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AN EFFECT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION OF CONSUMERS IN COVID-19 PERIOD

Sahadeb Sukla Das[1], Dr.Vibhuti Tripathi[2]

[1]Research Scholar, School of Management Studies, Motilal Nehru National, Institute of Technology Allahabad, Prayagraj, India
[2]Associate Professor, School of Management Studies, Motilal Nehru National, Institute of Technology Allahabad, Prayagraj, India

sahadebsukladas4@gmail.com[1]
vibhuti@mnnit.ac.in[2]

Abstract
Social media is becoming a crucial tool for companies to interact with customers as a result of the COVID-19 pandemic's profound impact on consumer behavior and marketing tactics. This study looks into how social media marketing affected customers' intentions to buy during the COVID-19 pandemic. A sample of customers who actively interacted with brands on social media platforms during the epidemic were surveyed using a quantitative research methodology. The results show that consumer purchase intentions were positively impacted by social media marketing tactics, especially those that emphasize interactive content, product promotions, and establishing credibility through online reviews. Perceived value, emotional connection, and brand familiarity were also found to be important determinants in converting social media participation into actual purchases. The study provides insightful information for companies trying to maximize their digital marketing strategies during trying times and emphasizes the growing role of social media as a potent instrument for influencing customer behavior during emergencies. According to the study, in the post-pandemic period, companies should concentrate on producing timely, relevant, and authentic content to increase customer trust and stimulate buy intentions.

Keywords: Social media marketing, consumer behavior, COVID-19, purchase intention, digital marketing strategies

1. INTRODUCTION

The most popular information-gathering tools are social media platforms, which also serve as a gateway to online shopping sites because they have a real chance of influencing customers' purchase intentions (Li et al., 2021; Shareef et al., 2017). Social media marketing is expanding quickly and has a huge potential, but it is still in its early stages in India (Li et al., 2021). Therefore, now is the time for businesses to develop and put into practice effective strategies so they can take advantage of social media marketing to increase their market share through this ground-breaking medium and maintain their competitive edge by setting the pace for innovation in the future (Dwivedi et al., 2021) (Ljungberg & Nilsson, 2021).

The need to emphasize the effects of social media marketing on consumers' purchase intentions during the COVID-19 pandemic served as the driving force behind the study. All facets of today's society have undergone significant change as a result of COVID-19 (Russo et al., 2021). The pandemic has affected all states, continents, regions, urban and rural communities, families, & ultimately, each person's thinking and lifestyle. There's no possibility of returning to the state of normality and enjoyed prior to COVID-19 (Chu &Seock, 2020). Each pandemic in recorded history affected health, financial security, life quality, & food security directly, which had an immediate impact on the first reactions of the social human at the same time (Radermecker, 2021). The COVID-19 outbreak situation got people to reflect on how families have changed their spending and used the internet more. There is a lack of knowledge regarding how social media can depict consumer responses & panic buying as Covid-19 spreads throughout the world (Putri et al., 2021).

Online, social media, which is the sharing of information, experiences, and viewpoints on neighbourhood-focused websites, is becoming more and more important. The use of social media appears to be a continuing trend (Jacobson et al., 2020). Due to recent findings that the pandemic is having significant and structural effects on consumers' purchasing behaviours as well as their decision-making processes, there is a need to examine how this pandemic is affecting consumers' social media marketing behaviours (Mason et al., 2021). This could lead to significant changes in marketing strategies. In more detail, the changes in consumer decision-making practices since the beginning of the COVID-19 pandemic and discovered that the pandemic affected consumers' product requirements, shopping & purchasing behaviours, and levels of post-purchase satisfaction (Arora &Sanni, 2019).

The importance and impact of social media as a marketing tool are expected to grow in significance as a result of public healthcare concerns and governmental COVID-19 pandemic mitigation policies. At a time when social distancing is a common practice, social media provides opportunities for users to engage with others without making physical contact (Nguyen et al., 2020). As a result, COVID-19 will probably also cause changes in how consumers use social media when making purchasing decisions. As a result, companies may discover fresh chances to gain a competitive edge through the application of efficient social media marketing techniques (CANA, D., 2020.) (Donthu et al., 2020.).

The major contribution of this research work is:

- To undergo an investigation on the impact of the COVID-19 pandemic in the individuals on purchase behaviour.
- To statistically examine the impact of the 360 participants in the region of India.

The rest of the paper is arranged as: Section 2 shows the review of the literature, Section 3 states the problem statement, Section 3 describes the hypothesis of the paper, Section 4 defines the data that is collected from the participants, Section 5 demonstrates the results and their discussion, and finally Section 6 depicts the conclusion of the investigation.

2. LITERATURE REVIEW

(Naeem, M., 2021) concentrated on how individuals feel about the function of social media in inciting panic behaviour both individually and collectively. Data were gathered from 34 consumers who have at least one active social media account. The study has offered a consumer panic buying theory that aids in comprehending how social media use as well as various forms of social proof are produced, which evolved the consumer panic buying behaviour as a result of the Covid-19 pandemic.

(Taha et al., 2021) have studied the influence of social media on consumer behaviour, focusing on how it affected consumers' preferences for particular e-commerce sites during the first wave of the COVID-19 epidemic. The Mann-Whitney U test, the Kruskal-Wallis H test, as well as the Spearman's rank correlation coefficient were utilized to evaluate whether there was a statistically significant connection between the variables and to evaluate the significance of variances between participants' demographic characteristics. According to the research results, there were statistically significant variations in social media usage throughout the initial wave of the COVID-19 pandemic depending on a number of demographic factors.

(Sheth, J., 2020.) have studied the lockdown & social distancing mandates, as well as the COVID-19 pandemic, have interrupted customer purchasing & buying habits. Customers are becoming more adaptable and forming new habits. When customers are unable to travel to the store, the store comes to them. Even if consumers return to their old habits, it's likely that new regulations and procedures will change the way they shop and make purchases of

goods and services. The emergence of new habits will also be influenced by demographic changes, technological advancements, and creative ways that consumers have learned to deal with the blending of the lines between work and play and education.

(Russo et al., 2021) have examined the short-term and long-term effects of the COVID-19 emergency on consumers' decision of changing dietary habit. They utilized a verified dataset that contained data on 456 Italian consumers during the lockdown that followed the pandemic emergency's initial wave. Our findings imply that COVID-19 psychological pressure was connected to impulsive food purchases. As a result, once the emergency has passed, it is anticipated that food purchasing behaviour will return to what it was prior to COVID 19.

(Valaskova et al., 2021) have investigated how the COVID-19 Pandemic has affected consumers' buying habits. The results indicated that the context of new shopping patterns takes into account factors such as consumer income, age, and industry of employment. These results are consistent with other international studies, demonstrating the pandemic's influence on consumer behaviour globally as well as the value of nationwide research on customer shopping behaviour for state authorities, traders, marketers, and business owners to be allowed to take the appropriate action.

