
Influence Of Social Media Marketing On Consumer Buying Behaviour For Durable Goods: A Study Of Odisha

¹. Sudhanshu Sekhar Dhir ². Y.S.S Patro ³. Neha Gupta

¹School of Management Studies, Gandhi ,Institute of Engineering and Technology
University, Gunupur,Odisha.sudhanshu.dhir@giet.edu

². Professor Dept. of Management Studies, GIET University

³ Associate Professor, SOA University, Bhubaneswar, Odisha.

How to cite this article: Sudhanshu Sekhar Dhir, Y.S.S Patro, Neha Gupta (2024) Influence Of Social Media Marketing On Consumer Buying Behaviour For Durable Goods: A Study Of Odisha. *Library Progress International*, 44(1), 368-381.

Abstract

Social media has transformed the marketing landscape, providing a platform for businesses to engage with consumers in dynamic and interactive ways. This study examines the influence of social media marketing on consumer buying behaviour, particularly in the durable goods sector in Odisha. It explores how factors such as brand visibility, customer reviews, influencer marketing, and targeted advertisements impact consumer decisions. Using a combination of surveys and interviews, the study collected data from various consumers across various demographic groups. The findings reveal that social media significantly influences brand perception, trust, and purchase intention, especially among younger consumers. Furthermore, platforms like Facebook, Instagram, and YouTube have emerged as critical channels where consumers seek product information before making durable goods purchases. This research contributes to the growing body of literature on digital marketing and provides insights for businesses aiming to enhance their social media strategies to attract and retain customers in the durable goods market. In the contemporary digital age, social media has emerged as a significant platform for marketing, influencing consumer choices, especially for durable goods. This study explores the impact of social media marketing on consumer buying behaviour in Odisha, focusing on how various social media channels like Facebook, Instagram, and YouTube shape consumers' purchasing decisions. Data were collected through surveys and interviews with a diverse demographic of consumers across Odisha. "The findings reveal that social media marketing not only enhances brand visibility but also plays a crucial role in trust-building and decision-making processes for durable goods purchases. This study provides insights for marketers aiming to optimise their social media strategies to better engage and influence the modern consumer.

Key words : Social Media Marketing, Consumer Buying Behaviour, Durable Goods, Odisha, Digital Marketing

INTRODUCTION:

In the digital age, social media has emerged as a powerful tool for businesses to connect with consumers, transforming traditional marketing approaches. With platforms such as Facebook, Instagram, and YouTube becoming ubiquitous, social media marketing has grown into a significant medium for promoting products, especially durable goods like automobiles, home appliances, and electronics. These platforms offer companies a direct line to potential consumers, enabling personaliConsumer Behavioured, interactive, and timely communication that was previously unattainable through conventional advertising channels. The influence of social media on consumer behaviour is profound, particularly when it comes to purchasing decisions for durable goods. Consumers now rely heavily on online reviews, peer recommendations, influencer endorsements, and brand advertisements to inform their choices. This shift has made it crucial for businesses to understand the impact of social media marketing strategies on their target audiences, particularly in regions with diverse consumer behaviour such as Odisha. Odisha, with its mix of urban and rural populations, provides an interesting case for examining how social media influences consumer buying behaviour for durable goods. While urban consumers are often more engaged with digital content, rural consumers are rapidly adopting social media platforms, creating a unique opportunity for marketers to expand their reach. This study aims to explore how social media marketing affects consumer perceptions, brand trust, and purchasing decisions for durable goods in the Odisha context. By identifying key factors that drive consumer engagement on these platforms, the research seeks to provide valuable insights for business looking to optimiConsumer Behaviour their digital marketing strategies in the region.

