

Study on Impact of Social Media Marketing of Mobile Phone Generation Z Psychology for Online Shopping in Ahmedabad

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ABSTRACT

This study investigates the impact of social media marketing on the psychology of Generation Z towards mobile online shopping in Ahmedabad. The data collection method used in this study is descriptive method. Through a comprehensive analysis of twelve alternative hypotheses, the study examines the relationship between social media influence and consumer behavior. The study highlights a critical gap in understanding the nuanced psychological responses of this demographic, particularly regarding their skepticism towards social media marketing. The study emphasizes the need for further research to explore the cultural context of Ahmedabad and the unique characteristics of Generation Z, as well as the dynamics of evolving social media platforms. Insights from this study can inform mobile phone brands in developing more effective and culturally relevant marketing strategies

INTRODUCTION

Today's technology has increased very rapidly and social media become an important component in shaping consumer behaviour (Vidani, 2015). Social media plays a very crucial part in today's generation, which means generation z in-between generations z social media affects their consumer behaviour for purchasing decision (Vidani & Solanki, 2015). Generation Z is the generation born between the mid-1990s and early 2010s. for this generation using social media tools like Instagram, TikTok and Facebook is a very common thing (Vidani, 2015). For them, these tools are not only for entertainment purposes but also connect with their daily lives, now a day they depend on them for every decision in their daily life (Vidani, 2015).

The study of this topic is to understand how social media marketing affects the psychology and buying behaviour of Generation Z in Ahmedabad. As of now, Ahmedabad is one of the one of the growing cities in India with high-level technology. Today times mobile phone is a common tool that is used in their daily life (Solanki & Vidani, 2016). Social media marketing can influence the preferences and buying decisions of generation z. this study aims to provide understanding into the relationship between consumer behaviour and social media (Vidani, 2016).

Social media's role in modern consumer behaviour

Social media is a market place where consumers have a direct connection to the social media marketing of different companies and brands (Bhatt, Patel, & Vidani, 2017). Different social media platforms like Facebook, Instagram, and Tik have close connections with Generation Z, these platforms are a daily routine for this generation nowadays day they cannot survive one day without using social media. One study say that social media has been use by the younger generation (Niyati & Vidani, 2016). During the COVID 19 people started buying products online that time, and everyone has transformed to words online or virtual platforms (Pradhan, Tshogay, & Vidani, 2016).The generation who growing up with smart devices like smartphones and laptops and unlimited internet packages. Generation z consumers are particularly influenced by social media marketing for buying decision (Modi, Harkani, Radadiya, & Vidani, 2016).

Understanding Generation Z as a consumer segment

The shopping behaviour of Generation Z can be understood by their psychological profile. Generation Y has to transform themselves for the digital technology. This makes them Tec savvy and also godless of traditional marketing (Vidani, 2016). For Generation Z mobile phones central to their identity. Social media influence and shape their preferences towards online shopping (Sukhanandi, Tank, & Vidani, 2018).Consumer in urban areas uses social media to gather information and then compare it with other products for make buying decision about mobile phone. This trend may be relevant in Ahmedabad city also due to similar urbanization and technology adoption patterns (Singh, Vidani, & Nagoria, 2016).

The influence of social media marketing on consumer decision

Social media marketing is impacting every stage of the customer decision from the A to Z product line platforms like Facebook and Instagram are recommending products to customers and providing direct purchase links to the consumer also social media influencers are taking a big role in this and they re influencing people to buy products and giving options about products (Mala, Vidani, & Solanki, 2016).

Liu 2023 says that influencers are a middleman between brands and consumers, Influencers and they are suggesting products to the customer this marketing approach is very effective on Generation Z, and value investors also use that influencer for advertising (Dhere, Vidani, & Solanki, 2016). In Ahmedabad, today's generation is more addicted to tech and lifestyle-related products, and also tech and lifestyle product lines have gained a strong following, on social media, influencers are playing a big role in that (Singh & Vidani, 2016).