(SubaliPatma et al., 2021) have aimed to shed light on the influencing variables that have an impact on business sustainability, social media marketing, & technology adoption. To gain a comprehensive understanding of this phenomenon, the study used a quantitative approach with partial least squares structural equation modelling. The results demonstrate that perceived usefulness, perceived usability, & cost can all be used to explain the adoption of internet/e-business technology.

(Salam et al., 2021) have attempted to give a detailed examination of these attitudes and the limited acceptability of social media marketing among SME retailers in a developing country during a crisis. A noteworthy conclusion from each research was that company owners' impressions of social media marketing were impacted by their degree of education. Even though it was a thorough analysis, it was done for SME retailers in a specific market.

(Ibrahim et al., 2021) have investigated the effect of social media marketing communication on customer reaction to universities in the UAE during COVID-19 is the primary goal of the current study. PLS-SEM methodology was combined for the descriptive analysis of data. Through supporting Customer-Based Brand Equity (CBBE), which estimates the brand sustainability, explicit consumer associations, functional brand image, perception, hedonic brand image, and experiences with UNIVERSITY brands by brand awareness, this research added the perception of Customer-Based Brand Equity (CBBE) in the perception of university perception.

(Sobaih et al., 2020.) have utilized empirical analysis to determine how much teachers and students are using social media sites as their primary and official means of academic communication. Online questionnaire surveys and in-depth interviews with faculty members and students were conducted for this aim. The results back up the notion that social media may be used effectively to stimulate online learning as well as a new era of social learning and social presence. The research's implications for academics and policymakers in higher education, particularly in developing nations, are examined.

(Habes et al., 2020) have intended to determine the function of internet ads in raising awareness of the Covid-19 and their capacity to affect attitudinal change. The researchers chose n=480 local Jordanian students for their online survey, which was utilized to collect data. The greatest predictors in digital media advertising for Covid-19 awareness, according to the results, are "Information Sharing", "Healthcare Advertising", & "Healthcare Awareness".

3. PROBLEM STATEMENT

Social media has a significant impact on our everyday activities and habits and has become an indispensable part of our life. Social networking has both made and complicated our lives. During the COVID-19 epidemic, consumers have switched from making offline to online transactions. Social networking is also altering the specialised methods used by buyers and dealers. When COVID-19 exploded, consumer behaviour changed significantly, enabling businesses to interact with their most reliable customer in a public setting. Companies have been forced to develop novel tactics in order to address this enormous problem, which is unprecedented (Carnevale et al., 2020). In today's society, social media plays a crucial role in corporate planning. Social media is increasingly being used as the best marketing strategy to influence consumer behaviour. By recognising the main brands in the fashion sector, a superior customer relationship may be built. Customers most frequently use Facebook, Twitter, and Instagram for various objectives.

According to (HendijaniFard&Marvi, 2020) research, more than 11 million consumers are using more than 70% of the various SMs to buy a variety of goods and services, learn about new products, and offer advice to other customers. According to a survey by (Peruta& Shields, 2018), 60% of Facebook users claim that after following a brand on social media, they are more likely to promote that item or service to their friends. 51% of Facebook users who are purchasing different products have been contacted (Matthews, 2021).

4. HYPOTHESIS

Hypothesis 1: To identify the increase in demands of the products based on the Indian consumers' purchase since COVID-19 epidemic was declared.
Hypothesis 2: To acquire information about the increase in product usage since the COVID-19 pandemic was proclaimed.
Hypothesis 3: To assess the rise in product dangers that consumers in India have observed since the COVID-19 pandemic is declared.
Hypothesis 4: To meet the demand in purchase products since the declaration of the COVID-19 pandemic by the consumers of India.
Hypothesis 5: To communicate the satisfaction or dissatisfaction with product purchases by the Indian buyers during the pandemic days.

5. DATA COLLECTION

The data collection strategy for this study used statistical analysis using the SPSS tool. The COVID-19 pandemic's implications on social media marketing were investigated in this study. Research on how a pandemic affects consumer behaviour is scant. This exploratory study assessed social media usage among Indian customers to close this gap. 360 Indian consumers were observed to compare how their social media usage for purchasing purchases has evolved after the COVID-19 outbreak began. The Consumer Decision Making Model was used to examine a number of dependent variables that represented consumer social media behaviour. The dependent variables that were measured were particularly how much respondents used social media to (1) identify product needs, (2) execute product specifications lookups, (3) evaluate product possibilities, (4) purchase products, and (5) express post-purchase satisfaction or discontent.

6. RESULTS AND DISCUSSION

6.1 STATISTICAL DATA:

The mean and standard deviation of the "Age, Gender, Education, Marital Status, Profession, How Often Use Facebook, WhatsApp, Instagram, YouTube, Blog, Twitter, Google, LinkedIn, Swiggy, Zomato, Flipkart, Amazon, Myntra, Ajio, Snapdeal, Big Basket, Olx, Lenskart, Meesho and Firstcry, Purchase Item Quality of Purchase, Express Required Specifications, Compare Products, Perceived Hazards, Purchases Through social media, Voice Their Delight or Discontent" were shown in the table 1.

Table 1: Mean and Standard Deviation of the Statistical Data

CATEGORIZATION	MEAN	STANDARD DEVIATION
AGE	2.96	1.413
GENDER	1.53	0.500
EDUCATION	1.50	0.501
MARITAL STATUS	1.84	0.493
PROFESSION	2.11	0.724
HOW OFTEN USE FACEBOOK	2.48	1.117
HOW OFTEN USE WHATSAPP	2.50	1.192
HOW OFTEN USE INSTAGRAM	2.58	1.159
HOW OFTEN USE YOUTUBE	2.58	1.092
HOW OFTEN USE BLOG	2.42	1.089
HOW OFTEN USE TWITTER	2.63	1.135
HOW OFTEN USE GOOGLE	2.55	1.113
HOW OFTEN USE LINKEDIN	2.46	1.146
HOW OFTEN USE SWIGGY	2.45	1.113
HOW OFTEN USE ZOMATO	2.40	1.040
HOW OFTEN USE FLIPKART	2.36	1.085
HOW OFTEN USE AMAZON	2.43	1.115
HOW OFTEN USE MYNTRA	2.49	1.110
HOW OFTEN USE AJIO	2.49	1.120
HOW OFTEN USE SNAPDEAL	2.45	1.098
HOW OFTEN USE BIG BASKET	2.46	1.104
HOW OFTEN USE OXL	2.47	1.139
HOW OFTEN USE LENS KART	2.50	1.087
HOW OFTEN USE MEESHO	2.55	1.088
HOW OFTEN USE FIRSTCRY	2.46	1.116
PURCHASE ITEM	4.07	1.974
QUALITY OF PURCHASE	1.47	0.500
EXPRESS REQUIRED SPECIFICATIONS	1.52	0.500
COMPARE PRODUCTS	1.55	0.498
PERCEIVED HAZARDS	1.51	0.501
PURCHASES THROUGH SOCIAL MEDIA	1.46	0.499
VOICE THEIR DELIGHT OR DISCONTENT	1.47	0.500

