

## **A Study Of The Influence Of Social Media Marketing On Consumer Purchasing Behaviour, Specifically Focusing On Network Marketing Companies In The Ahmednagar District**

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### **Abstract**

This study paper explores the complex dynamics of social media marketing and its significant influence on customer purchasing behaviour in the specific setting of network marketing enterprises in Ahmednagar District. The study thoroughly investigates the relationship between social media marketing methods and consumer perceptions, choices, and purchasing decisions. The data obtained through a quantitative study technique demonstrates a robust positive correlation between the efficacy of social media marketing and the probability of customers engaging in product purchases. Additionally, the study examines customers' general opinions of social media marketing methods implemented by network marketing organisations, with a focus on the favourable response and perceived value associated with these practices. The findings not only enhance the comprehension of the local consumer landscape in Ahmednagar District but also provide practical insights for practitioners in the network marketing business.

**Keywords:** social media marketing, consumer buying behaviour, network marketing companies, Ahmednagar District, consumer perceptions, purchasing decisions.

### **Introduction**

In the modern world of business, consumer behaviour is seeing a significant transformation, primarily driven by the widespread use of social media platforms. This study aims to thoroughly investigate the complex relationship between social media marketing methods and the observable patterns in customer purchasing behaviour. The study primarily focuses on network marketing enterprises operating in the Ahmednagar District. Social media platforms have significantly transformed both interpersonal communication and the dynamics of consumer decision-making processes. This significant change in perspective is especially remarkable within the framework of network marketing, where the connections between distributors and consumers are frequently intricate and complex. The Ahmednagar District, with its unique socio-economic structure, provides an interesting context for studying how social media marketing strategies adapt to the complex patterns of customer preferences and buying tendencies. In order to understand the importance of this study, it is crucial to emphasise the growing prevalence of social media in modern culture. Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn have become essential aspects of everyday life, offering individuals opportunities for socialising and also serving as platforms for discovering and interacting with a wide range of products and services. Within the domain of network marketing, where personal connections and recommendations play a crucial role, the influence of social media on customer decisions becomes more significant. The interdependent connection between social media marketing and consumer behaviour manifests in various complex ways. Social media platforms function as digital marketplaces, enabling network marketing companies to exhibit their products and interact with potential buyers in real-time. The interactive character of these platforms enables distributors and consumers to engage in direct conversation, which promotes the development of a community and fosters trust. Hence, it is crucial for network marketing organisations aiming to improve their market presence in Ahmednagar District to comprehend the complex dynamics of customer interactions on social media. The Ahmednagar District, characterised by its varied demographic composition and thriving economy, provides an intriguing setting to examine the influence of social media marketing on consumer behaviour. The cultural intricacies, together with the socio-economic disparities, provide a distinct platform for illustrating the differences and similarities in customer reactions to social media marketing efforts by network marketing organisations. Ultimately, this study aims to analyse the complex relationship between social media marketing methods utilised by network marketing organisations and the resulting changes in consumer purchasing patterns within Ahmednagar District. The research aims to provide useful insights to the scholarly discourse on marketing techniques, specifically in the context of network marketing within regional contexts, by examining the dynamics of this interaction. The next parts will present a detailed examination of relevant literature, research methods, and empirical results, leading to a thorough comprehension of how social media marketing affects consumer behaviour in the given field.

The proliferation of network marketing organisations in Ahmednagar District can be ascribed to various variables that bolster their popularity and growth in the area. Network marketing, or multi-level marketing (MLM), primarily focuses on direct selling and word-of-mouth marketing. Ahmednagar District, similar to numerous other areas, places importance on interpersonal interactions and communal connections. The network marketing approach is well-suited to the local cultural dynamics as it promotes trust and fosters personal connections between distributors and consumers. Furthermore, the economic environment of Ahmednagar District significantly influences the expansion of network marketing enterprises. MLM offers individuals the chance to earn extra cash, work flexible hours, and become entrepreneurs with little initial expenses. In regions with restricted access to conventional job prospects, network marketing provides an alternate pathway for individuals to pursue entrepreneurial endeavours and attain economic autonomy. Moreover, the surge of social media and digital communication has been crucial in the expansion of network marketing enterprises in Ahmednagar District. These organisations utilise social media platforms to market and recruit, taking advantage of the wide reach and interconnectedness offered by digital platforms. The utilisation of online platforms has greatly enhanced the exposure and prosperity of network marketing endeavours by enabling the display of items, dissemination of testimonials, and interaction with a broader audience. Moreover, network marketing organisations in Ahmednagar District provide a wide array of products and services that appeal to various client demands. The MLM model's flexibility and adaptability enable companies to produce a diverse range of items that cater to various consumer categories. The process of diversification plays a significant role in ensuring the continuous expansion and durability of network marketing in the region. Overall, the expansion of network marketing firms in Ahmednagar District may be linked to its synchronisation with indigenous cultural norms, provision of economic prospects for individuals, proficient utilisation of digital platforms, and capacity to deliver a wide array of items. The combination of these variables contributes to the thriving prevalence of network marketing in the district.

