

# Impact of SMM Factors on Consumer Attitude and Buying Behaviour of Baby Care Products

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**Abstract:** *Social media platforms such as Instagram, Facebook, Twitter, YouTube, and customer support forums have become attractive advertising venues for companies owing to their rapid development. This has evolved into a cultural phenomenon and corporate trend, as customers increasingly use social media to express their thoughts on goods and services. Businesses may use social media to develop communication and marketing strategies, achieve a competitive advantage, and enhance buyer spending, cross-selling, profitability, and relationships. The COVID-19 pandemic has compelled several companies to use social media marketing (SMM), enabling consumers to engage with their preferred brands and share messages with their trusted acquaintances. Social media transforms customers from passive recipients of marketing messages into active creators and influencers, enhancing customer spending, cross-selling, profitability, and customer relationships. Studies have indicated that user engagement in online environments drives the growth of premium brands and stores. Fast-loading e-commerce websites are crucial for modern consumers, particularly millennials, who want captivating and stimulating social-media engagement. This study analyzes the influence of social media marketing platforms on the buying behavior of baby care products using quantitative, descriptive, and deductive methods.*

**Keywords:** Social media, Platforms, Social media marketing, Buyer behavior, Baby care products.

## INTRODUCTION

Social media is essential for everyday communication. Johnston (2010) reported that 75% of online users browse social media and blogs. Social media marketing is a new way for companies to reach prospective customers. Social media marketing promotes products, services, and brands on social media. This tactic supports online advertising campaigns and email newsletters in Internet marketing (Barefoot & Szabo, 2010). Marketers use social media to attract customers to their products. Marketing intelligence, promotions, public relations (PR), communications, sentiment research, and customer/product management employ SM (Tanuri, 2010). Social media marketers benefit from official social network data. SM platforms provide different marketing benefits. Social media communications must be tailored to target the right individuals. Multiple SMM methods are required for success (Hafele, 2011). Social media marketing is cheaper than conventional advertising methods. This affordable strategy has developed a great social media presence. SM marketing builds brand awareness and market expertise. Companies can quickly resolve difficulties by making it easier for customers to contact them. Many marketers are researching SM platforms, but the results show only their brand promotion and future potential.

Consumers' buying decisions depend on the complex relationship between marketing stimuli, buyer traits, and cognitive/affective processes. Traditional advertising is less effective than peer-to-peer advertising. Social media helps consumers prioritize marketing (Simoes & Gouveia, 2008). Businesses may use social media to create marketing and communication strategies while remaining competitive. This study examines how social media marketing technology affects consumer behavior, as it has emerged as a prominent marketing approach in the business sector. Social media value-added tracks for potential customers and products strengthen customer interactions. Consumers may have different perspectives on these behaviors because of the many uses and characteristics of social media. It has altered e-commerce buying trends by improving the consumer shopping experience. Social media enables firms to convey concepts, mold opinions, and impact consumer buying decisions. Producers in the baby care industry increasingly use social networking sites because of customers' diverse views on baby product attributes. Brands are enhancing their connections with customers, and social media marketing is impacting the emotions associated with purchasing apparel products. This research analyses social media marketing theory and practice

to gain insight into consumers' shopping behavior for baby care products and improve the effectiveness of marketing strategies.

## REVIEW OF LITERATURE

Global communication has changed because of social media (Miller et al., 2016). Social media (SM) has existed since human connection began. SM has changed human interaction, notably in business (Edosomwan et al., 2011). Qu et al. (2013) says social media sites are increasingly integrated with e-commerce. Many applications have been implemented on e-commerce platforms. Online retailers provide several opportunities for branding, marketing, and sales through social media platforms. Additionally, social commerce platforms provide e-tailers with a unique opportunity to engage with a broad audience of previous and potential consumers and other merchants. E-commerce companies may benefit from seeking guidance from Internet forums to expand their job-related expertise. This reduces the cost of finding useful resources. Minazzi (2015) found that purchasers rationalized their purchases and expressed happiness or discontent before and after purchases on social media. Customer comments and product/service surveys improve these ratings. Companies may have favorable and negative evaluations. Customers may ask social media and product users questions in brand forums and communities (Minazzi 2015).

