for data Analysis, SPSS AMOS v21 used for Structural Equation Modelling.

Results: The results of the study showed that the social media marketing mediation effect on women consumers is evident and the results confirms the significant influence of age and marital status on Habitual Buying Behaviour, However Habitual Buying Behaviour is not influenced by education ($F=1.516$, $p=.211$) and employment status ($F=0.815$, $p=.444$), Further it is noted that working women in the middle aged category (36-55 years) has better level of Habitual Buying Behaviour Also it is observed that the working women who are single have better level of Habitual Buying Behaviour.

Conclusion: It is thus understood that social media plays a vital role as an insinuating marketing tool and supports in hauling a majority of loyal consumers towards the online buying.

Keyword- social media, consumer buying behaviour, e-marketing, communication, media.

"If your business is not on the internet, then your business will be out of business"

- Bill Gates, Founder of Microsoft

1. Introduction:

Commercial firms, marketers and entrepreneurs adopt different as well as new marketing strategies in order to enhance their sales output and profit margin. In recent times, digital marketing offers a promising approach as a marketing tool for promoting the business ideas of firms and entrepreneurs.

Digital marketing is a marketing tactic or idea that assists in the promotion and sales of a product or service or build a digital branding through the means of digital channels. The rapid growth of digital marketing has not only paved a way for escalating the sales of the firm but also the purchasing or buying behaviour of the consumers (Minculete & Olar, 2018). Various digital marketing components that are available in trend globally includes Search Engine Marketing (SEM),

Search Engine Optimization (SEO), Pay-Per-Click (PPC), Social Media Marketing (SMM), content marketing, email marketing, influencer marketing, affiliate marketing. Among these different components, Social Media Marketing (SMM) acts as an excellent tool in communicating the offerings and services available between the producers or sellers or marketers and consumers.

Social media or social networking is an innovative technological platform that connects millions of people over the internet with a wide range of benefits and values. Social media platforms such as Facebook, WhatsApp, WeChat, Tumblr, Instagram, Twitter, Line, Snapchat, Pinterest, LinkedIn, Reddit, YouTube, Telegram are popular networks actively used amongst different age groups. Social networking enables the sharing of user-generated ideas and thoughts to an individual or a group having similar preferences and liking (Hall & Peszko, 2016). Digital 2020 July Global Statshot reported a surge in the active users of social media to 3.96 billion globally accounting for more than half of the world's population.

Social media marketing is online content that is designed with credible intention and delivered through social media platforms (Voorveld et al., 2018). Quick delivery of the promotional advertisement to the mass

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consumers is the primary benefit of social media marketing. Besides quick delivery, the feedback response for the product or service is also prompt (C., 2017). Since social media helps the marketers and business communicators to reach out to a mass audience at a single shot, it is beneficial for marketers to promote their goods and services to the consumers through social media marketing.

In recent time, the entire globe has been put under the pressure of staying at home due to the Covid – 19 Pandemic. Covid – 19 Pandemic has also brought down the global economy where many people faced financial crises, even some lost their jobs. In this point, social media marketing has helped people in the promotion of their products and services from food and clothing to medicines. Social media marketing overtures was a relaxing factor for budding entrepreneurs and commercial firms during Covid – 19 crises as it helped them to maintain their sales output and profit margin.

2. Theoretical Framework and Hypotheses Development:

Although the usage of social media has increased in recent years, the roots of social media development stretched deeper than one might dream of (Venkatalakshmi et al., 2020).

Media in 20th century:

The usage of technology has increased rapidly in the past decades. Ever since the first computer was invented, the development of computer-based technologies has grown bigger leading to massive growth of economics and market based on technological innovation. The invention and development of Information Communication Technology has been a major contributor of overall development in the society. Invention, development, availability and utilization of mobile phones and smart phones by all age people has made the 21st century an era of smart phones. The availability of the fourth generation high speed mobile internet has increased the usage of smart phones further, leading to enormous social media users among all age groups. In the late 19th-century radio and television were the 2 most popular and important information providers for people. The invention of social media as an information provider was a revolutionary change taking over radio and television.