The statistical data of the "Age, Gender, Education, Marital Status, Profession, How Often Use Facebook, WhatsApp, Instagram, YouTube, Blog, Twitter, Google, LinkedIn,

Swiggy, Zomato, Flipkart, Amazon, Myntra, Ajio, Snapdeal, Big Basket, Olx, Lenskart, Meesho and Firstcry, Purchase Item Quality of Purchase, Express Required Specifications, Compare Products, Perceived Hazards, Purchases Through Social Media, Voice Their Delight or Discontent" is stated by the mean values of 2.96, 1.53, 1.50, 1.84, 2.11, 2.48, 2.50, 2.58, 2.58, 2.42, 2.63, 2.55, 2.46, 2.45, 2.40, 2.36, 2.43, 2.49, 2.49, 2.45, 2.46, 2.47, 2.50, 2.55, 2.46, 4.07, 1.47, 1.52, 1.55, 1.51, 1.46, 1.47, respectively and the standard deviation values of 1.413, 0.500, 0.501, 0.493, 0.724, 1.117, 1.192, 1.159, 1.092, 1.089, 1.135, 1.113, 1.146, 1.113, 1.040, 1.085, 1.115, 1.110, 1.120, 1.098, 1.104, 1.139, 1.087, 1.088, 1.116, 1.974, 0.500, 0.500, 0.498, 0.501, 0.499, 0.500, respectively.

6.2 FREQUENCY ON USAGE BASIS:

Table 2: Frequency and Percentage based on usage

CATEGORY	SUB-CATEGORY	FREQUENCY	PERCENTAGE
AGE	15-22	76	21.1
	23-30	69	19.2
	31-40	75	20.8
	41-50	72	20.0
	50-60	68	18.9
GENDER	Male	170	47.2
	Female	190	52.8
EDUCATION	Literate	180	50.0
	Illiterate	180	50.0
MARITAL STATUS	Married	76	21.1
	Unmarried	264	73.3
	Divorce &Separated	20	5.6
PROFESSION	Student	76	21.1
	Employed	167	46.4
	Entrepreneur	117	32.5
HOW OFTEN USE FACEBOOK	Hourly	94	26.1
	Daily	84	23.3
	Once in 2-3 days	97	26.9
	Once a week	85	23.6
HOW OFTEN USE WHATSAPP	Hourly	106	29.4
	Daily	71	19.7
	Once in 2-3 days	79	21.9
	Once a week	104	28.9
HOW OFTEN USE INSTAGRAM	Hourly	91	25.3
	Daily	77	21.4
	Once in 2-3 days	86	23.9
	Once a week	106	29.4
HOW OFTEN USE YOUTUBE	Hourly	76	21.1
	Daily	94	26.1
	Once in 2-3 days	96	26.7
	Once a week	94	26.1
HOW OFTEN USE BLOG	Hourly	90	25.0
	Daily	107	29.7
	Once in 2-3 days	84	23.3
	Once a week	79	21.9
HOW OFTEN USE	Hourly	80	22.2

TWITTER	Daily	83	23.1
	Once in 2-3 days	88	24.4
	Once a week	109	30.3
HOW OFTEN USE GOOGLE	Hourly	83	23.1
	Daily	91	25.3
	Once in 2-3 days	91	25.3
	Once a week	95	26.4
HOW OFTEN USE LINKEDIN	Hourly	98	27.2
	Daily	90	25.0
	Once in 2-3 days	79	21.9
	Once a week	93	25.8
HOW OFTEN USE SWIGGY	Daily	95	26.4
	Once in 2-3 days	92	25.6
	Once a week	90	25.0
	Once a month	83	23.1
HOW OFTEN USE ZOMATO	Daily	82	22.8
	Once in 2-3 days	120	33.3
	Once a week	89	24.7
	Once a month	69	19.2
HOW OFTEN USE FLIPKART	Daily	98	27.2
	Once in 2-3 days	108	30.0
	Once a week	82	22.8
	Once a month	72	20.0
HOW OFTEN USE AMAZON	Daily	98	27.2
	Once in 2-3 days	90	25.0
	Once a week	91	25.3
	Once a month	81	22.5
HOW OFTEN USE MYNTRA	Daily	85	23.6
	Once in 2-3 days	104	28.9
	Once a week	80	22.2
	Once a month	91	25.3
HOW OFTEN USE AJIO	Daily	93	25.8
	Once in 2-3 days	85	23.6
	Once a week	95	26.4
	Once a month	87	24.2
HOW OFTEN USE SNAPDEAL	Daily	90	25.0
	Once in 2-3 days	99	27.5
	Once a week	89	24.7
	Once a month	82	22.8
HOW OFTEN USE BIGBASKET	Daily	90	25.0
	Once in 2-3 days	100	27.8
	Once a week	86	23.9
	Once a month	84	23.3
HOW OFTEN USE OLX	Daily	101	28.1
	Once in 2-3 days	77	21.4
	Once a week	95	26.4
	Once a month	87	24.2

HOW OFTEN USE LENSKART	Daily	83	23.1
	Once in 2-3 days	99	27.5
	Once a week	94	26.1
	Once a month	84	23.3
HOW OFTEN USE MEESHO	Daily	79	21.9
	Once in 2-3 days	92	25.6
	Once a week	100	27.8
	Once a month	89	24.7
HOW OFTEN USE FIRSTCRY	Daily	95	26.4
	Once in 2-3 days	89	24.7
	Once a week	92	25.6
	Once a month	84	23.3

Individuals in the age group between 15 and 22 years old have a higher frequency and percentage. With a frequency percentage of 52.8%, females exhibit a higher frequency and proportion. With a 50% frequency percentage, the frequency and percentage are equal among both literate and illiterate people. Unmarried people have a greater frequency proportion (73.3%), making up the majority of the population. Individuals who are employed had higher frequency and percentage, with a frequency percentage of 46.4%. Individuals who use Facebook once every two to three days have a higher frequency and percentage, with a frequency percentage of 26.9%. Individuals that use WhatsApp hourly have a higher frequency and percentage, with a frequency percentage of 29.4%. Individuals who use Instagram once a week have a greater frequency and percentage, with a frequency percentage of 29.4%. Individuals who use YouTube once every two to three days have a higher frequency and percentage, with a frequency percentage of 26.7%.