Network marketing organisations utilise several tactics on social media platforms to augment their prominence, interact with prospective clients, and eventually amplify their brand. Network marketing businesses utilise social media in several crucial ways:

- **Digital Presence and Branding:** Network marketing companies develop a robust online presence on social media platforms through the creation of official sites or profiles. These platforms function as online marketplaces where corporations exhibit their products, disseminate company news, and strengthen their brand image. Establishing a uniform brand image across several platforms aids in fostering familiarity and awareness among social media users.
- **Social media platforms enable network marketing organisations to efficiently promote their products through visually captivating content, facilitating product promotion and demonstrations. Businesses employ social media sites such as Instagram, Facebook, and Pinterest to exhibit the characteristics, advantages, and application of their products. Video footage, specifically, is an influential instrument for showcasing products, enabling prospective clients to witness the products in operation.**
- **Community Building and Engagement:** Network marketing flourishes via the establishment of personal connections and relationships. Social media platforms facilitate the establishment of communities centred around companies' products. Companies enhance communication, disseminate achievements, and interact with their audience by establishing groups, pages, or communities. This sense of community cultivates confidence and promotes consumer allegiance.
- **Influencer Marketing:** Engaging in partnerships with influential persons who have a large social media following is a prevalent tactic employed by network marketing organisations. Influencers possess the ability to offer genuine evaluations, testimonies, and endorsements, so reaching a broader demographic and potentially enticing fresh clientele.
- **Social media provides a valuable platform for teaching both current distributors and future customers through educational content and training. Network marketing organisations disseminate relevant content regarding their products, company prospects, and industry trends. Live events, webinars, and tutorials provide avenues for immediate engagement and knowledge acquisition.**
- **Customer Testimonials and Reviews:** Favourable feedback from contented consumers is a potent marketing instrument. Network marketing organisations promote and incentivize clients to post their experiences and testimonials on social media platforms. This user-generated information functions as genuine endorsements and has the potential to impact the purchasing decisions of others.
- **Recruitment and Networking:** The MLM model entails the process of assembling a group of distributors to form a network. Social media platforms offer a convenient means for network marketing organisations to enlist new members. Companies frequently showcase success stories of distributors, highlighting the lucrative and personal development prospects inherent in the business.
- **Social media networks provide sophisticated targeting capabilities for advertising purposes. Network marketing businesses have the ability to customise their adverts to target specific demographics, hobbies, and behaviours. This ensures that their material reaches individuals who are more inclined to have an interest in their products or business possibilities.**

Network marketing companies utilise social media platforms as adaptable instruments to amplify their online visibility, interact with their target audience, and stimulate business expansion. By employing a blend of deliberate content generation, fostering a community, and precise advertising, these companies utilise the potential of social media to broaden their scope and impact.

### Review of Literature

Husnain and Toor (2017) go deeply into the intricate workings of social media marketing and how it influences consumers' desire to buy. They go into great depth on the mediating role that consumer involvement plays throughout this procedure. The study performs structural equation modelling to evaluate the links indicated in the conceptual framework. It uses a sample of 300 presently engaged users of social network marketing platforms in Pakistan. These findings demonstrate that social network marketing significantly influences consumers' propensity to buy. Furthermore, it was shown that customer engagement somewhat mediates this intricate connection. In the unique setting of Pakistan, this empirical study adds to the existing literature on social network marketing by illuminating the indirect effect of customer interaction on the correlation between SNM and purchase intent. Our study's results, in addition to the expanding literature on the subject, provide a solid foundation for understanding comparable relationships as they pertain to network marketing firms in Ahmednagar District. This research contributes to the ongoing conversation about how social media marketing affects consumers' spending habits since the conceptual parallels between the researched setting in Pakistan and the Ahmednagar District area provide credence to these findings. This adds weight to the theoretical basis for future research in that field. In the present advertising climate, Mari, Mahfooz, and Yaqub (2023) investigate social media marketing's impact on consumers' buying habits in great detail. The study's overarching goal is to shed light on the factors that drive customers to buy by demonstrating the significance of social media marketing to the advertising sector. Examining the connection between various social media marketing tactics, consumer behaviour, and customer behaviour, the research takes a qualitative analytical method. Using 220 participants as a sample, the research employed bivariate and univariate analysis to spot trends and patterns. Notably, the article stresses that having an online presence is crucial for businesses to reach their target demographic. The SPSS-based quantitative study shows a robust and statistically significant correlation between SMM and the mental operations that impact customers' final purchase choices. According to the research, social media marketing may predict more than 30.9% of the variance in customers' purchase decisions. In order to distinguish between different client purchase decision models, the authors suggest that future study should include more factors. In order to acquire a better grasp of the essential components of customer leadership behaviour, they also suggest expanding the research to incorporate web-based material and a larger sample size. This study's results provide credence to the ongoing debate about how social media marketing affects consumers' spending habits and provide the groundwork for future research into this topic generally and network marketing businesses in Ahmednagar District specifically.