The psychological impact of social media on Generation Z's buying behaviour

Social media's effect on Generation Z's buying behaviour is big. Today's Generation Zs are creating one identity on social media and also the products they purchased are paying a big role in this process (Vidani & Plaha, 2016). Bhuvaneshwari and Hemasurithi argued in 2023 that this generation Z created and consumed social media content is not like ever before is more than traditional forms which makes highly effective space to influence people to buy the products and mobile phones are a key product right now every generation z people are using a mobile phone right now so that's the best thing so we can influence people to buy a mobile phone based on their presence (Solanki & Vidani, 2016). The best part of social media is we are engaging with people so with feedback and comments we can understand consumer needs beyond that we sell products to consumers and also This helps consumers to find the best product/and before purchasing cross-check their product so it adds value on customer capability (Vidani, 2016).

Ahmedabad: A growing Urban market

Ahmedabad is India's fastest-growing city Ahmedabad gives unique content for studying the impact of social media on customer behaviour (Vidani, Chack, & Rathod, 2017). The city has seen high internet usage and smartphone usage mainly among this young generation the combination of digital connectivity and a growing middle class has made Ahmedabad a promising market for mobile phone brands looking for a social media marketing (Vidani, 2018). Generation Z's behaviour in Ahmedabad is the same as other urban Cities they use social media on purpose of information and also for communication and these influencers play a big role in tech and lifestyle-related products shaping their preferences making Ahmedabad an ideal location for studying how social media marketing impact the psychology of generation z about mobile phones (Biharani & Vidani, 2018).

RESEARCH OBJECTIVIES

1. To examine the influence of social media advertisements on mobile phone purchase decisions among Gen Z. (Objective achieved in Question 5 of Questionnaire)
2. To analyze the trust Gen Z places in mobile phone brands frequently advertised on social media platforms. (Objective achieved in Question 6 of Questionnaire)
3. To investigate the role of social media reviews and influencer comments in shaping Gen Z's opinion about mobile phones. (Objective achieved in Question 7 of Questionnaire)
4. To assess the impact of mobile phone design and presentation on social media in attracting Gen Z's interest. (Objective achieved in Question 8 of Questionnaire)
5. To explore the likelihood of Gen Z purchasing mobile phones online after exposure to social media promotions. (Objective achieved in Question 9 of Questionnaire)
6. To evaluate how Gen Z relies on social media for comparing mobile phone features before making purchase decisions. (Objective achieved in Question 10 of Questionnaire)
7. To determine how social media helps Gen Z stay updated about the latest mobile phone launches and offers. (Objective achieved in Question 11 of Questionnaire)
8. To analyze how user-generated content on social media boosts Gen Z's confidence in purchasing mobile phones online. (Objective achieved in Question 12 of Questionnaire)
9. To study the impact of social media marketing on impulsive mobile phone purchases among Gen Z. (Objective achieved in Question 13 of Questionnaire)
10. To assess the convenience felt by Gen Z in buying mobile phones online after receiving targeted advertisements on social media. (Objective achieved in Question 14 Questionnaire)
11. To examine how mobile phone brands' active social media presence influences Gen Z's trust in these brands. (Objective achieved in Question 15 of Questionnaire)

LITERATURE REVIEW

Social media has completely changed how businesses advertise and how consumers act. Instead of the old-fashioned methods, companies now use more personalized and interactive techniques to reach people (Vidani, 2018). Platforms like Instagram, Facebook, and TikTok allow businesses to connect directly with their audience. This is especially true for Generation Z, who were born from the mid-1990s to early 2010s and are very active on social media (Odedra, Rabadiya, & Vidani, 2018). They follow brands, trust recommendations from influencers, and often make buying choices based on what they see on these platforms.