Individuals that use Blog on a daily basis have a greater frequency and percentage, with a frequency percentage of 29.7%. Individuals who use Twitter once a week have a greater frequency and percentage, with a frequency percentage of 30.3%. Individuals who use Google once per week have a greater frequency and percentage, with a frequency percentage of 26.4%. Individuals that use LinkedIn hourly have a greater frequency and percentage, with a frequency percentage of 27.2%. People who use Swiggy, Zomato, Flipkart, Amazon, Myntra, Ajio, Snapdeal, Big Basket, Olx, Lenskart, and Meesho more frequently and more frequently as a percentage First cry on a daily basis, once every 2-3 days, once a week, once every 2-3 days, once a week, once every 2-3 days, once a day basis, with a percentage of 26.4%, 33.3%, 30.0%, 27.2%, 28.9%, 26.4%, 27.5%, 27.8, 28.1, 27.5, 27.8, 26.4, respectively.

6.3 FREQUENCY ON PURCHASE

Table 3: Frequency and Percentage based on purchase

CATEGORY	SUB-CATEGORY	FREQUENCY	PERCENTAGE
PURCHASE ITEM	Household	45	12.5
	Clothing	48	13.3
	Sandals	63	17.5
	Electronics	43	11.9
	Cosmetics	56	15.6
	Jewels	52	14.4
	Spots and Fitness	53	14.7
QUALITY OF PURCHASE	Brand	192	53.3
	Non-Brand	168	46.7

EXPRESS REQUIRED SPECIFICATIONS	Yes	172	47.8
	No	188	52.2
COMPARE PRODUCTS	Yes	163	45.3
	No	197	54.7
PERCEIVED HAZARDS	Yes	176	48.9
	No	184	51.1
PURCHASES THROUGH SOCIAL MEDIA	Yes	193	53.6
	No	167	46.4
VOICE THEIR DELIGHT OR DISCONTENT	Yes	191	53.1
	No	169	46.9

With a frequency percentage of 17.5%, buying sandals has a greater frequency of purchase. With a frequency rate of 53.3%, the quality of the branded product is higher. 52.2%, 54.7%, and 51.1% of respondents, respectively, replied "No" when asked to express the necessary criteria, compare items, and perceive hazards. 53.6% and 53.1% of consumers, respectively, replied "Yes" to making purchases via social media and expressed their satisfaction or dissatisfaction.

6.4 DESCRIPTIVE DATA BASED ON AGE

Table 4: Mean and Standard Deviation based on age

CATEGORY	SUB-CATEGORY	NUMBER	MEAN	STANDARD DEVIATION
HOW OFTEN USE FACEBOOK	15-22	76	2.43	1.124
	23-30	69	2.36	1.111
	31-40	75	2.44	1.118
	41-50	72	2.56	1.161
	50-60	68	2.62	1.079
HOW OFTEN USE WHATSAPP	15-22	76	2.47	1.194
	23-30	69	2.58	1.218
	31-40	75	2.25	1.175
	41-50	72	2.60	1.252
	50-60	68	2.63	1.105
HOW OFTEN USE INSTAGRAM	15-22	76	2.78	1.127
	23-30	69	2.67	1.172
	31-40	75	2.44	1.211
	41-50	72	2.44	1.221
	50-60	68	2.54	1.043
HOW OFTEN USE YOUTUBE	15-22	76	2.45	1.148
	23-30	69	2.49	1.080
	31-40	75	2.61	0.999
	41-50	72	2.56	1.099
	50-60	68	2.79	1.127
HOW OFTEN USE BLOG	15-22	76	2.49	1.125
	23-30	69	2.48	1.133
	31-40	75	2.45	1.056
	41-50	72	2.25	1.097

	50-60	68	2.44	1.042
HOW OFTEN USE TWITTER	15-22	76	2.72	1.138
	23-30	69	2.46	1.132
	31-40	75	2.59	1.140
	41-50	72	2.85	1.146
	50-60	68	2.50	1.100
HOW OFTEN USE GOOGLE	15-22	76	2.46	1.194
	23-30	69	2.51	1.066
	31-40	75	2.68	1.117
	41-50	72	2.58	1.084
	50-60	68	2.51	1.113
HOW OFTEN USE LINKEDIN	15-22	76	2.24	1.106
	23-30	69	2.46	1.158
	31-40	75	2.61	1.173
	41-50	72	2.54	1.162
	50-60	68	2.47	1.126
HOW OFTEN USE SWIGGY	15-22	76	2.34	1.114
	23-30	69	2.59	1.142
	31-40	75	2.51	1.143
	41-50	72	2.46	1.074
	50-60	68	2.34	1.101
HOW OFTEN USE ZOMATO	15-22	76	2.25	1.085
	23-30	69	2.38	1.016
	31-40	75	2.55	0.990
	41-50	72	2.32	1.032
	50-60	68	2.53	1.072
HOW OFTEN USE FLIPKART	15-22	76	2.47	1.160
	23-30	69	2.33	1.133
	31-40	75	2.48	1.131
	41-50	72	2.26	0.934
	50-60	68	2.21	1.045
HOW OFTEN USE AMAZON	15-22	76	2.61	1.132
	23-30	69	2.38	1.099
	31-40	75	2.21	1.189
	41-50	72	2.63	1.131
	50-60	68	2.32	0.969
HOW OFTEN USE MYNTRA	15-22	76	2.46	1.038
	23-30	69	2.61	1.127
	31-40	75	2.36	1.061
	41-50	72	2.50	1.187
	50-60	68	2.54	1.152
HOW OFTEN USE AJIO	15-22	76	2.38	1.107
	23-30	69	2.51	1.120
	31-40	75	2.63	1.148
	41-50	72	2.54	1.125
	50-60	68	2.38	1.107
HOW OFTEN USE SNAPDEAL	15-22	76	2.54	1.171