Initially, when the internet was invented in the form of a computer server in the 1960s, it paved a way for the invention of primitive forms of e-mail at the same time. In 1979, the UseNet networking company introduced a new method that allowed its users to communicate through a virtual newsletter. After the 1980s, the internet chat became popular, building social media more sophisticated. In 1997 "Six Degrees" was created as the first social media site which allowed its users to

share content with their friends. The first blogging site which was introduced in 1999 is a form of social interaction that utilizes the internet. It has created a sensation among the internet users and become popular since then.

Today's Social media:

Ever since the blogging sites became popular, social media has been used rapidly. In 2005 Myspace which is used to share the musicians or pop singers' concert dates was introduced. Later it allowed users to create profiles and share pictures, music, movies and blogs. During the period 2005 to 2008, Myspace was the largest social networking site (Dwyer et al., 2008). The success of Myspace was an inspiration to many which cleared the way for the introduction of the world's largest video sharing social media platform YouTube in 2005. The primary focus of YouTube was on the user-generated content, and now it has become an important location for some of the most significant trends and controversies in the contemporary new-media environment (Harmer, 2010).

With an emphasis on student's participation, Facebook was launched in 2004, and now it is the top most popular social media site around the world. In Facebook, the user creates a profile to interact with his/her friends and groups. Furthermore, the user can post content on the public domain, which made Facebook a ground-breaking change all over the globe (Croft, 2007; Finney, 2006; Stutzman, 2021). Next to Facebook, another popular social media is Twitter, which has its own benefits. Facebook is a network that allows information sharing with personal contacts or established networks, whereas Twitter is a pre-approved network and is not limited, each and every Tweet is public and is inherently professional (Logghe et al., 2016).

In the present scenario, many social media tools are available other than that are used predominantly by people all over the globe including blogs, networking sites, messaging, photo sharing, podcasts, RSS feeds, YouTube, Wikis (Kenchakkanavar, 2015).

Social Media Marketing:

Marketing is the major factor that is responsible for the consumer's purchasing behaviour and has become an important element in selling a product. Despite many forms of marketing that are available, social media is considered a major marketing tool in today's situation. Social networks are those websites that link millions of users all over the world who share common interests (Sin et al., 2012). Wide-spread information about the internet and access to it has not only transformed the consumers, marketers but also the society as a whole (Umit Kucuk & Krishnamurthy, 2007).

A non-personal message for the purpose of commercial marketing to sell a product or service through social

media is called Social Media Marketing (Stanton, 1984). Social Media Marketing is a cost-effective marketing tool that is suitable for all types of private, governmental and non-profitable organizations (Dwivedi et al., 2015). Companies communicate with a wide range of social media tools including social networking sites, blogs, micro-blogs, audio, video sites. Marketers integrate social media for the purpose of advertising and digital engagement. (Voorveld et al., 2018) stated that digital engagement is highly dependent on the social media platform that is used. Consumers and marketers use different forms of social media tools such as social networking tools, blogs, podcasts, bulletin boards, Wikis and messaging applications to interact with each other and discuss a product or service or brand (Kozinets, 2002). The main benefit of the social networking sites for marketing is that the marketer can access information about the users and targets the appropriate consumers (Hensel & Deis, 2010). The popularity of social media and its uniqueness has greatly altered the marketing practices such as advertising and promotion of various goods and services (Raudeliūnienė et al., 2018). When compared to other traditional media, social media has higher efficiency that made the companies to participate in Facebook, Twitter, Myspace and other social media to tackle and fulfil the requirement for online marketing (Kaplan & Haenlein, 2010).

Social Media on Consumer's Buying Behaviour:

Social media with the immense information on online products with reviews and services provides the consumers with the ultimate satisfaction. To generate the actual trustworthy relationship with their consumers, marketers are required to develop strategies and social media marketing is useful for interacting with consumers, and to provide services with consumer satisfaction (Hanna et al., 2011; Mangold & Faulds, 2009).

