

The Impact of social media platforms on consumer purchasing behavior in online shopping

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ABSTRACT

This research aims to investigate the impact of social media channels on consumer behavior. This research is quantitative and qualitative; the data is collected by conducting a survey and interview. Primary data is collected by questionnaires distributed to social media users and interviews with social media page owners conducting their business on the following platforms (Facebook, Instagram, WhatsApp, and Telegram). A questionnaire was distributed to measure the variables of social media channels (SMC) and consumer Behavior (CB) from the consumer's perspectives. The data helps to understand platform users' interactions with social media. This is the first research to experimentally analyze the concept of social media channels and consumer behavior on a social media platform using the impacts of customization, content, and entertainment; also, a close relationship between social media channels and consumers allows them to transfer their trust in the former to the suggested items. Future research should focus on other platforms such as TikTok, which has high user traffic, and consumer behavior that is affected by different needs and priorities.

Keywords: Social media channels, customization, content, entertainment Consumer Behavior, purchasing Behavior, Brand loyalty.

1-Introduction

Social media channels and their implementation have played a critical role in the twenty-first century's revolution of business and communications. It is argued that social media and networking are the quickest ways to build a business [1].

For an organization that wishes to compete successfully in changing marketplaces, businesses must be willing to make big adjustments. Recognizing how individuals and businesses perceive changes when exposed to a transitional environment is critical for successful transformation. (Tortorella and Fogliatto,2014) [1].

According to Mason et al (2021), Since the beginning of COVID-19, social media has become prominent. Nowadays, organizations have utilized social media as a marketing tool. For example, Facebook, Instagram, Snapchat, etc. Social media allow consumers to connect and interact with others [2] freely.

Social media plays an important role in recognizing brands. Researchers have indicated that social media made great growth in human interaction (pjaee, 2020) [3].

According to Wibowo et al. (2020), Consumers are prepared to support the organization, and if they see any shortage of consumers, they would like to communicate any improvements or comments they have with the business [4].

This work discusses the general framework of the Research background about the research variables social media channels as an independent variable and its dimensions, consumer Behavior as a dependent variable and its dimensions, and discusses previous research, research gaps, pilot study, and the result of the pilot study, the research problem, the Research aim, the Research Questions, the Research Model and its variables and Hypotheses, the Research importance in two ways practical importance and Managerial importance and finally the Research Limitations.

2- Experimental

Describe the research technique that is being provided. A discussion and justification of the selected method follow the chosen research approaches. At the same time, the second part of

this chapter examines statistical analysis and data interpretation of the questionnaire implemented for social media users who use these platforms to shop for online products. Analyzing the results of the questionnaire to examine the three dimensions of social media channels (customization, content, entertainment), examined the 2 dimensions of consumer behavior (purchasing behavior (purchasing intention) and (brand loyalty (loyalty intention)).

The sample type is a simple random sample, and the number of samples is 407 responses to the Google form, according to (Lauren Thomas, 2020). A simple random sample is a subset of a population chosen at random. Each population member has an equal probability of getting chosen using this sampling procedure. This approach is the simplest of all probability sampling methods since it includes a single random selection and requires little prior knowledge of the population. Because it employs randomization, any research conducted on this sample should have high internal and external validity and be less susceptible to research biases such as sampling and selection bias.

3-Results and Discussion

This research examines the relationship between social media channels (SMC) and consumer behavior (CB). Results indicated that the social media channels (SMC) such as (Facebook, Instagram, WhatsApp, and Telegram) consist of three dimensions (customization, content, entertainment) were positive and significant relationship between consumer behavior consisting of two dimensions (purchasing Behavior (purchasing intention) and Brand loyalty (loyalty intention) [by researcher].

The goal is to have the right content with the best quality to achieve consumer goals and to be engaged with these social media platforms.

Further, the effect of social media channels on consumer behavior was also investigated. The results indicated that only entertainment has no significant relationship with consumer behavior. While customization, content had an important relationship with consumer behavior. This result is inconsistent with (Ronel G. Dagohey et al., 2021), who reported that there is a significant relationship between social media marketing and consumer Behavior.

This is to confirm that entertainment is an effective tool in enhancing social media channels but also in not affecting consumer Behavior.

Consequently, for any business to have a high level of consumer loyalty, it is important to enhance the level of quality of the consumer by building an effective social media platform system that combines effective customization, content, and entertainment [by researcher].

This result emphasized that the effect of social media platforms system leads to high consumer behavior.

The research results asserted the direct relationship between social media channels (SMC) and consumer behavior [by researcher].

One of the main objectives of the current research is to examine the direct relationship between social media channels and consumer behavior.