Bhatti (2018) states that social media impacts product promotion, discounts, and buyer intent. Promotions affect habitual consumers. Sales promotions boost brand sales. Push, pull, and mixing tactics exist. Distributors promote products through discounts, personal selling, buyback guarantees, free trials, allowances, and contests. Distributors provide "pull" transactions with freebies, games, discounts, premiums, loyalty benefits, and cash returns. Products and services are advertised on social media platforms. Customer purchase intention impacts sales and marketing. Helal et al. (2018) argue that social media is changing consumer reality, particularly among millennials in clothes and accessories. Brand linkages may increase millennial customers' social identity and impact brand decisions via practical and symbolic benefits. 2019 Silvia, co. Online entertainment and innovative marketing boost revenue and minimize advertising costs. Good advertising requires virtual entertainment. Instagram and YouTube are hubs of influencer marketing and entertainment. Web-based entertainment listening devices and virtual entertainment tools should help executives monitor brand and product discussions.

Mammen and Bhakat (2019) stated that social media is a sophisticated platform for exchanging data, photos, and videos. Companies face a fast-paced and competitive environment. Shopping was thus interrupted. Retailers may promote their products more on social media. Retailers extensively use social media. Retailers use social media to understand customer needs. Social media provides merchants with additional promotional alternatives. Social media has boosted businesses worldwide. Companies may use social media to achieve their goals as it grows internationally. Buyers may simultaneously use feedback. The research examines consumer purchases, reasons, time, place, medium, frequency, consumption and disposal practices (Chandrasah, 2019). Generation X is tech-savvy,

but Millennials are Internet-dependent. The Internet's constant and instantaneous nature has dramatically altered customers' communication perspectives. Over 680 million people use the Internet in India, one of the fastest-growing marketplaces.

Valerio et al. (2019) define interpersonal organisations as those where people share information, thoughts, and ideas to influence consumers. Customer-generated material, such as e-commerce forums, allows users to share their experiences and make educated purchases. Knowledge is shared and advanced through several social media channels. Online shopping has been promoted, expanding digital purchasing. Social media improves targeting and efficiency. Traditional marketing is more expensive than social media marketing. Companies with low marketing expenditures may succeed on social media. Businesses may use free social media platforms; however, traditional methods are more lucrative.

Komodromos et al. (2018) report that internet users worldwide are increasingly shopping online. Organizations should evaluate their products and sales strategies while developing an e-sales strategy. Some online shops sell their products, whereas others struggle. Companies considering online shopping should assess the viability of their products, identify the best platform, and decide whether customers would buy them online. According to Tuten (2020), social media marketing is trendy in businesses. Social media has revolutionized product and service marketing. Blogging, fresh photos, and user reviews have prompted organizations to seek customer feedback and suggestions. This improves services and targets client needs. These platforms have revolutionized advertising and marketing. Social media marketing builds relationships and meets client expectations through natural communication. Social e-commerce involves people, information, management and technology. Dwivedi et al. (2021) stated that businesses market on several social media channels. This marketing strategy improves brand communication and service interactions for merchants. Marketing strategies may be beneficial long after transactions are concluded. One advantage of employing virtual entertainment for a corporation is the possibility of communicating with customers. With the emergence of digital entertainment, feedback communication has evolved significantly. Companies in today's competitive market profit from social media. Properly placed marketing messages in engaging blog entries effectively promote the organization. Social media enhances brand awareness and helps firms inform customers about their offerings.

According to Dolega et al. (2021), social media has become a crucial digital marketing tool for promoting business goods and maximizing profits because of the rapid development of digital technology. Social media users share 3.2 billion pieces of material daily, up from 27 million in 2011. As the number of social media users increases, companies are increasingly using Facebook (FB) for communication and marketing. As virtual entertainment becomes more prevalent in the digital age, merchants are adapting their sales strategies and customer interactions to this new reality. Sharma et al. (2021) discovered that social media and the web strongly influence digital "consumer" purchasing intent.

**OBJECTIVES**

- To analyze the influence of social media marketing on the consumer buying behavior of baby care products.
- To examine the influence of attitude on consumer buying behavior of baby care products.

**METHODOLOGY**

The methodology section provides a detailed description of the study procedure. Research challenges have been advanced using positivist philosophy, descriptive design, logical methodology, quantitative data collection, statistical analysis and ethical concerns. Positivism has facilitated the attainment of objective results through a comprehensive evaluation of all study data. The descriptive design effectively managed self-explanatory and non-manipulative analyses, enabling readers to comprehend the key study components. In addition, the deductive technique offers a logical and analytical analysis to characterize all study issues. Numerous numerical data were obtained using a quantitative data collection approach. The data were evaluated using statistical data analysis methods to provide precise findings. SPSS software was used to analyze all study data. A total of 75 participants were included in the survey. Ethical considerations, such as confidentiality, data protection, and legal implications, are briefly discussed to explore the ethical aspects of this issue. Thus, appropriate methodological components were assessed to obtain favorable results in this study.