Since the usage of smartphone as increased around the world the online marketing has gathered momentum, and now the social media has accelerated the online purchase, all the major social networking sites contributing to the online marketing in many ways (Elisabeta, 2014; Lăzăroiu et al., 2020; Partridge, 2011; Yang & Che, 2020).

Social Media Communication has changed the way consumers and marketers interact, the social media is growing, and the promotion in social media is very effective, and it helps to create a good relationship in the long term (Senders et al., 2013; Tuten, 2020). Social media has the influence on women consumer buying behaviour especially it have the impact on the online purchase and habitual buying behaviour (Adnan et al., 2020; Palalic et al., 2020; Senders et al., 2013; Zheng et al., 2020).

COVID – 19 Pandemic:

The outbreak of a novel coronavirus from China spreads across the world, increasing the infection rate and death rate significantly. As of June 9th 2020, confirmed global infections had reached 14,348,858 in addition to 603,691 confirmed deaths, revealing a fatality rate of approximately 4.21% ({WHO} {Coronavirus} {Disease} ({COVID}-19) {Dashboard}, n.d.).

Consumer's Buying Behaviour in Online During COVID – 19 Pandemic:

(Pollak, Frantisek & Konecny, Michal, 2021) aimed to study the E-Commerce behaviour of Czech E-Shops with a sample size of more than 1.5 million users. B2C communication of E-shops and subsequent C2B Facebook interaction of the consumers during Covid – 19 pandemics were monitored. The observation suggested creating knowledge on a consumer's buying behaviour and the effect of the pandemic could be studied in different aspects of business.

(Naeem, 2021) investigated the consumer panic buying during Covid – 19 pandemics. For this purpose, he collected data from 34 consumers who use at least one active social media account. The findings of the study revealed that uncertainties and insecurities proof, buying as a persuasion, product unavailability proof, authorities communication, global logic, and expert opinion are some of the causes on social media platforms that developed the situation of consumer panic buying during Covid – 19 crises.

The usage of social media marketing has increased and this usage influences the women consumers buying behaviour, social media allows the users to compare products and interact with other customers and marketers, the relationship between consumers, marketers, services and products is direct (Chauchard et al., 2021; Ghous et al., 2020; Gupta & Shome, 2020; Karia & Moorthy, 2020; Khajeheian & Ebrahimi, 2020; Sofiyah & Yulinda, 2018). The social media influence the women online purchase and its lead to habitual buying (Bai et al., 2021; Hussein et al., 2021; Pucci et al., 2019; Wang et al., 2019; Zayyad et al., 2020).

Social Media Marketing Mediation Effect between Online Purchase and Habitual Buying Behaviour

H01: There is no mediation effect of Social Media Marketing between Online Purchase and Habitual Buying Behaviour.

H1: There is a mediation effect of Social Media Marketing between Online Purchase and Habitual Buying Behaviour.

Influence of Demographic Variables on Habitual Buying Behaviour

Demographic variables such as age (Dominici et al., 2021), education, marital status, employment status (Bhola & Dr Priyanka Singh, 2020; Dominici et al., 2021) may influence the buying behaviour of women. In this

demographic situation the habitual buying behaviour may differ. Considering these, the following hypotheses are developed:

H₀₂ There is no significant influence of age on Habitual Buying Behaviour.

H₂ There is a significant influence of age on Habitual Buying Behaviour.

H₀₃ There is no significant influence of education on Habitual Buying Behaviour.

H₃ There is a significant influence of education on Habitual Buying Behaviour.

H₀₄ There is no significant influence of marital status on Habitual Buying Behaviour.

H₄ There is a significant influence of marital status on Habitual Buying Behaviour.

H₀₅ There is no significant influence of employment status on Habitual Buying Behaviour.

H₅ There is a significant influence of employment status on Habitual Buying Behaviour.