The research results do not support the indirect relationship between social media channels and consumer Behavior, While the results confirm the direct relationship between social media channels and consumer Behavior [by researcher].

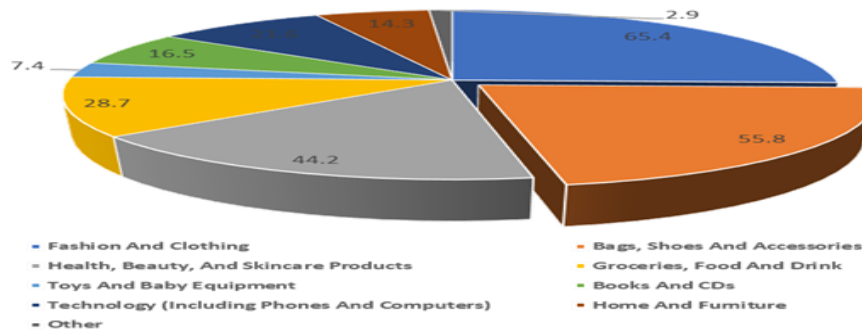


Figure 1: Percent distribution of respondents according to the type of products

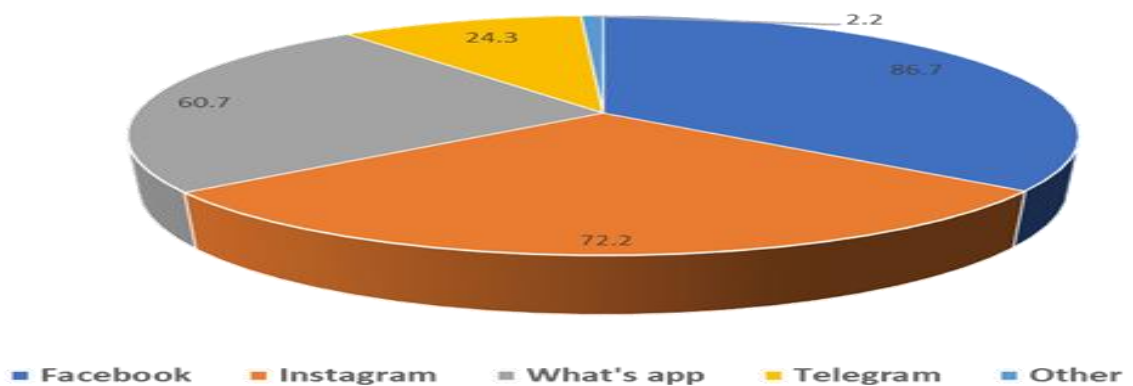


Figure 2: Percent distribution of respondents according to the online application

Table 1. Action plan for Social Media Business.

Social Media Platforms	Metric to Measure Engagement	KPIs	Impact	Marketing strategy	Due date
Facebook	-Social media reach (38.9%) -Likes, video plays (10k)	-Media consumption - unique website visits	-15% increase in consumer referral traffic - Add text here	- Ad Reporting - live streaming	April 2024
Instagram	-Post quality (1080p, HD)	-media consumption - Relative audience size	-55% more engagement on hashtags -70% consumer referral traffic	-organic influencing -E-commerce activities	Sep 2025
WhatsApp	-Identify marketing opportunities -understand the consumer better	-Google analytics - media consumption	- expand your multichannel strategy -increase consumer engagement in new markets	- promoting a brand through WhatsApp -increase sales with Chabot's	April 2025
Telegram	-use telegram analytics such as likes, views, comments and shares	-user engagement -post-performance -audience growth	-a new vaporize effect when you delete messages -improved calls with a colorful new design that uses less of your phone battery	-create a channel for the company that has its own URL - apply ads on telegram -promote other social networks	Sep 2025

4. Conclusion

This research examines the moderating effect of relationship quality (RQ) on the relationship between social media channels (SMC) and consumer behavior (CB). Results indicated that the social media channels (SMC) such as (Facebook, Instagram, WhatsApp, and Telegram) consist of three dimensions (customization, content, entertainment) that positively and significantly influence the Relationship Quality (RQ). However, among the three

dimensions, (customization, content, and entertainment) had the highest impact on Relationship Quality (RQ), indicating the importance of enhancing Relationship Quality (RQ). This result is inconsistent with (Ardy Wibowo, 2020), who reported that social media Marketing Activity had a major impact on Relationship Quality; also this result is inconsistent with (Bruno Gody et al., 2016), who reported that there is a significant relationship between social media and consumer preference, willingness to pay a premium price and Brand loyalty [by researcher].

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- **Conflict of Interest**

The authors declare no conflict of interest related to the article.

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