In Ahmedabad, a fast-growing city in India, the changing consumer behaviour of Gen Z is clear. They use social media not just for fun but also to learn and interact, affecting their buying decisions, In particular regarding mobile phones (Vasveliyya & Vidani, 2019). How brands market on these platforms plays a big role in influencing what they buy. This review looks at how social media marketing impacts Gen Z's buying habits, focusing on mobile phone purchases in Ahmedabad (Sachaniya, Vora, & Vidani, 2019).

Social media marketing means using platforms like Instagram and Facebook to encourage products or services. While these platforms were originally made for communication, they have now become key tools for businesses to reach their

customers (Vidani, 2019). According to Kaplan and Haenlein (2010), social media marketing is about creating content that collar people's interest and motivates them to share it, which increases the brand's presence and helps hold more customers.

There is the transformation of social media into marketing due to many factors like direct advertising and direct customer interaction. Brands now with the help of social media platforms are aware of the customer needs and they are ready to fulfill them (Vidani, Jacob, & Patel, 2019). The more consumers use social media marketing they want matchless products from the buyer and they demand that the product shows on social media marketing. (Vidani J. N., 2016)

The role of social media in consumer decision making Consumer decision-making process and social media.

The consumer decision-making process can be understood by their attention towards products and interest to purchase them their desire and action that the decision-making process will final purchase of the product (Vidani & Singh, 2017). Social media marketing can help consumers for purchase the product via advertisement and other new features like the buy now button etc (Pathak & Vidani, 2016).

Hoffman and Novak 2018 say that social media marketing can help consumers in the decision-making making process for what to buy and how much to buy and it also shows the reviews of past customers who bought the product before and their ratings on that basis can decide for purchasing (Vidani & Pathak, 2016). Because of the help of social media marketing, the consumer can compare their products with other brand products and then make purchasing decisions. As of now in Ahmedabad smart users increase day by day due to advancements in technology or strong internet connection (Vidani & Plaha, 2017).

Influences of social media on Brand awareness and loyalty

For the consumer journey they are aware of Brand awareness and social media helps them to make connections with brand awareness. Kim and Ko 2012 say that consumers have loyalty towards their brand which they have used for so many years and they always prefer to purchase that brand only because they have this type of brand loyalty. In Ahmedabad the owner of the mobile phone shop has some regular customers for them they announce some promotions and discount offers to attract them and continue to purchase their mobile phone. They don't want to lose their loyal customer so sometimes they offer some additional discounts to them also (Vidani J. N., 2020).

Generation's z uses social media platforms like Instagram, Facebook, and others one survey says that whatever brand advertisement shows the consumer on social media platforms they want to buy that product.

Generations Z: A unique consumer segment

Psychological Characteristics of Generations Z

Nowadays day generation z is different in their purchasing decisions due to the increase in digital technology. This generation is relaxing with this type of purchasing decision with the help of social media marketing. They are loyal to the words of their brand which they already use and they don't believe anyone's recommendation and perceptions for buying products. Like generations, there are not believed in over-marketing They only believe in the value of the products that they buy and satisfaction after using them (Vidani J. N., 2018).

The Peer Aspect of Social Media

These social media platforms such as Instagram and TikTok enable the people to follow their beloved friends, influencers along with brands too that eventually play a very important role in influencing its market. Social comparisons a psychological process in which people evaluate themselves, social comparison can be both upward or downward and it is the core of human consumer behaviour on SNSs (Bhuwaneshwari & Hemasuruthi 2023). This trend in particular is especially notable when it comes to Generation Z users, as they are likely to seek reviews and product suggestions from influencers.

FOMO (Fear of Missing Out) is a concept that defined the behaviour of Gen Z as consumer. Research from Mayo and Vess (2022) suggests that a greater occurrence of FOMO, propelled by the non-stop stream of influencer content online today – when left unchecked, exacerbates impulsive buying behaviour: particularly on products regarded as symbols for status such as with cell phones. Ahmedabad is following this trend, the young consumers regularly buy products that their friends are using or engaging with and famous influencers end up promoting these brands. Effects Of Social Media Marketing On The Purchase Of Mobile Phones As Postpaid mobiles as status symbol

Mobile phones are not tools for Gen Z, they are about appearance and fashion – a tech gadget that represents your class or how ironically cool you can be. According to Bhuwaneshwari and Hemasuruthi (2023), having the most advanced smartphones in many occasions manifestation social upgrading and brands like Apple or Samsung are sometimes perceived by young customers as prestige editions. Social media compounded this impression by constantly flaunting the latest designs and influencers encouraging followers to upgrade.