Objectives

- To study the mediation effect of Social Media Marketing between Online Purchase and Habitual Buying Behaviour of women consumers.
- To study the influence of demographic variables on Habitual Buying Behaviour of women consumers.

Variables studied:

3. Materials and Methods:

Research design:

Research design is regarded as the framework of research. They provide a clear picture of what has to be done and how research should be conducted in order to find out the answers for the research questions. A cross sectional survey design was employed for studying the information on demographic profile, social media marketing, online purchase behaviour and habitual buying behaviour of the respondents. The primary aim of cross-sectional survey design is to find out the information or data from the population at a specific point of time. Cross sectional survey design is one type of observational study design.

Sample and Sampling technique:

A sample is a representative group of items drawn from a larger population. In the present study, a total of 236 women living in across cities were recruited as samples (Respondents) most of them living in Chennai, since the survey was conducted using online mode, respondents spread across many cities, Women were chosen by non-probability, convenience sampling to study the information on demographic profile, social media marketing, online purchase behaviour and habitual buying behaviour.

Table 3.1: Variables Studied

Variables	Indicators
Demographic Profile	Age Educational qualification, Marital status, Current employment
Online Purchase	It influenced my purchase It helps into making the purchasing decision I made my purchase after watching some sort of review I made my purchase after watching some sort of review It helps me find new products I hadn't found on my own (or had heard of before) Promotional e-mails send daily get my attention enough to buy the product Reviews helped me in taking decision
Habitual Buying Behaviour	Buy the product because you buy it regularly Buy the product because you think that the product is best fit for you Buy the product because you wanted to try out a different variety of product, belonging to a different brand Like to buy a new variety of product belonging to a new brand; each time you make a purchase-decision after viewing an advertisement on social networking site After the actual purchase do you agree that you have the feeling of anxiety that whether your purchase decision is correct No plans of buying any consumer products when you logged on a social networking site Advertisement of the product on the social networking site provokes your purchase intentions At times you buy a product just because you found the discount scheme displayed in the advertisement on the social networking site is interesting and not available

Social Media Marketing

Did social media influence on what you buy during lockdown
 Searched social media for product information
 How quick social networking sites and advertisements are useful to take buying decision, about a particular product
 Before actual buying, what type of product information search was conducted on social media
 Frequency of paying attention to the advertisements of consumer products on social networking sites
 After viewing the advertisement on any social networking site, the time and efforts you spend on researching the product information on the network before actual online purchase

Tools used:

A self-administered questionnaire was designed to bring out the data regarding the demographic profile, social media marketing, online purchase behaviour and habitual buying behaviour. The questionnaire consisted of 4 parts: demographic profile, social media marketing online purchase behaviour and habitual buying behaviour. The demographic profile contained personal questions of the respondents such as age, educational qualification, marital status and employment status. The second part of the questionnaire contained 7 questions related to social media marketing in the form of 5-point Likert scale, the third part of the questionnaire contained 6 questions related to online purchase behaviour, the final part of the questionnaire contained 8 questions related to habitual buying behaviour, the questions that were used in, online purchase behaviour and habitual buying behaviour segments are in the form of 5-point Likert scale. The 5-point Likert scale is one type of psychometric response

scale which has 5 points of agreement level ranging from strongly agreed to strongly disagreed. The entire questionnaire was administered through Google forms.

Data collection:

The self-administered questionnaire was created in Google forms, and the link was sent online through WhatsApp and e-mail to all the women respondents. Data obtained from all the women respondents were then statistically analysed.

Statistical analysis:

SEM (Statistical Equation Modelling) was used for analysis on social media marketing mediation between online purchase behaviour and habitual buying behaviour analysis, ANOVA analysis for identifying the influence of demographic variables on Habitual Buying Behaviour. SPSS v23 Software used for data analysis, SPSS AMOS v21 used for Structural Equation Modelling (Baron & Kenny, 1986; Hair et al., 2014).