PROBLEM DISCUSSION:

The rapid expansion of social media platforms has revolutioniConsumer Behavioured the way businesses market their products and services. For durable goods, which typically involve high consumer involvement and longer decision making processes, social media marketing has become a key tool in shaping consumer perceptions and influencing buying behaviour. However, despite the potential of social media to reach vast audiences, many companies struggle to effectively leverage its capabilities in a way that translates into tangible sales, particularly in regions with varied consumer behaviours like Odisha. One of the core challenges is understanding the diverse factors that influence consumer behaviour in response to social media marketing. Consumers today are exposed to a constant stream of information, advertisements, reviews, and opinions through platforms like Facebook, Instagram, and YouTube. As a result, their decision making process has become more complex, with social media content playing a critical role in shaping their preferences and trust in brands. However, the extent to which social media marketing drives purchasing decisions, especially for durable goods, remains unclear in certain regions like Odisha, where digital adoption and engagement vary widely between urban and rural areas. Furthermore, consumer trust in social media marketing can be influenced by several factors, including the credibility of influencers, the authenticity of peer reviews, and the perceived quality of brand communication. Marketers need to develop a deeper understanding of how these elements interact and affect consumer behaviour, particularly when promoting high-investment products like durable goods. For businesses operating in Odisha, this challenge is compounded by the region's socioeconomic diversity, which requires

tailored marketing approaches to resonate with different consumer segments. This study aims to address these issues by investigating the specific impact of social media marketing on the buying behaviour of consumers in Odisha, with a focus on durable goods. It seeks to explore the relationship between social media marketing tactics, consumer trust, and purchasing decisions, while also identifying the key drivers that influence consumers in both urban and rural settings. By doing so, the research intends to fill a gap in the existing literature and provide actionable insights for businesses looking to optimise their social media marketing strategies in Odisha.

PURPOSE:

The purpose of this study is to investigate the impact of social media marketing on the buying behaviour of consumers with respect to durable goods in Odisha. As digital platforms increasingly shape consumer perceptions and purchasing decisions, understanding how social media influences consumers' attitudes, trust, and decision-making processes becomes essential for businesses. This study seeks to identify the specific social media marketing strategies that effectively engage consumers and drive purchases in the context of durable goods, which require significant financial commitment and are subject to extensive pre-purchase evaluation. Additionally, the research aims to explore the differences in social media marketing effectiveness between urban and rural consumers in Odisha, taking into account factors such as platform preferences, trust in social media content, and the role of influencers. By doing so, the study intends to provide valuable insights for businesses to enhance their digital marketing efforts, improve consumer engagement, and tailor their strategies to better meet the unique needs of Odisha's diverse market.

RESEARCH QUESTION:

Research in this area examines the audience perceptions of social media influencers. It also tries to find out the effect on purchase decisions and credibility judgement (De Jans et al., 2020). We can propose three research questions-

RQ1: What are the activities that the influencers do in social media videos to persuade the potential consumers.

RQ2: Is there any effect of influencers on the attitude of consumer in purchase decision?

RQ3: How the influencers affect the brand loyalty and customer loyalty?

LITERATURE REVIEW:

The rise of social media as a marketing platform has significantly altered the landscape of consumer engagement, especially for durable goods, which typically involve high-value purchases and a longer decision-making process. Several studies have explored the dynamics of social media marketing and its impact on consumer behaviour, highlighting the growing importance of digital platforms in influencing purchasing decisions. Social media marketing has become an essential tool for companies to connect with consumers, creating opportunities for personal communication and interaction (Kaplan & Haenlein, 2010). Unlike traditional media, social media allows consumers to engage actively with brands, share opinions, and access peer reviews. Research by Mangold and Faulds (2009) suggests that social media serves as both a promotional and customer relationship management tool, offering real-time interaction that helps build consumer trust and brand loyalty. Studies have shown that social media marketing plays a critical role in shaping consumer

perceptions, especially in the context of durable goods. These products, such as home appliances, automobiles, and electronics, often require significant financial investment, and consumers tend to rely heavily on online reviews, recommendations, and social media content during their decision-making process (Godes & MayConsumer Behaviourlin, 2004). Social media platforms provide a space where consumers can gather information, compare products, and make informed purchasing decisions, often influenced by digital word-of-mouth (Cheung et al., 2008). One of the emerging trends in social media marketing is the use of influencers to promote products. Influencer marketing has gained traction due to its ability to connect with niche audiences and foster trust between brands and consumers. According to Lou and Yuan (2019), influencer endorsements significantly impact consumer buying behaviour, especially for durable goods where trust and credibility are essential. When consumers perceive influencers as authentic and knowledgeable, they are more likely to trust their recommendations and make purchasing decisions accordingly.