This trend is more pronounced in case of Ahmedabad. According to research done by Patel, 2021 be it top offspring consumer in the city are influenced tech influences who help with frequent cellular overview and advice. Between which these influencers typically pit features, costs and user experiences creating an invaluable place where Gen Z consumers can make a quality decision on products in Ahmedabad with this further under prop the importance of socially owning new technology.

How Influencer Marketing changes Consumers Behaviour Influencer marketing is proven to be one of the most organic way Generation Z can get reached as it does not come off like another ad, which aligns more with how influencer support are more personal and feel authentic because they typically will have a following that listens and believes them. In a study, Liu (2023) explained about the intermediary roles of influencers in shaping impression on consumers and promotional influence to provoke purchase via hidden product placements& also personalized reviews. On the other hand, tech & lifestyle influencers have seen some robust followings in Ahmedabad as well.

In particular among the mobile phone focused Gen Z consumers. Reviews, unboxing videos and promos represent valuable source of information to its subscribers. And as such typically lead directly in sales for brands the YouTuber channels are endorsing. This kind of marketing is especially potent in urban spaces that see high digital consumption (Chatterjee, 2020) In these apps, people create identities for themselves and others with definitions of life events; statuses only true

in certain conditions but presented as if they hold all the time. For many consumers, especially those within Generation Z on the consumer spectrum, this social comparison element has a big influence in determining what products they choose to buy as an extension of themselves; with Bhuwaneshwari and Hemasuruthi (2023) arguing that young people use symbolic consumption when it comes to mobile phones. They craft their digital identities through the hardware they own, which will reflect their social status and personal style. And this trend is becoming obvious especially in an era where social media usage – even via mobile phone chats and WhatsApp messages – is proliferating at the speed of light, so much so that it has started influencing Peer Attestation and the Consumer Decision Journey changes to social norms. THE RESEARCHERS DISCOVERED that Gen Z consumers in its city are hyper-influenced by the opinions of their peers and influencers, a finding to which all younger Gen-Zers might roll their eyes (Subramaniam 2021). It is particularly clear regarding mobile phones, seen as a utility meets status symbol (Mahajan & Vidani, 2023).

where peer-level validation are strong determinants of consumer behaviour.

How Social Media Affects On Customer Psychology In Ahmedabad?

Social Comparison and Consumer Identity

Another critical psychological cage for Gen Z's Consumer behaviour is the approval and acceptance (Social Validation) that they get from others. Social platforms such as Instagram and TikTok are built for validating likes, comments, shares impact the rates on purchases. Social media platforms are "trap/spaces" (Fuchs 2014) of identity, consumerism and community that influence one another in generating feedback loops to shape consumption.

Social validation is crucial, particularly among Gen Z consumers in Ahmedabad who validate every purchase with their peers and influencers. This is particularly prevalent in tech (ever noticed how responsible young consumers will hit up influencers for an opinion or a little guidance before they commit to dropping similar amounts of cash on something like their next mobile phone?). The literature on social marketing and the impact it has had in consumer behaviour of those belonging to Gen-Z have shown that this population behaves quite differently when consuming.