4. Results and Discussion:

Table 4.1: Profile of the Respondents

Demographic variables	Classification	Number of respondents	Percentage
Age group	18-35 years	79	33.47
	36-55 years	101	42.80
	Older than 55 years	56	23.73
Education	Up to School	32	13.56
	Diploma/Bachelor's degree	126	53.39
	Master's degree	54	22.88
	Others	24	10.17
Marital status	Single	61	25.85
	Married	175	74.15
Employment status	Government employee	38	16.10
	Private employee	115	48.73

Self-employed/ Business	57	24.15
Others	26	11.02

Source: Primary data

It is noted from Table 4.1 that 33.47% of the respondents are in the age group of 18-35 years, 42.8% of the respondents are in the age group of 36-55 years and 23.73% of the women belongs to the age group of more than 55 years. 13.56% of the respondents possess school education, 53.56% of the respondents have a diploma/Bachelor's degree, whereas 22.88% of the respondents have education of Master's degree and 10.17% of the respondents have other education. It is observed that 74.15% and 25.85% of the respondents were married and single respectively. About 16.1% of the respondents are employed in the Government sector, whereas 48.75%, 24.15% and 11.02% are working in the private sector, self-employed/business and other professions respectively.

Variable description

Table 4.2: Research Variables Definition.

Online purchase	Independent variable
Habitual buying behaviour	Dependent variable
Social media marketing	Mediator variable

The Table 4.2 explains the Research variables definition. for this study online purchase serves as an independent variable, Social Media Marketing serves as a mediating

variable and Habitual Buying Behaviour serves as a dependent variable.

Table 4.3: Description of Variables

Variables	N	Mean	SD
Online purchase	236	3.28	0.883
Habitual buying behaviour	236	3.56	0.963
Social media marketing	236	3.25	0.742

Table 4.4: Descriptive Analysis of Online Purchase

Variables	N	Mean	SD
It influenced my purchase	236	3.22	1.166
It helps into making the purchasing decision	236	3.33	1.190
I made my purchase after watching some sort of review	236	3.58	1.001
I made my purchase after watching some sort of review	236	3.39	1.071
It helps me find new products I hadn't found on my own (or had heard of before)	236	3.52	1.093
Promotional e-mails send daily get my attention enough to buy the product	236	2.76	1.146
Reviews helped me in taking decision	236	3.61	1.197

Table 4.5: Descriptive Analysis of Habitual Buying Behaviour

Variables	N	Mean	SD
Buy the product because you buy it regularly	236	3.62	1.083
Buy the product because you think that the product is best fit for you	236	3.92	1.199
Buy the product because you wanted to try out a different variety of product, belonging to a different brand	236	3.83	1.242
Like to buy a new variety of product belonging to a new brand; each time you make a purchase-decision after viewing an advertisement on social networking site	236	3.26	1.200
After the actual purchase do you agree that you have the feeling of anxiety that whether your purchase decision is correct	236	3.29	1.269
No plans of buying any consumer products when you logged on a social networking site	236	3.47	1.132

Advertisement of the product on the social networking site provokes your purchase intentions 236 3.59 1.128

At times you buy a product just because you found the discount scheme displayed in the advertisement on the social networking site is interesting and not available 236 3.5 1.173

Table 4.6: Descriptive Analysis of Social Media Marketing

Variables	N	Mean	SD
Did social media influence on what you buy during lockdown	236	3.15	1.202
Searched social media for product information	236	3.52	1.228
How quick social networking sites and advertisements are useful to take buying decision, about a particular product	236	3.55	0.905
Before actual buying, what type of product information search was conducted on social media	236	3.51	1.148
Frequency of paying attention to the advertisements of consumer products on social networking sites	236	2.73	0.977
After viewing the advertisement on any social networking site, the time and efforts you spend on researching the product information on the network before actual online purchase	236	3.06	1.116

Table 4.7: Reliability Measures and Average Variance Explained

Constructs	Number of items	Chronbach's Alpha	AVE	CR
Online Purchase	6	0.832	0.568	0.836
Social Media Marketing	7	0.826	0.526	0.826
Habitual Buying Behaviour	8	0.854	0.514	0.852

Source: Primary data

From the table 4.7, the reliability values of the constructs range from 0.826 to 0.854. It is also observed that the Composite reliability for all the three constructs is more than 0.7; there were no issues in the

reliability. The Average Variance Explored for the three constructs is more than 0.5; convergent validity of the study is achieved.