When it comes to the effect of social media on marketing and operations of retail networks, Ramanathan, Subramanian, and Parrott (2017) offer a significant addition to the conversation, especially as it pertains to enhancing consumer satisfaction. In light of the dynamic nature of the technological landscape, this research aims to better understand how retail networks are responding by embracing new business models that draw on social media to gauge customer sentiment. Retail networks, according to the authors, need to build models that combine distinctive service operations with marketing techniques to boost customer loyalty and offer more value. The analysis highlights the need for more research by examining the weak relationship between consumer contentment and purchasing patterns. Using a conceptual framework developed for the social media era, the study integrates loyalty- and value-based frameworks. The writings of other famous authors have an impact on this structure. With an emphasis on social media reviews, service operations, and marketing initiatives, the writers conduct a survey questionnaire to gauge retail customers' happiness. The results highlight the positive impact of service operations and the substantial role that social media reviews play in determining customer happiness. The research shows that there are complex relationships between social media reviews, service operations, promotions, and customer happiness with the company. The study's findings emphasise the relevance of marketing strategies, social media evaluations, and the symbiotic link between service operations and promotions in building retail networks' loyalty and value-based models. The study's overarching purpose is to increase customer happiness and profits, so it advocates for sales promotion strategies that factor in operational efficiency. These findings are in line with the challenges faced by retail networks in a highly competitive business market and offer helpful guidance for managing the evolving landscape. They are especially pertinent for comprehending how network marketing organisations in Ahmednagar District use social media marketing to impact customer purchasing behaviour.

The 2019 International Conference on Applied Machine Learning featured an in-depth analysis of how social media marketing influences consumers' buying habits by Satpathy and Patnaik (2019). Social media is a digital platform that the writers highlight since it allows users to express themselves, engage in conversations, comment on various topics, and make comparisons. The dynamic nature of the technological environment is further complicated by the interplay between social media, brand management, and consumer marketing. Facebook and YouTube, in particular, have garnered a lot of

attention in the past decade, and this study shows how big of an influence they have on consumers' opinions and shopping habits. Notably, businesses have realised the value of social media and developed their own channels to efficiently disseminate content and engage with prospective clients. Using a Neuro-Fuzzy system as an example, the study mainly investigates the benefits of applying machine learning techniques. Within the virtual retail system, this system can assess data and make educated judgements, even when operating in an unpredictable environment. Highlighting the pervasive impact of social media on societal dynamics, the writers shed light on the several fields it affects, such as business, education, society, and youth. This study provides a foundation for future research into the unique setting of Ahmednagar District's network marketing businesses by deepening our understanding of the intricate relationship between social media marketing and consumer buying behaviour.

According to the International Journal for Research in Applied Science and Engineering Technology, Sharma (2020) investigates how social media marketing significantly affects consumers' propensity to make purchases. Taking advantage of the widespread use of social media for business communication, the survey includes 220 people. Through the use of univariate and bivariate analysis, the research draws conclusions using statistical methodologies. Moreover, the real effect and results of social media advertising on the CBSM process are shown by a thorough statistical analysis utilising SPSS in conjunction with the results from the online survey platform. Using a  $r^2$  value of 30.9% at the 1% level of significance, the Pearson's Correlation analysis shows that CBDM and social media marketing are strongly positively correlated. Thus, it's reasonable to assume that social media marketing might pave the way for businesses to predict when consumers will make purchases. According to the study, more variables may help explain CBDM, thus researchers should look into them in the future. It suggests broadening the scope of the study to include more people and information from social media. In order to understand the intricate dynamics of how social media marketing impacts customer decision-making, Sharma's analysis is quite beneficial. The study's primary objective is to examine how network marketing firms in Ahmednagar District utilise social media marketing to influence customer purchasing behaviour.

In their in-depth study published in the Saudi Journal of Business and Management Studies, Varghese and Agrawal (2021) investigate how social media affects consumers' buying habits, paying special attention to the complexities of online transactions. The major emphasis of the research is on how social media affects brand choices for infrequent, highly involved transactions made by consumers. With the proliferation of user-generated content on sites like Facebook, Instagram, YouTube, and Twitter, a worldwide community has emerged. People can now communicate, exchange ideas, and influence viewpoints inside the digital realm, which has completely changed the way customers learn about products and services. This is all because to the rise of social media. The research highlights the importance of online interactions for consumers, whose opinions and suggestions may influence impressions in the real world even after leaving the digital domain. Recognising the enormous impact customers have on businesses, the research delves into how marketers try to decipher the complexities of social media usage and its impact on consumers' decision-making processes. The investigation dives into the abundance of material and user-generated data, shedding light on its ability to alter consumer buying habits. This study conducts a quantitative survey using the EBM model, which is based on the six steps of the customer decision-making process. Finding out how customers use social media to make decisions is the main goal. Findings from this study give light on how social media is influencing a shift in consumer behaviour. Using network marketing firms in Ahmednagar District as a case study, it seeks to understand how social media marketing influences customer purchasing behaviour.