RESEARCH GAP

The study on the impact of social media marketing of mobile phones on Generation Z psychology for online shopping in Ahmedabad highlights several critical research gaps that merit further exploration. While existing literature acknowledges the pervasive influence of social media marketing on consumer behaviour, particularly among younger demographics, specific insights into Generation Z's psychological responses and decision-making processes in the context of online shopping remain insufficiently addressed. First and foremost, much of the current research tends to generalize the effects of social media marketing across broad demographic categories without delving into the unique characteristics and preferences of Generation Z. This cohort, characterized by its digital nativity and distinct values, may exhibit unique psychological traits that influence how they engage with social media content and, subsequently, their purchasing decisions. For example, studies often overlook how factors such as authenticity, peer influence, and the desire for social validation play pivotal roles in shaping Generation Z's

interactions with social media marketing. Furthermore, the cultural context of Ahmedabad adds another layer of complexity that has been largely unexplored. Most research focuses on Western contexts, thereby neglecting the cultural nuances that may affect consumer behaviour in different geographical locations. Understanding how local culture, societal norms, and regional trends intersect with global social media practices is essential for tailoring effective marketing strategies that resonate with Generation Z in Ahmedabad. Additionally, the current body of research frequently emphasizes the efficacy of various social media platforms—such as Instagram, Facebook, and TikTok—in driving engagement and conversions. However, there is a gap in understanding how the interplay between these platforms affects Generation Z's psychological responses. For instance, do different types of content (e.g., influencer endorsements versus user-generated content) elicit varying emotional reactions and purchasing intentions among this demographic? Addressing this question could provide valuable insights into optimizing social media marketing strategies for mobile phone brands targeting Generation Z consumers. Another significant gap pertains to the long-term effects of social media marketing on Generation Z's purchasing behaviour. Much of the existing research focuses on immediate responses to marketing campaigns, yet it is crucial to understand how these interactions shape long-term brand loyalty and consumer behaviour patterns. This aspect is particularly relevant in the context of rapidly changing technology and consumer preferences, where today's trends may not hold in the future. Additionally, the psychological impacts of online shopping—such as the effects of social media on impulse buying, anxiety, and decision fatigue—are still under-explored within this demographic. Future research should investigate how social media marketing influences these psychological factors and, consequently, Generation Z's online shopping behaviour. Lastly, while some studies have begun to examine consumer skepticism toward social media advertising, the specific triggers and implications of such skepticism among Generation Z in Ahmedabad remain largely uncharted. Given that this generation is known for its discerning attitude towards marketing, exploring the reasons behind their skepticism could help brands devise more effective, trust-building marketing strategies. While there is a growing body of research on social media marketing and consumer behaviour, significant gaps exist regarding Generation Z's psychological responses, the cultural context of Ahmedabad, and the long-term implications of these marketing strategies. By addressing these gaps, future research can contribute to a more nuanced understanding of how social media marketing impacts Generation Z's online shopping psychology, ultimately guiding brands in developing more effective and culturally relevant marketing approaches.

HYPOTHESIS (Only list)

- H1: There is a significant association between the amount of money spent on mobile phones in one year and various demographic or behavioral factors.
- H2: Social media advertisements significantly influence consumers' decisions to purchase mobile phones.
- H3: There is a significant association between trust in mobile phone brands and the frequency of their advertisements on social media platforms.
- H4: Social media reviews and comments from influencers significantly shape consumers' opinions about mobile phones.
- H5: The design and presentation of mobile phones on social media significantly attract consumers to explore more about the products.
- H6: There is a significant association between social media promotions and the likelihood of purchasing mobile phones online.
- H7: Social media significantly influences consumers' reliance on comparing mobile phone features before making a purchase decision.
- H8: Social media significantly eases consumers' ability to stay updated about the latest mobile phone launches and offers.
- H9: User-generated content on social media significantly increases consumers' confidence in purchasing mobile phones online.
- H10: Social media marketing significantly increases the likelihood of making impulsive purchases of mobile phones.
- H11: There is a significant association between receiving targeted advertisements on social media and the convenience of buying a mobile phone online.
- H12: Active social media presence of mobile phone brands significantly increases consumer trust in those brands.