	23-30	69	2.49	1.024
	31-40	75	2.33	1.119
	41-50	72	2.53	1.113
	50-60	68	2.37	1.064
HOW OFTEN USE BIGBASKET	15-22	76	2.28	1.103
	23-30	69	2.43	1.105
	31-40	75	2.64	1.135
	41-50	72	2.49	1.100
	50-60	68	2.44	1.070
HOW OFTEN USE OLX	15-22	76	2.41	1.180
	23-30	69	2.58	1.117
	31-40	75	2.71	1.088
	41-50	72	2.32	1.072
	50-60	68	2.31	1.213
HOW OFTEN USE LENSKART	15-22	76	2.49	1.089
	23-30	69	2.58	1.006
	31-40	75	2.36	1.111
	41-50	72	2.47	1.126
	50-60	68	2.60	1.108
HOW OFTEN USE MEESHO	15-22	76	2.62	1.058
	23-30	69	2.43	1.022
	31-40	75	2.59	1.079
	41-50	72	2.65	1.140
	50-60	68	2.46	1.152
HOW OFTEN USE FIRSTCRY	15-22	76	2.53	1.227
	23-30	69	2.48	1.106
	31-40	75	2.48	1.107
	41-50	72	2.43	1.072
	50-60	68	2.37	1.078
PURCHASE ITEM	15-22	76	4.38	2.072
	23-30	69	3.78	1.854
	31-40	75	4.08	1.923
	41-50	72	4.07	2.078
	50-60	68	4.00	1.932
QUALITY OF PURCHASE	15-22	76	1.46	0.502
	23-30	69	1.38	0.488
	31-40	75	1.43	0.498
	41-50	72	1.61	0.491
	50-60	68	1.46	0.502
EXPRESS REQUIRED SPECIFICATIONS	15-22	76	1.53	0.503
	23-30	69	1.46	0.502
	31-40	75	1.55	0.501
	41-50	72	1.49	0.503
	50-60	68	1.59	0.496
COMPARE PRODUCTS	15-22	76	1.57	0.499
	23-30	69	1.54	0.502
	31-40	75	1.51	0.503

	41-50	72	1.56	0.500
	50-60	68	1.57	0.498
PERCEIVED HAZARDS	15-22	76	1.49	0.503
	23-30	69	1.62	0.488
	31-40	75	1.52	0.503
	41-50	72	1.46	0.502
	50-60	68	1.47	0.503
PURCHASES THROUGH SOCIAL MEDIA	15-22	76	1.42	0.497
	23-30	69	1.45	0.501
	31-40	75	1.44	0.500
	41-50	72	1.50	0.504
	50-60	68	1.51	0.503
VOICE THEIR DELIGHT OR DISCONTENT	15-22	76	1.47	0.503
	23-30	69	1.42	0.497
	31-40	75	1.43	0.498
	41-50	72	1.51	0.503
	50-60	68	1.51	0.503

The age categories' descriptive data on how frequently people use “Facebook, WhatsApp, Instagram, YouTube, Blog, Twitter, Google, LinkedIn, Swiggy, Zomato, Flipkart, Amazon, Myntra, Ajio, Snapdeal, Big Basket, Olx, Lenskart, Meesho and Firstcry, Purchase Item Quality of Purchase, Express Required Specifications, Compare Products, Perceived Hazards, Purchases Through social media, Voice Their Delight or Discontent” is higher in 15-22 years which is represented with the mean values of 2.43, 2.47, 2.78, 2.45, 2.49, 2.72, 2.46, 2.24, 2.34, 2.25, 2.47, 2.61, 2.46, 2.38, 2.54, 2.28, 2.41, 2.49, 2.62, 2.53, 4.38, 1.46, 1.53, 1.57, 1.49, 1.42, 1.47, respectively.

The age categories with the highest standard deviation values for how frequently people use “Facebook, WhatsApp, Instagram, YouTube, Blog, Twitter, Google, LinkedIn, Swiggy, Zomato, Flipkart, Amazon, Myntra, Ajio, Snapdeal, Big Basket, Olx, Lenskart, Meesho and Firstcry, Purchase Item Quality of Purchase, Express Required Specifications, Compare Products, Perceived Hazards, Purchases Through social media, Voice Their Delight or Discontent” is 1.161 by 41-50 years old individual in terms of Facebook, 1.252 by 41-50 years old individual in terms of WhatsApp, 1.221 by 41-50 years old individual in terms of Instagram, 1.148 by 15-22 years old individual in terms of YouTube, 1.133 by 23-30 years old individual in terms of Blog, 1.146 by 41-50 years old individual in terms of Twitter, 1.194 by 15-22 years old individual in terms of Google, 1.173 by 31-40 years old individual in terms of LinkedIn, 1.143 by 31-40 years old individual in terms of Swiggy, 1.085 by 15-22 years old individual in terms of Zomato, 1.160 by 15-22 years old individual in terms of Flipkart, 1.189 by 31-40 years old individual in terms of Amazon, 1.187 by 41-50 years old individual in terms of Myntra, 1.148 by 31-40 years old individual in terms of Ajio, 1.171 by 15-22 years old individual in terms of Snapdeal, 1.135 by 31-40 years old individual in terms of Big basket, 1.213 by 50-60 years old individual in terms of OLX, 1.126 by 41-50 years old individual in terms of Lenskart, 1.152 by 50-60 years old individual in terms of Meesho, 1.227 by 15-22 years old individual in terms of Firstcry, 2.078 by 41-50 years old individual in terms of purchase item, 0.502 by 15-22 and 50-60 years old individual in terms of Quality of Purchase, 0.503 by 15-22 and 41-50 years old individual in terms of express required specifications, 0.503 by 31-40 years old individual in terms of compare products, 0.503 by 15-22, 31-40, 50-60 years old individual in terms of perceived hazards, 0.504 by 41-50 years

old individual in terms of purchases through social media, 0.503 by 15-22, 41-50, 50-60 years old individual in terms of voice their delight or discontent.

6.5 DESCRIPTIVE DATA BASED ON GENDER

Table 5: Mean and Standard Deviation based on gender

CATEGORY	SUB-CATEGORY	NUMBER	MEAN	STANDARD DEVIATION
HOW OFTEN USE FACEBOOK	Male	170	2.55	1.120
	Female	190	2.42	1.113
HOW OFTEN USE WHATS APP	Male	170	2.43	1.191
	Female	190	2.57	1.192
HOW OFTEN USE INSTAGRAM	Male	170	2.53	1.193
	Female	190	2.62	1.129
HOW OFTEN USE YOUTUBE	Male	170	2.58	1.092
	Female	190	2.58	1.094
HOW OFTEN USE BLOG	Male	170	2.43	1.076
	Female	190	2.42	1.104
HOW OFTEN USE TWITTER	Male	170	2.75	1.141
	Female	190	2.52	1.121
HOW OFTEN USE GOOGLE	Male	170	2.58	1.145
	Female	190	2.53	1.087
HOW OFTEN USE LINKEDIN	Male	170	2.42	1.145
	Female	190	2.50	1.149
HOW OFTEN USE SWIGGY	Male	170	2.42	1.108
	Female	190	2.47	1.121
HOW OFTEN USE ZOMATO	Male	170	2.32	1.074
	Female	190	2.48	1.006
HOW OFTEN USE FLIPKART	Male	170	2.39	1.079
	Female	190	2.32	1.092
HOW OFTEN USE AMAZON	Male	170	2.51	1.121
	Female	190	2.36	1.107
HOW OFTEN USE MYNTRA	Male	170	2.56	1.151
	Female	190	2.43	1.071
HOW OFTEN USE AJIO	Male	170	2.48	1.137
	Female	190	2.49	1.107
HOW OFTEN USE SNAPDEAL	Male	170	2.55	1.071
	Female	190	2.36	1.117
HOW OFTEN USE BIGBASKET	Male	170	2.52	1.094
	Female	190	2.39	1.111
HOW OFTEN USE OLX	Male	170	2.48	1.089
	Female	190	2.45	1.184
HOW OFTEN USE LENSKART	Male	170	2.55	1.093
	Female	190	2.45	1.081
HOW OFTEN USE MEESHO	Male	170	2.53	1.100
	Female	190	2.57	1.080
HOW OFTEN USE FIRSTCRY	Male	170	2.45	1.115
	Female	190	2.47	1.121
PURCHACE	Male	170	4.14	1.977