This form of marketing is particularly relevant in regions like Odisha, where traditional media may have less reach, and consumers are increasingly turning to social media for product information. Research has shown that influencer marketing not only enhances brand awareness but also affects brand credibility, making it a powerful tool for driving consumer engagement and conversions (Freberg et al., 2011). In the Indian context, consumer behaviour is highly influenced by regional and cultural factors. Studies by Sengupta and Bhattacharya (2020) have highlighted the unique consumer behaviour patterns in different states, particularly in rural and urban areas. Odisha presents a distinct case where the adoption of social media is rapidly growing, yet consumer preferences may vary significantly between urban and rural populations. Urban consumers in Odisha are more exposed to global trends and are likely to engage with brands through platforms such as Instagram and YouTube, which offer visually rich and interactive content (Bansal & Vashisht, 2020). On the other hand, rural consumers are gradually adopting social media platforms, primarily using Facebook and WhatsApp for information sharing and communication. Research has shown that while rural consumers may be less tech-savvy, their growing familiarity with social media is influencing their purchasing decisions (Kumar & Dangi, 2013). For durable goods, the consumer decision-making process is often more complex due to the high cost and long-term use of the products. Social media platforms have become critical touchpoints for consumers in this segment, allowing them to research products, compare features, and assess brand reputation before making a purchase. According to Armstrong and Kotler (2013), the buyer's journey for durable goods involves a significant amount of pre-purchase evaluation, during which social media plays a pivotal role in influencing perceptions. Consumers increasingly rely on product reviews, user-erated content, and social media advertisements to inform their decisions. A study by Erkan and Evans (2016) found that electronic word-of-mouth (eWOM) on social media significantly affects consumer attitudes towards durable goods, as peer reviews and shared experiences often carry more weight than traditional advertising. The existing body of literature highlights the transformative role of social media marketing in influencing consumer behaviour, particularly for durable goods. While much research has focused on the eral impact of social media on consumer decision-making, there is a need to explore these dynamics in specific regional contexts, such as Odisha. This study builds on the existing literature by examining how social media marketing strategies affect consumer behaviour in Odisha, providing insights into the urban-rural divide and the role of influencers in shaping consumer trust.

This study aims to analyze the influence of social media marketing on consumer buying behaviour for durable goods in Odisha. To achieve this, a mixed-methods research design was adopted, incorporating both quantitative and qualitative approaches to provide a comprehensive understanding of the phenomenon. The methodology consists of three key components: data collection, sample selection, and data analysis.

Research Design

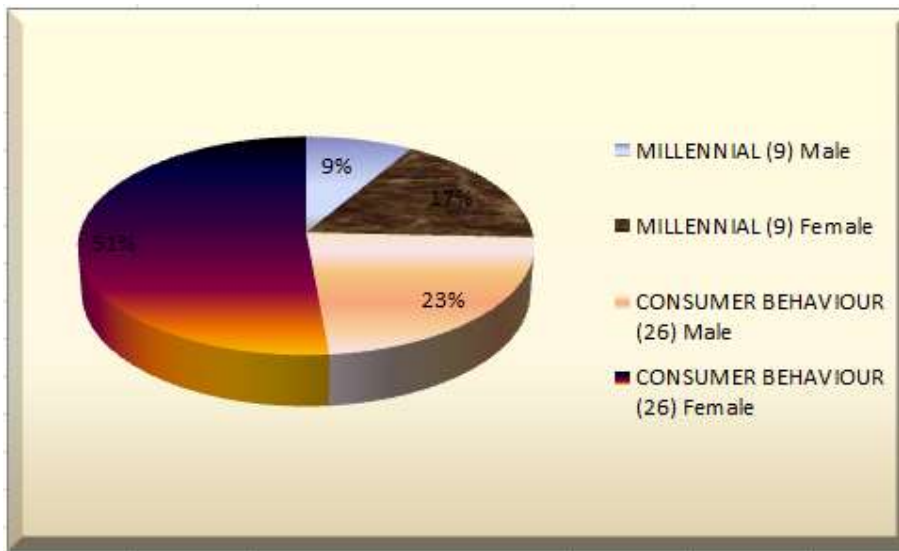
A descriptive research design was selected to explore the relationship between social media marketing and consumer buying behaviour. Descriptive research is appropriate for understanding consumer attitudes, preferences, and behaviours in response to specific marketing strategies. This design helps capture the influence of social media platforms, such as Facebook, Instagram, and YouTube, on the purchasing decisions of consumers for durable goods in Odisha.