Table 1: Validation of Questionari

Social media advertisements influence my decision to purchase a mobile phone.	(Vidani & Dholakia, 2020)
I trust mobile phone brands that are frequently advertised on social media platforms.	(Vidani, Meghrajani, & Siddarth, 2023)
Social media reviews and comments from influencers play a significant role in shaping my opinion about mobile phones.	(Rathod, Meghrajani, & Vidani, 2022)
The design and presentation of mobile phones on social media attract me to explore more about the product.	(Vidani & Das, 2021)
I am more likely to purchase a mobile phone online if I see it being promoted on social media.	(Vidani J. N., 2022)
I rely on social media for comparing mobile	

phone features before making a purchase decision.	(Saxena & Vidani, 2023)
Social media makes it easier for me to stay updated about the latest mobile phone launches and offers.	(Vidani, Das, Meghrajani, & Singh, 2023)
I feel more confident purchasing a mobile phone online after seeing user-generated content (e.g., reviews, photos, or videos).	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
Social media marketing increases my likelihood of making impulsive purchases of mobile phones.	(Bansal, Pophalkar, & Vidani, 2023)
I find it convenient to buy a mobile phone online after receiving targeted advertisements on social media.	(Chaudhary, Patel, & Vidani, 2023)
Mobile phone brands' active social media presence (like responding to comments or DMs) increases my trust in them.	(Patel, Chaudhary, & Vidani, 2023)

**Source: Author's compilation*

METHODOLOGY

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	No. of responses in Google form
Survey Area	Your area of data collection
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

**Source: Author's compilation*

Demographic Summary

The demographic analysis of the sample comprised 157 participants, with a notable gender distribution. Males represented 70.1% (n=110) of the respondents, while females accounted for 20.4% (n=32). Additionally, 6.4% identified as "3," 1.3% as "4," 0.6% as "5," and 1.3% as "6." In terms of age, the majority of participants were aged 18-22 years (67.5%, n=106), followed by those aged 22-26 years (32.5%, n=51). The educational background of the respondents showed that 14.6% held a Higher Secondary Certificate (HSC), while 40.1% were undergraduates and 40.8% had completed postgraduate studies. A small percentage (4.5%) fell into an unspecified educational category. This demographic composition provides a foundation for understanding the perspectives and behaviours of the sample population in the context of the study.

Cronbach Alpha

Table 3: Cronbach Alpha

Cronbach Alpha Value	No. of items
.768	12

*Source: SPSS Software

A Cronbach's Alpha of 0.768 indicates acceptable reliability, suggesting that the items used in the study have a reasonable level of internal consistency. This level of reliability supports the use of the instrument for further analysis in the research

Table 4: Results of Hypothesis Testing

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relations hip
H1:	There is a significant association between the amount of money spent on mobile phones in one year and various demographic or behavioural factors.	0.166	>	H01 Accepted (Null hypothesis is Accepted)	-1.848	weak
H2:	Social media advertisements significantly influence consumers' decisions to purchase mobile phones.	0.493	>	H02 Accepted (Null Hypothesis is accepted)	1.462	strong
H3:	There is a significant association between trust in mobile phone brands and the frequency of their advertisements on social media platforms.	0.353	>	H03 Accepted (Null hypothesis is Accepted)	1.289	strong

				d)		
H4:	Social media reviews and comments from influencers significantly shape consumers' opinions about mobile phones.	0.099	>	H04 Accepted (Null hypothesis Accepted d)	2.096	strong
H5:	The design and presentation of mobile phones on social media significantly attract consumers to explore more about the products.	0.211	>	H05 Accepted (Null hypothesis Accepted d)	2.006	strong
H6:	There is a significant association between social media promotions and the likelihood of purchasing mobile phones online.	0.894	>	H06 Accepted (Null hypothesis Accepted d)	0.284	strong
H7:	Social media significantly influences consumers' reliance on comparing mobile phone features before making a purchase decision.	0.104	>	H07 Accepted (Null hypothesis Accepted d)	2.247	strong
H8:	Social media significantly eases consumers' ability to stay updated about the latest mobile phone launches and offers.	0.201	>	H08 Accepted (Null hypothesis Accepted d)	1.514	strong
H9:	User-generated content on social media significantly increases consumers' confidence in purchasing mobile phones online.	0.177	>	H09 Accepted (Null hypothesis Accepted d)	1.094	strong
H10:	Social media marketing significantly increases the likelihood of making impulsive purchases of mobile phones.	0.950	>	H10 Accepted (Null hypothesis Accepted d)	0.296	weak
H11:	There is a significant association between receiving targeted advertisements on social media and	0.869	>	H11 Accepted (Null hypothesis	0.881	strong