**RESULTS**

**Table 1: Descriptive Statistics of Social Media Marketing and Consumer Buying Behavior towards Baby Care Products.**

Descriptive Statistics			
	N	Mean	Std. Deviation
SMM	75	16.9869	1.26152
CBB	75	16.6192	1.11915
Valid N (listwise)	75		

Source: Author's Compilation

**Table 2: Correlation Analysis of Social Media Marketing and Consumer Buying Behavior towards Baby Care Products.**

Correlation			
		SMM	CBB
SMM	Pearson Correlation	1	.818**
	Sig. (2-tailed)	0	
	N	75	75
CBB	Pearson Correlation	.818**	1
	Sig. (2-tailed)	0	
	N	75	75

Source: Author's Compilation

The study found a correlation coefficient (r) of 0.818 and a significance value of 0.000, suggesting a strong positive association between social media marketing and consumer buying behavior for baby care products.

**REGRESSION ANALYSIS OF SOCIAL MEDIA MARKETING AND CONSUMER BUYING BEHAVIOUR TOWARDS BABY CARE PRODUCTS**

**Table 3: Model Summary of Social Media Marketing and Consumer Buying Behavior towards Baby Care Products.**

Model	R	R Square	Adjusted R Square
1	.818a	0.669	0.667

a. Predictors: (Constant), SMM

Source: Author's Compilation

The R Square value amounts to 0.669, which indicates that there is a variation of 66.9 per cent in the purchasing behavior of consumers concerning baby care products, as stated in the model summary that was presented earlier.

**Table 4: ANOVA GOODNESS OF FIT TEST between Social Media Marketing and Consumer Buying Behavior towards Baby care products.**

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	627.983	1	627.983	1514.58	0.000
	Residual	310.141	73	0.415		
	Total	938.124	74			

- a. Dependent Variable: CBB
- b. Predictors: (Constants), SMM

Source: Author's Compilation

From the analysis of variance table, the F-ratio was used to evaluate how well the complete regression model fit the data. Social media marketing affects baby care product purchases, as shown in table. Because the significance value is less than 0.05, as shown in the table above, regression provides a good fit to the data. When the assumption is made that the model adequately explains the variance in consumer buying behavior for baby care products, the F-test is very significant.

**Table 5: Coefficients of Social Media Marketing and Consumer Buying Behaviour towards Baby Care Products**

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.29	0.318		13.502	0.000
	SMM	0.726	0.019	0.806	38.918	0.000

a. Dependent Variable: CBB

Source: Author's Compilation

A significance level for Social Media Marketing below 0.05 is indicative of rejecting the null hypothesis, as indicated in the findings presented above. The study's results indicate that social media marketing has a beneficial and noteworthy influence on consumer purchasing behavior for baby care products.

**Table 6: Descriptive Statistics of Attitude and Consumer Buying Behavior towards Baby Care Products.**

Descriptive Statistics			
	N	Mean	Std. Deviation
ATT	75	16.7163	1.01767
CBB	75	16.6192	1.11915
Valid N (listwise)	75		

Source: Author's Compilation

**Table 8: Correlation Analysis of Attitude and Consumer Buying Behavior towards Baby care products.**

Correlations			
		ATT	CBB
ATT	Pearson Correlation	1	.888**
	Sig. (2-tailed)	0	
	N	75	75
CBB	Pearson Correlation	.888**	1
	Sig. (2-tailed)	0	
	N	75	75

Source: Author's Compilation

The study results indicate that attitudes significantly influence the purchase of baby products. An 'r' value of 0.888 and a sig value of 0.000 were determined by this study, indicating that there is a significant positive relationship between consumer purchasing behavior and attitude in the baby product category.

**REGRESSION ANALYSIS OF ATTITUDE AND CONSUMER BUYING BEHAVIOUR TOWARDS BABY CARE PRODUCTS.**

**Table 7: Model Summary of Attitude and Consumer Buying Behavior towards Baby Care Products.**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.888a	0.789	0.788	0.51474

a. Predictors: (Constants), ATT

Source: Author's Compilation

The R Square value indicates that the value is 0.789, representing a variation of 78.9% in consumer purchase behavior towards baby care products.