Quantitative Analysis:

The quantitative data collected from the survey was analyzed using statistical techniques. Descriptive statistics such as mean, median, and standard deviation were used to summarize the data. Additionally, inferential statistics, such as chi-square tests and regression analysis, were employed to determine the relationship between social media marketing variables (e.g., exposure to advertisements, peer reviews, influencer endorsements) and consumer buying behaviour for durable goods. Chi-square tests were used to examine the association between categorical variables such as geographical location (urban vs. rural) and platform preferences. Multiple regression analysis was conducted to identify the key social media marketing factors that significantly influence consumer purchasing decisions.

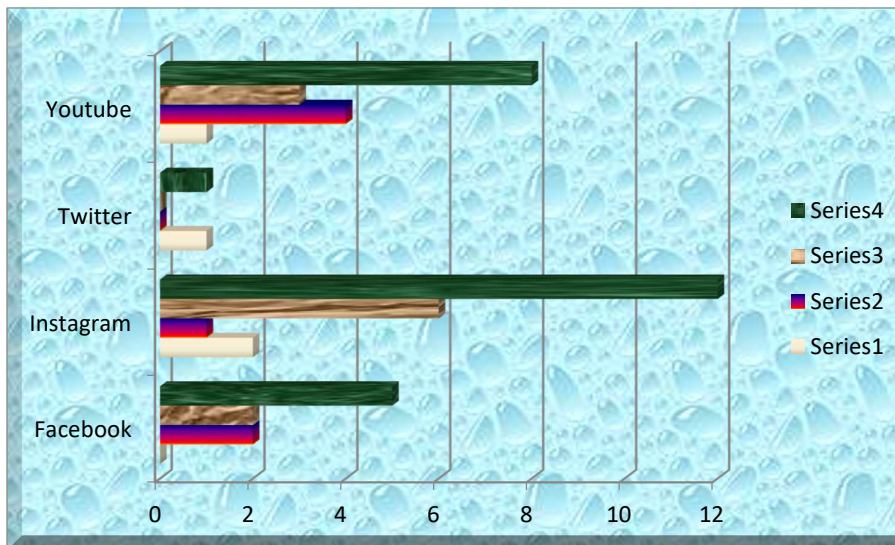
This PILOT Study survey had been done among 35 respondents only, out of which 11 are Male & 24 are Female.

MILLENNIAL (9)		CONSUMER BEHAVIOUR (26)	
Male	Female	Male	Female
3	6	8	18



FOLLOWING SOCIAL MEDIA

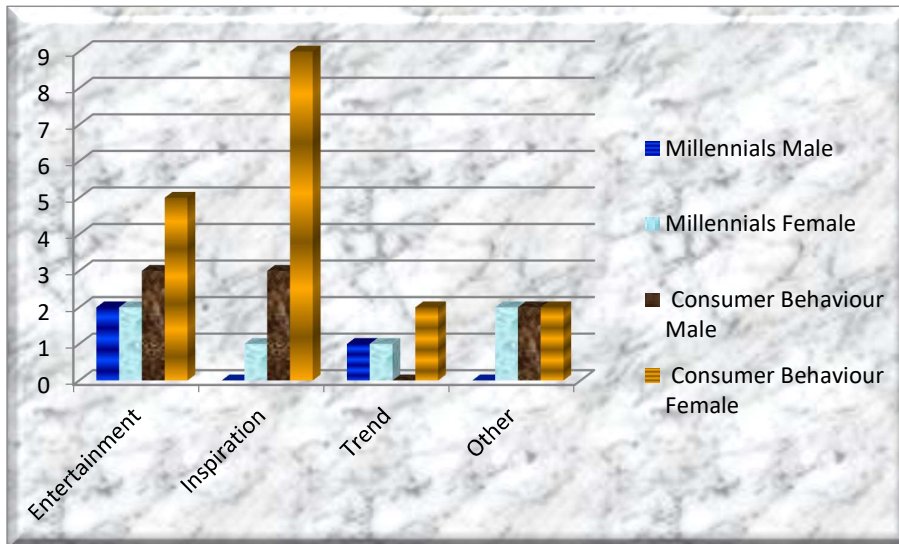
		Facebook	Instagram	Twitter	Youtube
Millennials	Male	0	2	1	1
	Female	2	1	0	4
Consumer Behaviour	Male	2	6	0	3
	Female	5	12	1	8