	the convenience of buying a mobile phone online.			s Accepted d)		
H12:	Active social media presence of mobile phone brands significantly increases consumer trust in those brands.	0.418	>	H12Accepted(Null hypothesis Accepted d)	1.541	strong

*Source: Author's compilation \

DISCUSSION

This study is about how social media marketing influences customers' purchasing decisions and behaviour toward mobile phones. We checked all the hypotheses, but not a single hypothesis with a p-value greater than 0.05, so we accepted all the null hypotheses.

H1: Association Between Spending and Demographics

The lack of a strong relationship $p = 0.166$ indicates the spending capacity of the individual behaviour is likely specific to personal preference and choice, other than demographics as other literature has shown.

H2: role of social media advertising

The hypothesis was not accepted at p value of 0.493, which indicates that customer is not consider social media ads as trustable or identify them due to more advertisement content and he was believed in his own beliefs.

H3: Confidence and number of ads

A p-value of 0.353 shows that the customer does not believe in advertisement marketing but believes in the quality of the product and satisfaction of using that product so the advertisement much more do not have different trust than those who are trust-filled, showing among customers uncertainty increases about advertisement.

H4: impact of social media review

The non-significant p value of 0.099 shown that consumer were aware about review but they are not much trust on that and not prioritising them in their purchase decision.

H5: design presentation appeal

The p-value of 0.211 suggests that their no significant effect of either the design or shown on social media to get consumer paradox over giving useful content.

H6-H12: broader implications

Since some customers are attached to the social media platform with the brand video, they purchase more, non-significant results (e.g., social media promotion $p = 0.894$).

The finding in this study suggests that the relationship between social media's influence on mobile phone purchasing behaviour may not be as strong as hypothesized.

THEORETICAL IMPLICATIONS

In this insignificant result to all hypotheses, the theory explains that the strong relationship between social media and the behavior of customers of purchasing was challenged. All the traditional consumer behavior now focuses more on promotions and customers review that cannot change the consumer's purchasing behavior. When the null hypothesis continues to be accepted, then the consumer comfort rises toward social media marketing. This study helps to understand that consumer demand directly increases, and we see that consumers are not only affected by the ads. As the line between digital and convection media has increased. The relationship between occurrences and brand trust indicates that mere mental familiarity cannot be the only basis of trust. The traditional model may fall due to reasons like brand transparency, customer engagement.

These results suggest that the decision-making of consumers is not solely structured by short-term external factors within a category but may be changed by influences related to personal values and perspectives based on experience and brand preference. The study on social media marketing of purchasing mobile phones indicates that marketing theory would benefit from a paradigmatic treatment of social media marketing. Social media activity can be analyzed with the other consumer intersections in which an organization engages. Overall, theoretical implications suggest that more research is needed to understand how the consumer landscape is different today compared to the past.

PRACTICAL IMPLICATIONS

Implications of the study Since findings of this study are informative in practical terms for marketers, brand managers as well as other stakeholders involved in the mobile phone business, knowing these consequences may help in coming up with successful marketing strategies and methods on how to interact with customers. They can take advantage of a more varied advertisement platform, wherein customers are involved, including individual adverts or even thematic adverts. Evolution of Marketing Strategy In order for brand's successful marketing, a traditional social media commercial does not bring a change in consumers' purchasing decision hence evolving the strategy of marketing.