ITEM	Female	190	4.01	1.975
QUALITY OF PURCHACE	Male	170	1.48	0.501
	Female	190	1.46	0.500
EXPRESS REQUIRED SPECIFICATIONS	Male	170	1.48	0.501
	Female	190	1.56	0.498
COMPARE PRODUCTS	Male	170	1.51	0.501
	Female	190	1.58	0.495
PERCEIVED HAZARDS	Male	170	1.50	0.501
	Female	190	1.52	0.501
PURCHASES THROUGH SOCIAL MEDIA	Male	170	1.49	0.501
	Female	190	1.44	0.498
VOICE THEIR DELIGHT OR DISCONTENT	Male	170	1.46	0.500
	Female	190	1.47	0.501

The descriptive data based on gender shows that more women use social media platforms such as Facebook, WhatsApp, Instagram, YouTube, blogs, Twitter, Google, LinkedIn, Swiggy, Zomato, Flipkart, Amazon, Myntra, Ajio, Snapdeal, Big Basket, Olx, Lenskart, Meesho, and Firstcry, as well as express required specifications, compare products, and voice their satisfaction or dissatisfaction. This is shown by the mean values of 2.42, 2.57, 2.62, 2.58, 2.42, 2.52, 2.53, 2.50, 2.47, 2.48, 2.32, 2.36, 2.43, 2.49, 2.36, 2.39, 2.45, 2.45, 2.57, 2.47, 4.01, 1.46, 1.56, 1.58, 1.52, 1.44, 1.47, respectively and the standard deviation values of 1.113, 1.192, 1.129, 1.094, 1.104, 1.121, 1.087, 1.149, 1.121, 1.006, 1.092, 1.107, 1.071, 1.107, 1.117, 1.111, 1.184, 1.081, 1.080, 1.121, 1.975, 0.500, 0.498, 0.495, 0.501, 0.498, 0.501, respectively.

6.6 DESCRIPTIVE DATA BASED ON EDUCATION

Table 6: Mean and Standard Deviation based on education

CATEGORY	**SUB-CATEGORY**	**NUMBER**	**MEAN**	**STANDARD DEVIATION**
HOW OFTEN USE FACEBOOK	Literate	180	2.41	1.066
	Illiterate	180	2.55	1.164
HOW OFTEN USE WHATS APP	Literate	180	2.52	1.198
	Illiterate	180	2.48	1.189
HOW OFTEN USE INSTAGRAM	Literate	180	2.48	1.131
	Illiterate	180	2.67	1.182
HOW OFTEN USE YOUTUBE	Literate	180	2.59	1.103
	Illiterate	180	2.57	1.084
HOW OFTEN USE BLOG	Literate	180	2.47	1.080
	Illiterate	180	2.38	1.099
HOW OFTEN USE TWITTER	Literate	180	2.59	1.137
	Illiterate	180	2.67	1.134
HOW OFTEN USE GOOGLE	Literate	180	2.44	1.135
	Illiterate	180	2.66	1.085
HOW OFTEN USE LINKEDIN	Literate	180	2.47	1.111
	Illiterate	180	2.46	1.184

HOW OFTEN USE SWIGGY	Literate	180	2.46	1.160
	Illiterate	180	2.43	1.068
HOW OFTEN USE ZOMATO	Literate	180	2.34	1.037
	Illiterate	180	2.46	1.043
HOW OFTEN USE FLIPKART	Literate	180	2.36	1.132
	Illiterate	180	2.35	1.038
HOW OFTEN USE AMAZON	Literate	180	2.38	1.109
	Illiterate	180	2.48	1.121
HOW OFTEN USE MYNTRA	Literate	180	2.49	1.121
	Illiterate	180	2.49	1.101
HOW OFTEN USE AJIO	Literate	180	2.54	1.090
	Illiterate	180	2.44	1.149
HOW OFTEN USE SNAPDEAL	Literate	180	2.46	1.080
	Illiterate	180	2.44	1.120
HOW OFTEN USE BIGBASKET	Literate	180	2.57	1.094
	Illiterate	180	2.34	1.105
HOW OFTEN USE OLX	Literate	180	2.49	1.141
	Illiterate	180	2.44	1.140
HOW OFTEN USE LENSKART	Literate	180	2.47	1.090
	Illiterate	180	2.52	1.085
HOW OFTEN USE MEESHO	Literate	180	2.61	1.075
	Illiterate	180	2.50	1.101
HOW OFTEN USE FIRSTCRY	Literate	180	2.60	1.096
	Illiterate	180	2.32	1.121
PURCHACE ITEM	Literate	180	3.89	1.917
	Illiterate	180	4.25	2.019
QUALITY OF PURCHACE	Literate	180	1.46	0.500
	Illiterate	180	1.47	0.501
EXPRESS REQUIRED SPECIFICATIONS	Literate	180	1.54	0.500
	Illiterate	180	1.51	0.501
COMPARE PRODUCTS	Literate	180	1.58	0.495
	Illiterate	180	1.52	0.501
PERCEIVED HAZARDS	Literate	180	1.48	0.501
	Illiterate	180	1.54	0.500
PURCHASES THROUGH SOCIAL MEDIA	Literate	180	1.44	0.498
	Illiterate	180	1.48	0.501
VOICE THEIR DELIGHT OR DISCONTENT	Literate	180	1.49	0.501
	Illiterate	180	1.45	0.499

The Illiterate individuals who have the highest mean and standard deviation values which belongs to "Facebook, Instagram, Twitter, Google, Zomato, Amazon, Lenskart, Purchase Item, Quality of Purchase, Perceived Hazards, Purchases Through social media" were found to be 2.55, 2.67, 2.67, 2.66, 2.46, 2.48, 2.49, 2.52, 4.25, 1.47,1.54, 1.48, respectively in terms of mean and 1.164, 1.182, 1.134, 1.085, 1.043, 1.121, 1.101, 1.085, 2.019, 0.501,0.500, 0.501, respectively in terms of standard deviation.