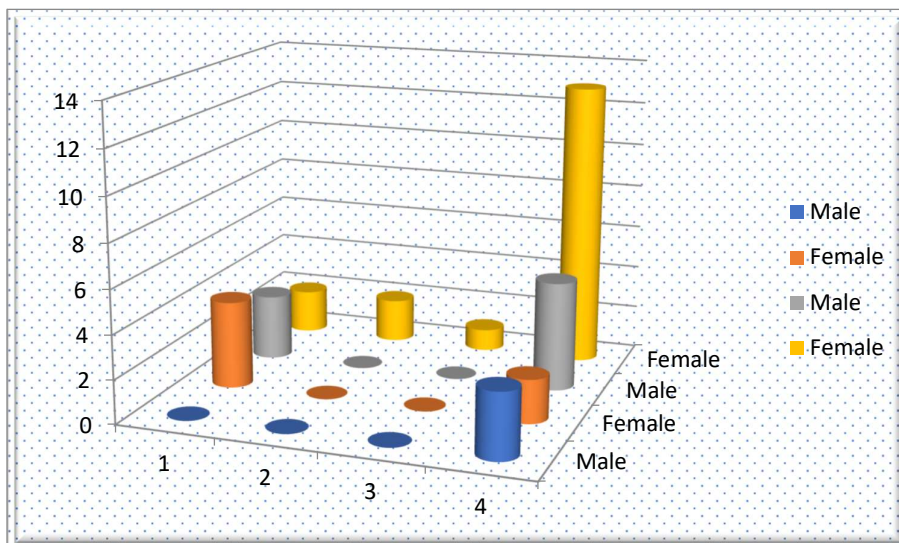
REASON TO FOLLOW INSTAGRAM OR OTHER SOCIAL MEDIA

		Entertainment	Inspiration	Trend	Other
Millennials	Male	2	0	1	0
	Female	2	1	1	2
Consumer	Male	3	3	0	2

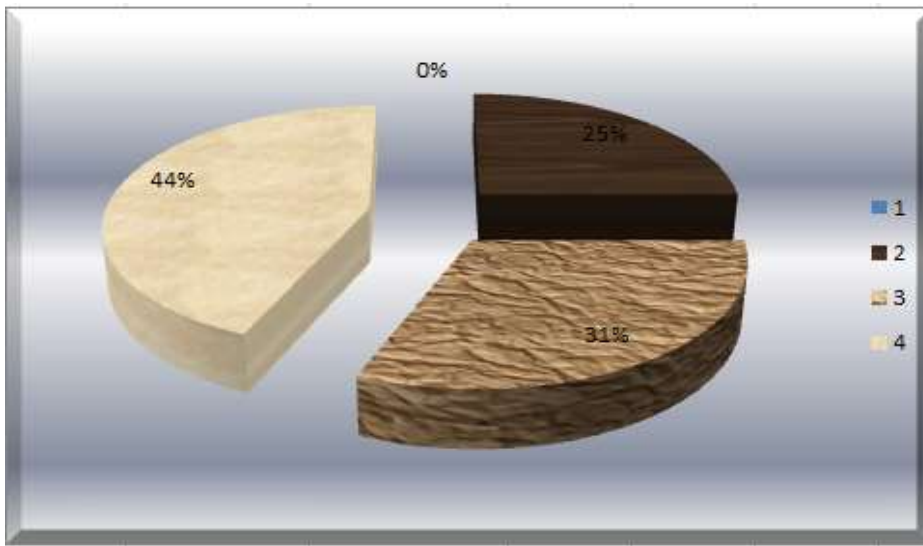
Behaviour	Female	5	9	2	2
-----------	--------	---	---	---	---