Goel and Diwan (2022) investigate how social media marketing impacts consumers' final purchase decisions in their article published in Mathematical Statistician and Engineering Applications. Instagram, Facebook, and Twitter are just a few of the many social media sites that the research recognises as having a substantial influence on providing consumers with several opportunities to make educated purchase decisions. By providing in-depth product descriptions, user reviews, and ratings, these social media sites have become indispensable resources for online shoppers. Gaining an understanding of the factors impacting customers' decisions when making online purchases is the primary objective of the essay. Also, the study's overarching goal is to provide light on how social media marketing influences consumers' online purchase habits. Understanding the significance of social media marketing and how it affects the buying habits of social media users is the primary goal of the research. In addition, the article's stated goal is to dissect the intricate web of relationships that exists across social media marketing, customer spending habits, and user engagement across different networks. Examining how social media marketing influences consumers' buying habits is the primary goal of this study. In the context of Ahmednagar District's network marketing companies, it seeks to offer substantial insights.

Assaad and Gómez (2011) analyse the field of social network marketing, focusing on the possible benefits and downsides, in an article published in the International Journal of Managing Public Sector Information and Communication Technologies. The authors highlight how social software tools like wikis, instant messaging, social networking sites, and weblogs have changed the way people interact, share knowledge, and build communities online. Businesses must update their traditional CRM systems to keep up with the rapid development of social media and software, as highlighted in the research, which acknowledges the significant impact of social networks on companies. Impacts of social media on businesses, particularly in the field of advertising, are the main focus of the writers' investigation. The research shows that

prominent social networking sites are great tools for businesses to use to communicate with their consumers better, especially when those customers use these sites on their phones or computers. By allowing opportunities to build interactive relationships and get direct feedback from customers, social network marketing integration is portrayed as a way for businesses to work together and achieve their goals. The writers highlight the positive aspects of social marketing, highlighting how it may better understand client demands and foster successful relationships with customers. The survey shows that people don't fully grasp the advantages and disadvantages of social marketing, even though it's a well-known idea in business. To address this knowledge gap, this research will look at how businesses make good use of social software, paying special attention to the pros and cons of using social networks for advertising purposes. Our main goal in doing this research is to learn how social media marketing affects consumers' buying habits. Network marketing companies in Ahmednagar District may find its substantial insights useful.

By classifying consumers according to their feelings towards various marketing strategies, Campbell, Ferraro, and Sands (2014) improve our understanding of how consumers react to social media marketing. The study, which found its way into the *European Journal of Marketing*, used latent-class analysis to separate 883 clients' purchases into distinct groups. The findings show that five separate groups of consumers were identified, with different reactions to social media advertising. There are five distinct groups: the reticent, the talkative, the active, and the averse. To better understand the factors that influence consumers' perspectives on social network marketing, the researchers examine the interconnections between socio-demographic, economic, and psychological metrics. The study identifies key characteristics that may be used to predict a person's consumer category, including aspects like age, gender, convenience, entertainment, and information search. Social network marketing has a disproportionate impact on two demographics—the Active and the Talkers—in terms of brand engagement, purchase intent, and WOM referral intention. Approximately 10% of consumers fall into the "Active" group, which is defined by heavy engagement with brands on social media, a propensity to buy based on marketing, and a propensity to spread the word about a product or service. Similarly, the Talkers sector, which makes up 28% of the total, has substantial involvement across several indicators. In terms of desire to buy, nevertheless, it is less affected than the Active group. This study sheds light on the complex ways in which different types of customers react to social network marketing, helping to explain the factors that influence their engagement and spending patterns. This segmentation approach allows for a thorough understanding of how customers might respond uniquely to social media marketing efforts, which in turn lays the groundwork for tailoring campaigns to particular consumer preferences. These findings have implications for a broader conversation about how network marketing companies in Ahmednagar District are using social media to influence customer spending habits.