2)The corporate type of customer relations should be based on openness, good customer service, and real interaction. . It may also encompass obtaining questions from clients on the social media sites, offering information regarding the product in detail, and promoting consumption of the product as well.

3)the major selling point being the fact that the phone features meet particular specifications and standards embraced by the targeted clients. Concerning product design and function The paper also suggests that consumers value the function of a product over its look and appearance. From the marketing content, brands ought to describe the benefit and positive attributes of mobile phones

4)This can be through dealing with clients individually with the contents that interest each one of them or through analytics to obtain further insight into their activity. Marketing Information and Advertisement Analysis The more cautious marketers should be with their targeting methods given that, there is a poor relationship between targeted ads and easy purchase.

5) There are numerous ways of collecting this information through simple surveys or by using social listening tools in order to ascertain consumers' perception so that brands change their strategies based on the feedback received. Consumers need to be monitored closely in order to note how they are thinking regarding particular marketing concepts by brands. The more trustful consumers are of brands as long as they have observed that 'functionality is at the heart of products and brands communicate with consumers through different platforms', the more they will understand and respond to marketing in this new society.

CONCLUSION AND RECOMMENDATIONS

This research aims to study social media marketing factors for mobile phone purchasing decisions. Even though the assumption is that social media ads and consumer reviews can positively affect consumer behaviour, all hypotheses failed to identify important relationships with consumer purchasing decisions that led to the acceptance of the null hypothesis. This study explains that consumer more trust their personal preference and beliefs rather than external factors like social media marketing for purchasing decisions. The growing conviction towards advertisement and the difficulty of building trust among consumers identify the need for a brand to marketing strategies. Overall, while social media continues to play a role in the field of marketing, its effectiveness as an important Purchasing behaviour in the mobile share Sector may be overstated.

In Future should researcher explore the advancement of consumer behaviour in detail, especially how visible trends in digital marketing Can be utilized to meet the changing needs & expectations of consumers. By reconciling to these perceptions, brands coon better position themselves to - Comment with their Consumers/customers & drive smearing engagement in a rapidly changing market environment. Given the findings of this study, which showed non-significant associations between social media influences and mobile phone purchasing decisions, several recommendations can be made for future research.

1. Qualitative Research Approaches: Future studies could benefit from qualitative methodologies, such as interviews or focus groups, to gain deeper insights into consumer motivations and perceptions. Understanding the reasons behind the observed scepticism towards social media marketing may reveal underlying factors that quantitative methods cannot capture.

2. Exploring Emerging Trends: As digital marketing evolves, future research should investigate the impact of emerging trends, such as influencer marketing, short-form video content (e.g., TikTok), and interactive advertising. These channels may engage consumers differently than traditional social media ads.

3. Segmented Analysis: Future studies could explore demographic segmentation more thoroughly. For instance, analysing the impact of age, gender, and educational background on purchasing behaviours may uncover specific consumer profiles that respond differently to marketing strategies.

4. Longitudinal Studies: Conducting longitudinal research could provide insights into how consumer attitudes and behaviours towards social media marketing evolve over time, particularly in response to changes in technology and consumer expectations.

5. **Cross-Cultural Comparisons:** Examining how cultural differences influence consumer responses to social media marketing in the mobile phone sector could yield valuable insights. This could help brands tailor their strategies to diverse markets effectively.

6. **Behavioral Economics Framework:** Integrating behavioural economics principles could shed light on how cognitive biases and decision-making processes influence consumer behaviour regarding social media marketing and mobile phone purchases.

7. **Impact of Brand Reputation:** Future research could explore how established brand reputations interact with social media marketing efforts. Understanding whether strong brand equity mitigates or enhances the effects of social media promotions could be insightful.

By addressing these areas, future research can contribute to a more nuanced understanding of consumer behaviour in the context of social media marketing, helping brands to refine their strategies in an increasingly digital marketplace.

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