AFFECTED BY INFLUENCER					
		Not at all	Great extent	Large extent	Some extent
Millennials	Male	0	0	0	3
	Female	4	0	0	2
Consumer Behaviour	Male	3	0	0	5
	Female	2	2	1	13



FACTOR OF PURCHASE DECISION				
		Content	Requirement	Review
Millennials	Male	0	0	3
	Female	4	2	0
Consumer Behaviour	Male	5	2	1
	Female	7	3	8



BELIEVE IN LARGE FOLLOWER TO TRUST							
YES (19)				NO (16)			
Millennials (8)		Consumer Behaviour (11)		Millennials (1)		Consumer Behaviour (15)	
Male	Female	Male	Female	Male	Female	Male	Female
3	5	4	7	0	1	4	11

SUPPORTING CELEBRITY INFLUENCER							
YES (21)				NO (14)			
Millennials (3)		Consumer Behaviour (18)		Millennials (6)		Consumer Behaviour (8)	
Male	Female	Male	Female	Male	Female	Male	Female
2	1	5	13	1	5	3	5

Calculations:

ITEM / QUESTION	MILLENNIALS		CONSUMER BEHAVIOUR	
	Male	Females	Males	Females
Number of Respondents	03	06	08	18
Do you have Instagram account?	66.6%	66.6%	87.5%	77.7%
Do you follow influencer in social media?	66.6%	66.6%	87.5%	83%
Facebook follower	0	33.3%	25%	27.7%
Instagram follower	66.6%	16.6%	75%	66.6%
Twitter follower	33.3%	0	0	5.5
YouTube follower	33.3%	66.6%	37.5%	44.4
follows Instagram or other social sites for Entertainment	66.6%	33.3%	37.5%	27.7%
follows Instagram or other social sites for Inspiration	0	16.6%	37.5%	50%
follows Instagram or other social sites for Trend	33.3%	16.6%	0	11.1%
follows Instagram or other social sites for other reasons	0	33.3%	25%	11.1%
Not at all affected by Influencer	0	66.6%	37.5%	11.1%
Affected by influencer to some extent	100%	33.3%	62.5%	72.2%
Affected by influencer to large extent	0	0	0	5.5%
Affected by influencer to Great extent	0	0	0	11.1%
Purchase decision depends on Content	0	66.6%	62.5%	38.8%
Purchase decision depends on Requirement	0	33.3%	25%	16.6%

Purchase decision depends on Review	100%	0	12.5%	44.4%
Believes in creating Trust on large number of followers	100%	83.3%	50%	38.8%
Supports Celebrity influencer	66.6%	16.6%	62.5%	72.2%

Fig. Table with percentage calculations from different perspectives

FINDINGS:Impact of Social Media Marketing: The study found that social media marketing significantly influences consumer buying behaviour for durable goods in Odisha. Consumers reported being heavily swayed by advertisements and promotional content encountered on platforms such as Facebook, Instagram, and YouTube. Role of Influencers: Influencer marketing emerged as a powerful factor in shaping consumer perceptions. Participants expressed a higher level of trust in recommendations made by influencers compared to traditional advertisements. Influencers who share authentic experiences and product reviews were particularly effective in driving purchase intentions. Peer Reviews and User-Generated Content: The analysis revealed that consumers value peer reviews and user-generated content when making purchasing decisions. Positive feedback from other users on social media platforms plays a critical role in enhancing brand credibility and influencing consumer choices. Urban vs. Rural Differences: There are notable differences in how urban and rural consumers interact with social media marketing. Urban consumers are more likely to engage with diverse social media platforms and prefer visually appealing content, while rural consumers tend to use fewer platforms and focus more on informative content. Trust and Credibility: The findings indicated that trust in social media content directly impacts consumers' willingness to make purchases. Consumers expressed concerns over the authenticity of information, emphasizing the need for transparency in marketing communications.