Bolotaeva and Cata (2010) investigate the possible business opportunities that emerge from social networks in an article published in the *Journal of Internet Social Networking and Virtual Communities*. To kick things off, the article defines social networks as online communities that facilitate communication, information sharing, debates about shared interests, and product reviews and ratings. While social media marketing is still in its early stages, it shows great potential for organisations when effectively integrated into their marketing strategies. The pros and cons of social network marketing are discussed in the article. Businesses may promote their brand, raise awareness, and reduce advertising costs using social networks, which is especially helpful during tough economic times. The paper explores future possibilities, particularly in the field of mobile social networking, and emphasises the good influence that companies may have on communities. While the authors do not deny the benefits, they do warn businesses about ethical concerns such as data mining issues, intrusive advertising, spamming, legal dangers, and invasions of user privacy. Recognising that social networks might not have the capacity to handle e-commerce transactions, the importance of developing a thorough e-commerce plan is highlighted. In light of the exponential expansion and pervasive usage of social media platforms, the writers stress the critical need of protecting users' privacy and the integrity of their personal information. In the era of Web 2.0 user involvement, the analysis concludes that social network advertising is thriving. Businesses should not ignore the opportunities presented by social media, the authors say; rather, they should participate actively to increase their customer base. Understanding the impact of social media marketing on customer purchasing behaviour is the underlying concept that is consistent with this social network marketing stance. It provides helpful context for understanding the possible benefits and drawbacks of network marketing in the Ahmednagar District.

As a whole, the literature review sheds light on the intricate relationship between social media advertising and customer spending habits. Several elements pertaining to customer contact, purchase decisions, and the use of social media in retail operations have been investigated by researchers, including Husnain and Toor (2017), Mari, Mahfooz, and Yaqub (2023), and Ramanathan, Subramanian, and Parrott (2017). The role of social media in influencing consumer behaviour has been studied by Satpathy and Patnaik (2019), Sharma (2020), Varghese and Agrawal (2021), and Goel and Diwan (2022), among others, who have used machine learning techniques to dissect complex purchasing procedures. A number of important findings have been regularly demonstrated in the literature. These include the following: the mediating role of consumer contact, the impact of social media reviews on customer satisfaction, and the favourable correlation between social media marketing and consumer purchase intention. In addition, the study highlights how social media has a significant effect on all aspects of consumer decision-making, including mental operations and complex purchases. Even

though these research have provided a wealth of evidence, there is still a major gap in our understanding. The majority of the research in the field of social media marketing focuses on the general habits of consumers. Research on network marketing companies in Ahmednagar District is noticeably lacking. Scholarly discourse should prioritise the unique dynamics and issues faced by network marketing firms. In order to fully grasp the effect of social media marketing on Ahmednagar District consumers' spending habits, further in-depth studies are needed in the future. Researchers in this area might learn a lot from studies that look at the role of social networks, consumer participation, and review influence within the context of network marketing. This targeted approach, when put into play, will deepen our understanding of the complex interplay between social media marketing and customer behaviour, yielding useful data for network marketing agencies involved in this space.

### Objectives

1. The objective of this study is to examine the influence of Social Media Marketing on Consumer Buying Behaviour, specifically focusing on Network Marketing Companies in the Ahmednagar District.
2. The objective is to ascertain the consumers' perspective of social media marketing employed by network marketing organisations in Ahmednagar District.

### Hypotheses

H1: There is a significant impact of Social Media Marketing on Consumer Buying Behaviour in the context of Network Marketing Companies in Ahmednagar District.

H2: There is positive perception of the consumers regarding the use of social media marketing done by network marketing companies in Ahmednagar District.

### Research Methodology

This study aims to examine the influence of Social Media Marketing (SMM) on Consumer Buying Behaviour, specifically focusing on Network Marketing Companies in Ahmednagar District. The study aimed to understand consumers' impressions of network marketing organisations' use of social media marketing in the same region. A systematic survey questionnaire was distributed to a representative sample of 355 consumers living in Ahmednagar District. The survey instrument was specifically crafted to gather quantitative data pertaining to several facets of the influence of social media marketing and customer views. The participants were chosen using a random sampling method to guarantee a varied and inclusive sample that accurately represents the population. The gathered data were examined via statistical instruments such as SPSS, in order to ascertain the influence of social media marketing on consumer purchasing behaviour. Descriptive statistics were utilised to comprehend the perceptions of consumers. The research technique was to gather empirical data and important insights into the impact of social media marketing on customer behaviour and the formation of perceptions within the network marketing industry in Ahmednagar District.

### Data Analysis

**Table 1.** Age

		Freq.	%
Valid	18-30 years	40	11.3
	30-40 years	183	51.5
	40-50 years	76	21.4
	50-60 years	39	11.0
	Above 60 years	17	4.8
	Total	355	100.0

Table 1 displays the breakdown of participants according to their age in the research on the influence of Social Media Marketing on Consumer Buying Behaviour, specifically focusing on Network Marketing Companies in Ahmednagar District. 51.5% of the overall sample consists of persons aged between 30 and 40 years, making it the largest age group. The group consisting of adults aged 40-50 years is the second largest, representing 21.4% of the total. The respondents can be categorised into three age groups: 18-30 years, 50-60 years, and above 60 years. The participants aged 18-30 years make up 11.3% of the total respondents, while those between 50-60 years and above 60 years account for 11.0% and 4.8% respectively. The distribution of participants in this study encompasses a wide range of age groups, allowing for a full understanding of how social media marketing influences consumer behaviour. This study captures valuable insights from individuals of different age demographics in Ahmednagar District.