**Table 8: ANOVA GOODNESS OF FIT TEST between Attitude and Consumer Buying Behavior towards Baby Care Products.**

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	739.932	1	739.932	2792.6	0.000
	Residual	198.191	73	0.265		
	Total	938.124	74			

a. Dependent Variable: CBB

b. Predictors: (Constants), ATT

Source: Author's Compilation

The table shows that attitude, acting as an independent variable, significantly influences consumer buying behavior regarding baby care products, the dependent variable. Regression demonstrates a strong fit to the data when the significance value is less than 0.05. The F-test is significant under the assumption that the model sufficiently explains the variation in consumer buying behavior for baby care products.

**Table 9: Coefficients of Attitude and Consumer Buying Behavior towards Baby care products.**

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.293	0.31	0.946	0.344	
	ATT	0.977	0.018	0.869	52.845	0.000

a. Dependent Variable: CBB

Source: Author's Compilation

The findings reveal that the significance threshold for attitude is less than 0.05; thus, so the SMM has a favorable and considerable influence on customer buying behavior towards baby products, as shown by the study's results.

**DISCUSSION**

The R-value was 0.818% and was statistically significant (0.000 < 0.05), indicating a strong positive link between how people buy baby care products and SMM. In contrast, the quantity of variation in the dependent variable provides sufficient information to infer the buying behavior of consumers concerning baby care products (r<sup>2</sup> = 0.669). Furthermore, social media marketing influences 66.9% of customers' baby care product purchasing decisions. The standardized beta coefficient of 0.806 indicates that media marketing is a statistically significant variable. Social media platforms such as Facebook and Instagram may significantly impact baby care product marketing. Baby care product manufacturers find it easy to promote their latest collections on these platforms because of the high visual quality of the information provided. Furthermore, they allow companies to cultivate a sense of community by discussing their preferred activities on social media. Baby care product companies should consider the most recent advancements and online buying behaviors of their target clients when creating social media marketing strategies to increase brand awareness. Stackla.com reports that the majority of customers are affected by social media marketing when making buying decisions. Therefore, social media has evolved beyond mere chats and now plays a significant role in consumer buying behavior, focusing heavily on commerce.

The r value was 0.888 and the sig value was 0.000 < 0.05. This indicates a strong positive relationship between consumers' feelings about baby care products and their purchasing behavior. The r<sup>2</sup> value of 0.789. Consumer buying behavior towards baby care products can be explained. It may be said that attitude can influence consumer buying behavior towards clothing by 78.9%. The standardized beta coefficient of 0.869 indicates that social media marketing is a statistically significant variable. Consumer buying behavior is important for predicting customer actions, impulses, wants and expectations. Marketers must

understand their customers' demands to provide optimal services. Marketers must understand consumer motivations to effectively segment, target, and predict sales patterns. Businesses must understand consumer demand before introducing products to the market to avoid wasting resources.

Companies invest significant time and effort in collecting customer feedback and identifying the most engaging testimonials. Design visuals consistent with corporate brand quality and language for social media sites, such as Facebook and Instagram. To enhance advertising videos, consider adding reviews and testimonials to the footage and photos. Consider consumers' post-purchase activities and prioritize them appropriately. Dissatisfied customers may publish negative experiences and photos on social media. Moving forward, organizations must implement a grievance-handling mechanism to address disgruntled customers and respond courteously. Focusing on business personality, although high-resolution photographs are impressive, they may not leave a lasting impression on the audience. Brand personality is a key aspect. Establish criteria for each social media platform to identify your brand's unique voice and tone. People enjoy hearing familiar voices and stories. People first follow brand pages for this reason. To prevent risks and faults, online baby care product websites must secure user privacy and security through privacy certification.

## CONCLUSION:

The research and SPSS data analysis show that SMM and social media influence consumer behavior. Social media helps companies reach clients and markets internationally. An image economy has emerged from voyeurism, gazing, and shadowing, which has made commercial components of a firm or organization public. This study helps businesses assess consumer experience and its effects on customer behavior. Social commerce boosts product trust and purchases. Customers increasingly use Google and Yahoo! for information, not personal networks. Social media provides clients with more buying alternatives, boosting brand recognition and confidence. Services and goods are promoted on social media, and visual material is more influential than others in determining buyer behavior. Many social media users blog about their ideas, experiences and current events. Companies are increasingly offering bloggers free products for reviews.

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