Suggestions:Tailored Marketing Strategies: Businesses should develop tailored social media marketing strategies that cater to the specific preferences of urban and rural consumers. For urban audiences, visually appealing and dynamic content can be prioritized, whereas informative and straightforward messaging may resonate better with rural consumers. Leverage Influencers Wisely: Brands should collaborate with credible influencers who align with their values and target audience. Authentic endorsements can significantly enhance consumer trust and drive purchasing decisions, particularly in the durable goods sector. Encourage User-Generated Content: Companies should create initiatives that encourage satisfied customers to share their experiences and reviews on social media. This can include contests, hashtags, or reward programs that promote user-generated content, thereby increasing brand visibility and credibility.

Enhance Transparency: To build trust with consumers, businesses must prioritize transparency in their marketing practices. Providing clear information about products, prices, and return policies can alleviate consumer concerns and foster a sense of reliability.

Monitor and Adapt: Continuous monitoring of social media trends and consumer feedback is essential. Businesses should regularly assess the effectiveness of their social media marketing strategies and be willing to adapt to changing consumer preferences and behaviours.

Educational Campaigns: Given the complexity often associated with durable goods, companies should consider launching educational campaigns on social media that provide valuable information about product features, usage, and benefits. This approach can empower consumers to make informed purchasing decisions.

CONCLUSION:

This study provides valuable insights into the influence of social media marketing on consumer buying behaviour for durable goods in Odisha. As digital platforms increasingly shape the modern consumer journey, it is evident that social media plays a pivotal role in influencing purchasing decisions, particularly for durable goods that require higher investment and thoughtful consideration. The findings reveal that key elements such as social media advertisements, peer reviews, influencer endorsements, and user-generated content significantly impact consumers' trust and brand perception, thereby guiding their purchasing behaviour. The study also highlights the differences in consumer behaviour between urban and rural populations in Odisha. While urban consumers are more accustomed to engaging with a variety of social media platforms and are influenced by visually dynamic content, rural consumers are gradually becoming active participants in the digital marketplace, especially through platforms like Facebook and WhatsApp. Businesses can capitalize on these insights by tailoring their social media marketing strategies to cater to the distinct needs and preferences of these two groups." Additionally, this research underscores the importance of building consumer trust through credible and authentic social media content. Influencer marketing, when effectively executed, can serve as a powerful tool to bridge the trust gap between consumers and brands, particularly in a market like Odisha where digital literacy and engagement are still growing. By exploring the specific dynamics of Odisha's diverse market, this study contributes to the broader understanding of regional consumer behaviour in India and offers practical recommendations for businesses to optimize their social media marketing efforts. Future research can build on this study by examining the long-term impact of social media on consumer loyalty and exploring similar trends in other regional markets.

REFERENCES:

1. Bush, A. J., Martin, C. A., & Bush, V. D. (2004). Sports celebrity influencer on the behavioural intentions of Generation Y. *Journal of Advertising Research*, 44(1), 108-118.
2. Cheung, M., Luo, C., Sia, C., & Chen, H. (2009). Credibility of Electronic Word-of-Mouth: Informational and Normative Determinants of On-line Consumer Recommendations. *International Journal of Electronic Commerce*, 13(4), 9-38.
3. De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828.