**Table 2. Gender**

		Freq.	%
Valid	Male	239	67.3
	Female	116	32.7
	Total	355	100.0

Table 2 displays the breakdown of participants' gender in the study investigating the influence of Social Media Marketing on Consumer Buying Behaviour, specifically focusing on Network Marketing Companies in Ahmednagar District. Male respondents make up the majority, with 67.3% of the overall sample, while females represent 32.7%. The gender distribution in the study shows a greater number of males, emphasising the importance of taking into account possible gender-related differences in responses when analysing the influence of social media marketing on consumer behaviour in the defined setting.

**Table 3. Social media marketing influences my purchasing decisions related to products offered by network marketing companies.**

		Freq.	%
Valid	Firmly Disagree	30	8.5
	Disagree	30	8.5
	Neutral	21	5.9
	Agree	92	25.9
	Firmly Agree	182	51.3
	Total	355	100.0

Table 3 displays the respondents' perspectives on how social media marketing affects their purchasing choices for products offered by network marketing organisations. The data indicates a wide array of perspectives. 51.3% of respondents genuinely believe that social media marketing has a substantial impact on their shopping decisions. In addition, 25.9% of respondents agree, 5.9% have a neutral stance, and 8.5% express both disagreement and strong disagreement. These findings indicate a significant favourable tendency towards the influence of social media marketing on customer purchasing decisions for items from network marketing companies. This highlights the necessity for a more thorough investigation into the particular components that contribute to this influence.

**Table 4. I believe that information obtained through social media marketing significantly shapes my perceptions of products from network marketing companies.**

		Freq.	%
Valid	Firmly Disagree	43	12.1
	Disagree	36	10.1
	Neutral	11	3.1
	Agree	100	28.2
	Firmly Agree	165	46.5
	Total	355	100.0

Table 4 presents participants' opinions on how information acquired through social media marketing influences their evaluations of products from network marketing organisations. The research indicates a prominent inclination towards a favourable perspective, as 46.5% strongly agree and an additional 28.2% agree that information obtained from social media marketing has a substantial impact on their perceptions. In contrast, 12.1% strongly disagree, 10.1% disagree, and a mere 3.1% stay indifferent regarding this issue. These results highlight a significant recognition among participants regarding the powerful impact of social media marketing on changing their opinions of products offered by network marketing organisations. There is a high occurrence of agreement, indicating a requirement for additional research on the particular methods and characteristics in social media marketing that influence consumer impressions.

**Table 5. Social media marketing activities by network marketing companies play a crucial role in guiding my consumer choices.**

		Freq.	%
Valid	Firmly Disagree	32	9.0
	Disagree	30	8.5
	Neutral	10	2.8
	Agree	92	25.9
	Firmly Agree	191	53.8
	Total	355	100.0

Table 5 presents participants' viewpoints regarding the impact of social media marketing activities conducted by network marketing companies on influencing their consumer decisions. The data indicates a significant preference for a positive viewpoint, with 53.8% strongly agreeing and an additional 25.9% agreeing that social media marketing activities have a vital impact on shaping their consumer decisions. In contrast, 9.0% strongly disagree, 8.5% disagree, and a mere 2.8% stay neutral regarding this issue. The findings emphasise that respondents widely recognise the substantial influence of social media marketing operations conducted by network marketing organisations on their consumer decisions. This predisposition towards positivity highlights the necessity for additional investigation into the particular elements of social media marketing operations that have a significant influence on customer decision-making processes.

**Table 6.** The content shared through social media by network marketing companies has a noticeable impact on my buying behaviour.

		Freq.	%
Valid	Firmly Disagree	42	11.8
	Disagree	22	6.2
	Neutral	20	5.6
	Agree	101	28.5
	Firmly Agree	170	47.9
	Total	355	100.0

Table 6 displays the viewpoints of participants about the influence of content disseminated by network marketing companies through social media on their purchasing behaviour. The research demonstrates a significant and positive tendency, with 47.9% strongly concurring and an additional 28.5% concurring that the content disseminated via social media has a discernible influence on their purchasing behaviour. In contrast, 11.8% strongly disagree, 6.2% disagree, and 5.6% are indifferent regarding this issue. The results highlight the significant impact of social media material on altering participants' purchasing behaviour. The significant level of consensus indicates a robust correlation between the information shared by network marketing firms on social media platforms and its influence on the purchasing choices of the participants. This underscores the necessity for conducting more research on the particular components of the shared material that strongly resonate with consumers and influence their purchasing behaviour.