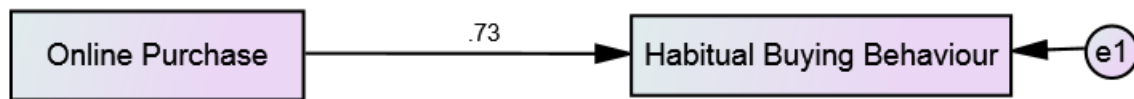
Table 4.8: Discriminant Validity of the Constructs

	Online Purchase	Social Media Marketing	Habitual Buying Behaviour
Online Purchase	0.753		
Social Media Marketing	0.501	0.725	
Habitual Buying Behaviour	0.584	0.416	0.717

Note: Diagonal elements (in bold) represent square root of the AVE

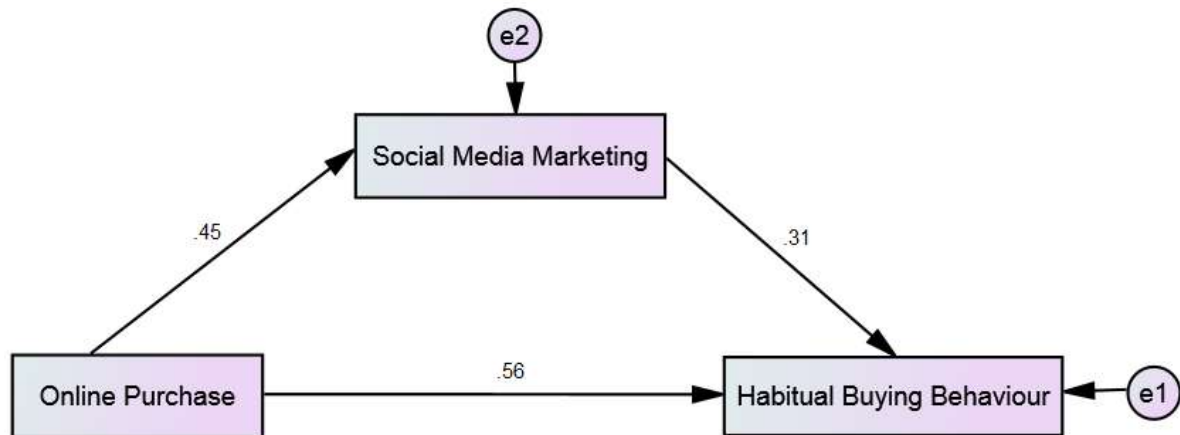
It is noted from Table 4.8 that the correlation coefficients between Online Purchase, Social Media Marketing and Habitual Buying Behaviour are less than the square root of AVE's, the discriminant validity of the study is achieved.

To test the mediation effect of Social Media Marketing between Online Purchase and Habitual Buying Behaviour, two set of models were developed. First model is developed to see the impact of Online Purchase on Habitual Buying Behaviour, and it is shown in the Figure-I.

Figure I: Impact of Online Purchase on Habitual Buying Behaviour

In the above model, online purchase serves as an independent variable and Habitual Buying Behaviour serves as a dependent variable. The standardised estimate value is found as $\beta=0.73$ ($p=.000$) and it is

significant at 1% level. Likewise, a second model is developed to see the mediation effect of Social Media Marketing between Online Purchase and Habitual Buying Behaviour, and it is explored in the Figure-II.