4. De Vries, L., Siler, S., & Leeflang, P. S. H. (2012). Popularity of Brand Posts on BrandFan

- Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, 26(2), 83-91.
5. Duffett, G. R. (2017). Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*, 18(1), 19-39.
 6. Halonen-Knight, E., & Hurmerinta, L. (2010). Who endorses whom? Meanings transferin celebrity endorsement. *Journal of Product & Brand Management*, 19(6), 425-460.
 7. Heinonen, K. (2011). Consumer activity in social media: Managerial approaches to consumers' social media behaviour. *Journal of Consumer Behaviour*, 10(6), 356-364.
 8. Hsu, C., Chuan-Chuan Lin, J., & Chiang, H. (2013). The effects of blogger recommendations on customers' online shopping intentions. *Internet Research*, 23(1), 69-88.
 9. Jade, CONSUMER BEHAVIOUR. (2018). *How to reach millennials through influencer marketing*. Retrieved April 4, 2018, from <https://hireinfluence.com/blog/how-influencer-marketing-reaches-millennials/>
 10. Kadekova, CONSUMER BEHAVIOUR., Holiencinova, M. (2018), Influencer marketing as a modern phenomenon creating a new frontier of virtual opportunities, *Communication Today*, 9(2), 90-104.
 11. KatConsumer Behaviour, E., and P.F. LaConsumer Behaviourarsfeld. 1955. *Personal influence: The part played by people in the flow of mass communications*. New York: The Free Press.
 12. Kemp, S. (2018, January 30). *Digital in 2018: World's internet users pass the 4 billion marks*.
 13. Retrieved from <https://wearesocial.com/uk/blog/2018/01/global-digital-report-2018/>
 14. Kim, S., Kandampully, J., & Bilgihan, A. (2018). The influence of eWOM communications: An application of online social network framework. *Computers in Human Behaviour*, 80, 243-254.
 15. Kirtis A. K., Karahan F., 2011, To be or not to be in social media arena as the most cost-efficient marketing strategy after global recession, *Procedia Social & Behavioural Science*, 24. 260 – 268
 16. Kadekova, CONSUMER BEHAVIOUR, Holiencinova M, 2018, Influencer Marketing as a modern phenomenon creating a new frontier of virtual opportunities, *Communication Today*,

Vol 9(2), 90 -104

17. Li, F. & Du, C.T. (2011). Who is talking? An ontology-based opinion leader identification framework for word-of-mouth marketing in online social blogs. *Decision Support Systems*, 51(1), 190-197.
18. Liu, S., Jiang, C., Lin, CONSUMER BEHAVIOUR., Ding, Y., Duan, R., & Xu, CONSUMER BEHAVIOUR. (2015). Identifying effective influencers based on trust for electronic word-of-mouth marketing: A domain-aware approach. *Information Sciences*, 306, 34-52.
19. Lu, L., Bock, D., & Joseph, M. (2013). Green marketing: What the millennials buy. *Journal of Business Strategy*, 34(6), 3-10.
20. perspective. *International Journal of Research in Marketing*, 14(5), 487-497.
21. Macintosh, G., & Lockshin, L. (1997). Retail relationships and store loyalty: A multi-level
22. perspective. *International Journal of Research in Marketing*, 14(5), 487-497.
23. McGuire, W.J. 1985. Attitudes and attitude change. In Handbook of social psychology, editors: L.Gardner and E. Aronson, 233–346. Hillsdale, NJ: Lawrence Erlbaum Associates.
24. Moore, M. (2012). Interactive media usage among Millennial consumers. *Journal of Consumer Marketing*, 29(6), 436-444.
25. Opreana Alin, Vinerean, Simona, 2015. A new development in online marketing: Introducing digital inbound marketing, Expert Journal of Marketing, Vol 3 Issue 1, 29-34
26. Pappu, R., & Quester, P. (2016). How does brand innovativeness affect brand loyalty?
27. *European Journal of Marketing*, 50(1/2), 2-28.
28. Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion.
29. *Advances in Experimental Social Psychology*, 19, 123-162.
30. Qian Ying Soh, C., ReConsumer Behaviouraei, S., & Gu, M. L. (2017). A structural model of the antecedents and consequences of eration y luxury fashion goods purchased decisions. *Young Consumers*, 18(2), 180-204.
- Smith, K. T. (2010). Digital Marketing Strategies that Millennials find Appealing, Motivating or Just Annoying. *Journal of Strategic Marketing*, 19(6), 489-499.
- Syrett, M. & Lammiman, J. (2003). Catch them if you can. *Director*, 57(3), 70-76.

Tiago, M., & Veríssimo, J. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703-708.

Veloutsou, C. & McAlonan, A. (2012). Loyalty and or disloyalty to a search engine: The case of young Millennials. *Journal of Consumer Marketing*, 29(2), 125-135.

Weiss, R. (2014). Influencer marketing. How word-of-mouth marketing can strengthen your organization's brand. *M*