The Literate individuals who have the highest mean values and standard deviation values which belongs to "WhatsApp, YouTube, Blog, LinkedIn, Swiggy, Flipkart, Ajio, Snapdeal, Big Basket, Olx, Meesho, Firstcry, Express Required Specifications, Compare Products, Voice Their Delight or Discontent" were found to be 2.52, 2.59, 2.47, 2.47, 2.46, 2.36, 2.49, 2.54, 2.46, 2.57, 2.49, 2.61, 2.60, 1.54, 1.58, 1.49, respectively in terms of mean and 1.198, 1.103, 1.080, 1.111, 1.160, 1.132, 1.121, 1.090, 1.080, 1.094, 1.141, 1.075, 1.096, 0.500, 0.495, 0.501, respectively in terms of standard deviation. In case of Myntra, both the type of individuals has the same mean value of 2.49 with a standard deviation value of 1.121 in literate and 1.101 in illiterates.

6.7 DESCRIPTIVE DATA BASED ON MARITAL STATUS

Table 7: Mean and Standard Deviation based on marital status

CATEGORY	SUB-CATEGORY	NUMBER	MEAN	STANDARD DEVIATION
HOW OFTEN USE FACEBOOK	Married	76	2.43	1.124
	Unmarried	264	2.49	1.120
	Divorce or Separated	20	2.55	1.099
HOW OFTEN USE WHATSAPP	Married	76	2.47	1.194
	Unmarried	264	2.53	1.192
	Divorce or Separated	20	2.20	1.196
HOW OFTEN USE INSTAGRAM	Married	76	2.78	1.127
	Unmarried	264	2.52	1.154
	Divorce or Separated	20	2.60	1.314
HOW OFTEN USE YOUTUBE	Married	76	2.45	1.148
	Unmarried	264	2.61	1.094
	Divorce or Separated	20	2.65	0.813
HOW OFTEN USE BLOG	Married	76	2.49	1.125
	Unmarried	264	2.39	1.076
	Divorce or Separated	20	2.65	1.137
HOW OFTEN USE TWITTER	Married	76	2.72	1.138
	Unmarried	264	2.61	1.135
	Divorce or Separated	20	2.55	1.146
HOW OFTEN USE GOOGLE	Married	76	2.46	1.194
	Unmarried	264	2.54	1.099
	Divorce or Separated	20	3.00	0.918
HOW OFTEN USE LINKEDIN	Married	76	2.24	1.106
	Unmarried	264	2.51	1.157
	Divorce or Separated	20	2.70	1.081
HOW OFTEN USE SWIGGY	Married	76	2.34	1.114
	Unmarried	264	2.45	1.109
	Divorce or Separated	20	2.75	1.164
HOW OFTEN USE ZOMATO	Married	76	2.25	1.085
	Unmarried	264	2.44	1.019
	Divorce or Separated	20	2.55	1.146
HOW OFTEN USE FLIPKART	Married	76	2.47	1.160
	Unmarried	264	2.32	1.053
	Divorce or Separated	20	2.35	1.226
HOW OFTEN USE AMAZON	Married	76	2.61	1.132
	Unmarried	264	2.40	1.092

	Divorce or Separated	20	2.15	1.309
HOW OFTEN USE MYNTRA	Married	76	2.46	1.038
	Unmarried	264	2.48	1.147
	Divorce or Separated	20	2.70	0.865
HOW OFTEN USE AJIO	Married	76	2.38	1.107
	Unmarried	264	2.49	1.130
	Divorce or Separated	20	2.90	0.968
HOW OFTEN USE SNAPDEAL	Married	76	2.54	1.171
	Unmarried	264	2.45	1.074
	Divorce or Separated	20	2.10	1.119
HOW OFTEN USE BIGBASKET	Married	76	2.28	1.103
	Unmarried	264	2.47	1.103
	Divorce or Separated	20	2.95	0.999
HOW OFTEN USE OLX	Married	76	2.41	1.180
	Unmarried	264	2.46	1.126
	Divorce or Separated	20	2.80	1.152
HOW OFTEN USE LENSKART	Married	76	2.49	1.089
	Unmarried	264	2.52	1.093
	Divorce or Separated	20	2.25	1.020
HOW OFTEN USE MEESHO	Married	76	2.62	1.058
	Unmarried	264	2.55	1.098
	Divorce or Separated	20	2.30	1.081
HOW OFTEN USE FIRSTCRY	Married	76	2.53	1.227
	Unmarried	264	2.43	1.080
	Divorce or Separated	20	2.60	1.188
PURCHACE ITEM	Married	76	4.38	2.072
	Unmarried	264	4.01	1.932
	Divorce or Separated	20	3.70	2.105
QUALITY OF PURCHASE	Married	76	1.46	0.502
	Unmarried	264	1.47	0.500
	Divorce or Separated	20	1.40	0.503
EXPRESS REQUIRED SPECIFICATIONS	Married	76	1.53	0.503
	Unmarried	264	1.51	0.501
	Divorce or Separated	20	1.70	0.470
COMPARE PRODUCTS	Married	76	1.57	0.499
	Unmarried	264	1.55	0.499
	Divorce or Separated	20	1.50	0.513
PERCEIVED HAZARDS	Married	76	1.49	0.503
	Unmarried	264	1.51	0.501
	Divorce or Separated	20	1.60	0.503
PURCHASES THROUGH SOCIAL MEDIA	Married	76	1.42	0.497
	Unmarried	264	1.48	0.500
	Divorce or Separated	20	1.45	0.510
VOICE THEIR DELIGHT OR DISCONTENT	Married	76	1.47	0.503
	Unmarried	264	1.47	0.500
	Divorce or Separated	20	1.40	0.503

In terms of married individuals, the categories “Instagram, Twitter, Flipkart, Amazon, Snapdeal, Purchase Item, Compare Products, Voice Their Delight or Discontent” has the highest mean values. In terms of unmarried individuals, the categories “WhatsApp, Lenskart, Meesho, Quality of Purchase, Purchases Through social media, Voice Their Delight or Discontent” has the highest mean values. In terms of divorced or separated individuals, the categories “Facebook, YouTube, Blog, Google, LinkedIn, Swiggy, Zomato, Myntra, Ajio, Big Basket, Olx, Firstcry, Express Required Specifications, Perceived Hazards” has the highest mean values.

In terms of married individuals, the categories “Facebook, YouTube, Google, Snapdeal, Big Basket, Olx, Firstcry, Express Required Specifications, Perceived Hazards, Voice Their Delight or Discontent” has the highest standard deviation values. In terms of unmarried individuals, the categories “LinkedIn, Myntra, Ajio, Snapdeal, Big Basket, Lenskart, Meesho” has the highest standard deviation values. In terms of divorced or separated individuals, the categories “WhatsApp, Instagram, Blog, Twitter, Google, Swiggy, Zomato, Flipkart, Amazon, Purchase Item, Quality of Purchase, Compare Products, Perceived Hazards, Purchases Through social media, Voice Their Delight or Discontent” has the highest standard deviation values.