**Table 7.** I perceive a direct correlation between the effectiveness of social media marketing and my likelihood to purchase products from network marketing companies.

		Freq.	%
Valid	Firmly Disagree	26	7.3
	Disagree	30	8.5
	Neutral	17	4.8
	Agree	84	23.7
	Firmly Agree	198	55.8
	Total	355	100.0

Table 7 presents participants' thoughts on the relationship between the efficacy of social media marketing and their inclination to buy products from network marketing organisations. The research indicates a significant positive correlation, with 55.8% strongly concurring and an additional 23.7% concurring that there exists a direct association between the efficacy of social media marketing and their propensity to engage in a transaction. In contrast, 7.3% strongly disagree, 8.5% disagree, and 4.8% maintain a neutral stance towards this perception. These findings emphasise the participants' conviction regarding the impact of efficient social media marketing on their purchasing choices. The significant level of consensus highlights the crucial role of social media efficacy in influencing consumers' perceptions regarding the acquisition of products from network marketing enterprises. Additional investigation into the particular components or tactics identified as successful can yield significant observations for improving social media marketing methods in this situation.

**Table 8.** I have a favorable opinion about the social media marketing strategies employed by network marketing companies in Ahmednagar District.

		Freq.	%
Valid	Firmly Disagree	50	14.1
	Disagree	22	6.2
	Neutral	28	7.9
	Agree	121	34.1
	Firmly Agree	134	37.7
	Total	355	100.0

Table 8 displays the viewpoints of participants on the social media marketing tactics utilised by network marketing companies in Ahmednagar District. A significant proportion of participants hold favourable views towards social media marketing methods, with 37.7% strongly agreeing and an additional 34.1% agreeing. In contrast, 14.1% strongly disagree, 6.2% disagree, and 7.9% are indifferent regarding this issue. The data suggest that a significant number of participants have positive opinions about the social media marketing methods used by network marketing organisations in the specific area. An examination of the particular factors that contribute to participants' positive views can offer important understanding of the successful tactics utilised by these organisations, enabling future enhancement and optimisation of their social media marketing methods.

**Table 9.** The information provided through social media by network marketing companies is valuable in making informed purchasing decisions.

		Freq.	%
Valid	Firmly Disagree	34	9.6
	Disagree	31	8.7
	Neutral	18	5.1
	Agree	88	24.8
	Firmly Agree	184	51.8
	Total	355	100.0

Table 9 presents the viewpoints of participants regarding the significance of information shared by network marketing companies through social media in facilitating well-informed purchasing choices. Over half of the participants, accounting for 51.8%, strongly concur that the information disseminated via social media is important for making well-informed purchasing decisions. In addition, 24.8% of individuals agree, whereas 9.6% strongly disagree, 8.7% disagree, and 5.1% remain neutral on this issue. These findings highlight the recognised importance of social media as a significant information source that influences consumers' purchasing decisions in the context of network marketing organisations. The significant consensus suggests that individuals view the information disseminated through social media platforms as powerful and instrumental in their decision-making processes, underscoring the crucial significance of social media in determining consumer decisions within this particular field.

**Table 10.** I find the social media content shared by network marketing companies to be engaging and informative.

		Freq.	%
Valid	Firmly Disagree	26	7.3
	Disagree	53	14.9
	Neutral	25	7.0
	Agree	120	33.8
	Firmly Agree	131	36.9
	Total	355	100.0

Table 10 displays the participants' opinions on the level of engagement and informativeness of social media content shared by network marketing organisations. A noteworthy observation is that a substantial proportion of participants, amounting to 36.9%, strongly concur that the shared content is both captivating and enlightening. Moreover, 33.8% of individuals indicate their concurrence, whereas 7.0% maintain a neutral stance, 14.9% express disagreement, and 7.3% strongly disagree. The data indicate that a significant majority of participants perceive the social media information shared by network marketing organisations as both engaging and educational. The high agreement rates suggest that the content methods utilised by these organisations are successful in captivating and delivering relevant information to the audience. This favourable perception corresponds to the overarching issue of examining the influence of social media marketing on consumer purchasing behaviour within the particular framework of network marketing firms in Ahmednagar District.

**Table 11.** The Freq. of social media posts by network marketing companies positively influences my perception of their brand.

		Freq.	%
Valid	Firmly Disagree	36	10.1
	Disagree	25	7.0
	Neutral	26	7.3
	Agree	124	34.9
	Firmly Agree	144	40.6
	Total	355	100.0

Table 11 depicts the opinions of the participants on the frequency of social media posts by network marketing companies and how it affects their perception of the brand. 40.6% of participants strongly believe that the frequency of social media posts has a favourable impact on their perception of the brand. In addition, 34.9% of individuals express agreement, 7.3% remain indifferent, 7.0% disagree, and 10.1% definitely disagree. The data suggest a strong positive relationship between the frequency of social media posts by network marketing organisations and the improvement of brand perception among the respondents. Most people who recognise the beneficial impact agree that having a deliberate and regular presence on social media platforms really helps in cultivating a favourable perception of the company. This is consistent with the main issue of comprehending the influence of social media marketing on customer purchasing behaviour, specifically in the context of network marketing enterprises in Ahmednagar District.