Figure II: Mediation effect of Social Media Marketing between Online Purchase and Habitual Buying Behaviour

In the above model, online purchase serves as an independent variable, Social Media Marketing serves as a mediating variable and Habitual Buying Behaviour serves as a dependent variable. The standardised estimate value for Online purchase to Social media Marketing ($\beta=0.45$, $p=.000$), Social Media Marketing to Habitual Buying Behaviour ($\beta=0.31$, $p=.002$), Online Purchase and Habitual Buying Behaviour ($\beta=0.56$, $p=.000$) are all found as positive and significant at 1% level.

Further it is seen that the standardised estimate value of Online Purchase and Habitual Buying Behaviour ($\beta=0.56$, $p=.000$) with the presence of Social Media Marketing (refer Figure-II) is lesser than the standardised estimate value of Online Purchase on Habitual Buying Behaviour ($\beta=0.73$, $p=.000$), refer Figure-I. Table 4.4 presents the various effects and its significant standardised estimates.

Table 4.9: Effect and Standardized estimate

Effect	Standardised estimate	p-value	Result
Total Effect	0.73	.000	Significant impact
Direct effect	0.56	.000	Significant impact
Indirect effect	0.17	.007	Significant impact

Hence it is concluded that Social Media Marketing serves as a mediator between Online Purchase and Habitual Buying Behaviour, the null hypothesis H_02 , is

rejected at 1% level. However, the confirmed mediation effect is partial.

Table 4.10: Influence of demographic variables on Habitual Buying Behaviour

Demographic variables	Classification	Mean	S D	F-value
Age group	18-35 years	3.69	0.959	4.216** ($p=.007$)
	36-55 years	3.82	0.892	
	Older than 55 years	3.31	0.924	

Education	Up to School	3.45	1.125	1.516 (p=.211)
	Diploma/Bachelor's degree	3.51	0.853	
	Master's degree	3.52	0.954	
	Others	3.55	0.841	
Marital status	Single	3.63	1.258	4.299** (p=.005)
	Married	3.27	1.077	
Employment status	Government employee	3.42	0.807	0.815 (p=.444)
	Private employee	3.43	1.506	
	Self-employed/ Business	3.45	0.782	
	Others	3.52	0.972	

** Significant at 1% level

The F-values in the Table 4.10, 4.216 (p=.007) and 4.299 (p=.005) confirms the significant influence of age and marital status on Habitual Buying Behaviour, the null hypothesis H₀₂ and H₀₄ is rejected and H₂ There is a significant influence of age on Habitual Buying Behaviour and H₄ There is a significant influence of marital status on Habitual Buying Behaviour are accepted at 1% level. However, Habitual Buying Behaviour is not influenced by education (F=1.516, p=.211) and employment status (F=0.815, p=.444), the null hypothesis H₀₃ and H₀₅ is accepted at 5% level. Further, it is noted that working women in the middle-aged category (36-55 years) have a better level of Habitual Buying Behaviour followed by women in the age group of 18-35 years, whereas the old age women (above 55 years) were observed with lesser Habitual Buying Behaviour. Also, it is observed that women who are single have a better level of Habitual Buying Behaviour. However, married women are found with lesser habitual buying behaviour.

5. Conclusion:

The present study concludes that social media marketing mediation effect between online purchase and habitual buying is evident and the results confirms that the online purchase have impact on habitual buying behaviour of women consumers, there is a significant influence of age and marital status on habitual buying behaviour of women consumers, however habitual buying behaviour is not influenced by education and employment status, further it is noted that working women in the middle aged category (36-55 years) has better level of habitual buying behaviour, also it is observed that the working women who are single have better level of habitual buying behaviour, social media plays a vital role as an insinuating marketing tool and supports in hauling a majority of loyal consumers towards online purchase during COVID-19 lockdown,

6. Limitations of the study:

i. The study was limited to women respondents only. Men respondents were not included in the study.

7. Recommendation for future study:

- A qualitative study on social media marketing among women consumers can be done.
- A study on social media influence on male consumers can be done.

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