6.8 DESCRPTIVE DATA BASED ON PROFESSION

Table 8: Mean and Standard Deviation based on profession

CATEGORY	SUB-CATEGORY	NUMBER	MEAN	STANDARD DEVIATION
HOW OFTEN USE FACEBOOK	Student	76	2.43	1.124
	Employed	167	2.49	1.086
	Entrepreneur	117	2.50	1.164
HOW OFTEN USE WHATSAPP	Student	76	2.47	1.194
	Employed	167	2.50	1.236
	Entrepreneur	117	2.53	1.134
HOW OFTEN USE INSTAGRAM	Student	76	2.78	1.127
	Employed	167	2.50	1.192
	Entrepreneur	117	2.55	1.126
HOW OFTEN USE YOUTUBE	Student	76	2.45	1.148
	Employed	167	2.57	1.050
	Entrepreneur	117	2.68	1.113
HOW OFTEN USE BLOG	Student	76	2.49	1.125
	Employed	167	2.48	1.080
	Entrepreneur	117	2.30	1.077
HOW OFTEN USE TWITTER	Student	76	2.72	1.138
	Employed	167	2.62	1.150
	Entrepreneur	117	2.58	1.116
HOW OFTEN USE GOOGLE	Student	76	2.46	1.194
	Employed	167	2.65	1.081
	Entrepreneur	117	2.46	1.103
HOW OFTEN USE LINKEDIN	Student	76	2.24	1.106
	Employed	167	2.57	1.127
	Entrepreneur	117	2.46	1.186
HOW OFTEN USE SWIGGY	Student	76	2.34	1.114
	Employed	167	2.53	1.097
	Entrepreneur	117	2.40	1.138

HOW OFTEN USE ZOMATO	Student	76	2.25	1.085
	Employed	167	2.43	1.038
	Entrepreneur	117	2.47	1.013
HOW OFTEN USE FLIPKART	Student	76	2.47	1.160
	Employed	167	2.34	1.079
	Entrepreneur	117	2.31	1.046
HOW OFTEN USE AMAZON	Student	76	2.61	1.132
	Employed	167	2.43	1.138
	Entrepreneur	117	2.32	1.065
HOW OFTEN USE MYNTRA	Student	76	2.46	1.038
	Employed	167	2.48	1.150
	Entrepreneur	117	2.53	1.103
HOW OFTEN USE AJIO	Student	76	2.38	1.107
	Employed	167	2.56	1.084
	Entrepreneur	117	2.46	1.178
HOW OFTEN USE SNAPDEAL	Student	76	2.54	1.171
	Employed	167	2.47	1.102
	Entrepreneur	117	2.38	1.048
HOW OFTEN USE BIGBASKET	Student	76	2.28	1.103
	Employed	167	2.49	1.113
	Entrepreneur	117	2.52	1.088
HOW OFTEN USE OLX	Student	76	2.41	1.180
	Employed	167	2.53	1.134
	Entrepreneur	117	2.42	1.124
HOW OFTEN USE LENSKART	Student	76	2.49	1.089
	Employed	167	2.52	1.091
	Entrepreneur	117	2.47	1.087
HOW OFTEN USE MEESHO	Student	76	2.62	1.058
	Employed	167	2.50	1.075
	Entrepreneur	117	2.59	1.131
HOW OFTEN USE FIRSTCRY	Student	76	2.53	1.227
	Employed	167	2.35	1.070
	Entrepreneur	117	2.56	1.102
PURCHASE ITEM	Student	76	4.38	2.072
	Employed	167	4.04	1.888
	Entrepreneur	117	3.91	2.024
QUALITY OF PURCHASE	Student	76	1.46	0.502
	Employed	167	1.48	0.501
	Entrepreneur	117	1.45	0.500
EXPRESS REQUIRED SPECIFICATIONS	Student	76	1.53	0.503
	Employed	167	1.50	0.501
	Entrepreneur	117	1.55	0.500
COMPARE PRODUCTS	Student	76	1.57	0.499
	Employed	167	1.53	0.500
	Entrepreneur	117	1.56	0.499
PERCEIVED HAZARDS	Student	76	1.49	0.503
	Employed	167	1.57	0.496

	Entrepreneur	117	1.44	0.498
PURCHASES THROUGH SOCIAL MEDIA	Student	76	1.42	0.497
	Employed	167	1.50	0.501
	Entrepreneur	117	1.44	0.498
VOICE THEIR DELIGHT OR DISCONTENT	Student	76	1.47	0.503
	Employed	167	1.47	0.500
	Entrepreneur	117	1.47	0.501

In terms of Students, the categories "Instagram, Twitter, Flipkart, Amazon, Snapdeal, Meesho, Purchase Item, Compare Products, Voice Their Delight or Discontent" has the highest mean values. In terms of Employed individuals, the categories "Blog, Google, LinkedIn, Swiggy, Ajio, Olx, Lenskart, Quality of Purchase, Perceived Hazards, Purchases Through social media, Voice Their Delight or Discontent" has the highest mean values. In terms of Entrepreneur, the categories "Facebook, WhatsApp, YouTube, Zomato, Myntra, Big Basket, Firstcry, Express Required Specifications, Voice Their Delight or Discontent" has the highest mean values.

In terms of Students, the categories "WhatsApp, YouTube, Blog, Google, Zomato, Flipkart, Snapdeal, Olx, Firstcry, Purchase Item, Quality of Purchase, Express Required Specifications, Perceived Hazards, Voice Their Delight or Discontent" has the highest standard deviation values. In terms of Employed individuals, the categories "Instagram, Twitter, Amazon, Myntra, Big Basket, Lenskart, Compare Products, Purchases Through social media" has the highest standard deviation values. In terms of Entrepreneur, the categories "Facebook, LinkedIn, Swiggy, Ajio, Meesho" has the highest standard deviation values.

7. CONCLUSION

The major goal of this study is to better understand customers' social media purchase behaviour, particularly during the COVID-19 epidemic. The relationship between the independent variables, such as price, convenience, product variety, and risks, can also be determined. Social media buying behaviour by consumers is the dependent variable. The primary contribution of this study is expanding our understanding of how social media influences consumers' purchasing decisions in response to the COVID-19 epidemic. Researchers are urged to examine more questionnaire variables in their future work. It is clear that social media is having an increasing impact on consumer behaviour. As a result, social media is playing a bigger role in marketing, especially in the wake of the COVID-19 pandemic. The findings show how social media might influence the choices made by many Indian customers.

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