**Table 12.** Overall, I have a positive perception of how network marketing companies utilize social media for marketing their products in Ahmednagar District.

		Freq.	%
Valid	Firmly Disagree	31	8.7
	Disagree	34	9.6
	Neutral	25	7.0
	Agree	78	22.0
	Firmly Agree	187	52.7
	Total	355	100.0

Table 12 presents data on respondents' view of network marketing organisations' use of social media for product promotion in Ahmednagar District. 52.7% of respondents strongly agree that they have a positive perception. In addition, 22.0% of individuals express agreement, 7.0% remain neutral, 9.6% disagree, and 8.7% definitely disagree. The data indicate that the respondents generally have a positive attitude towards network marketing organisations using social media for marketing. The substantial percentage of individuals who strongly agree highlights a clear consensus on the efficacy and favourable outcomes linked to the social media tactics utilised by network marketing firms in Ahmednagar District. This is in line with the main theme of comprehending the influence of social media marketing on customer purchasing behaviour, specifically in the context of network marketing companies in Ahmednagar District.

H1: There is a significant impact of Social Media Marketing on Consumer Buying Behaviour in the context of Network Marketing Companies in Ahmednagar District.

**Table 13.** One-Sample Test

	Test Value = 3					
	t	df	P value	Difference	95% Confidence	
					Lower	Upper
Social media marketing influences my purchasing decisions related to products offered by network marketing companies.	15.013	354	.000	1.03099	.8959	1.1660
I believe that information obtained through social media marketing significantly shapes my perceptions of products from network marketing companies.	11.618	354	.000	.86761	.7207	1.0145
Social media marketing activities by network marketing companies play a crucial role in guiding my consumer choices.	15.399	354	.000	1.07042	.9337	1.2071
The content shared through social media by network marketing companies has a noticeable impact on my buying behaviour.	13.072	354	.000	.94366	.8017	1.0856
I perceive a direct correlation between the effectiveness of social media marketing and my likelihood to purchase products from network marketing companies.	16.738	354	.000	1.12113	.9894	1.2529

The performed one-sample t-tests aimed to assess the influence of social media marketing on consumer purchasing behaviour in the setting of network marketing organisations in Ahmednagar District. The null hypothesis (H0) stated that the average response would be 3 on a Likert scale. The results collected, as shown in Table 13, indicate statistically significant variations in respondents' views across different assertions. on the statement "Social media marketing affects my purchasing decisions regarding products offered by network marketing companies," the test resulted in a t-value of 15.013 (df = 354, p = .000). This demonstrates a considerable disparity, as the average reaction greatly surpasses the predicted test value of 3. The 95% confidence interval (CI) spanned from 0.8959 to 1.1660, confirming a strong influence of social media marketing on consumers' buying choices. The test yielded a t-value of 11.618 (df = 354, p = .000) for the statement "I believe that information obtained through social media marketing greatly influences my perceptions of products from network marketing companies." The average answer much exceeded the test value of 3, with a 95%

confidence interval ranging from 0.7207 to 1.0145. This suggests that social media marketing has a large impact on changing consumer perceptions. The final statement, "Social media marketing activities by network marketing companies have a significant impact on influencing my consumer choices," yielded a t-value of 15.399 (df = 354, p = .000). The average answer greatly surpassed the test value of 3, with a 95% confidence interval ranging from 0.9337 to 1.2071, highlighting the crucial influence of social media marketing in shaping customer decisions. The t-value of 13.072 (df = 354, p = .000) was obtained from the statement "The content shared through social media by network marketing companies has a noticeable impact on my buying behaviour." The average answer substantially surpassed 3, with a 95% confidence interval ranging from 0.8017 to 1.0856, suggesting a discernible influence on customer purchasing behaviour. Regarding the statement "I believe there is a clear connection between the effectiveness of social media marketing and my inclination to buy products from network marketing companies," the test yielded a t-value of 16.738 (df = 354, p = .000). The average response significantly surpassed the test value of 3, with a 95% confidence interval ranging from 0.9894 to 1.2529. This indicates a clear connection between the perceived efficacy of social media marketing and the probability of making purchases. Overall, the results of all the one-sample t-tests strongly indicate that the null hypothesis can be rejected. This supports the claim that social media marketing has a major influence on consumer purchasing behaviour inside the network marketing organisations in Ahmednagar District.

H2: There is positive perception of the consumers regarding the use of social media marketing done by network marketing companies in Ahmednagar District.

**Table 14.** One-Sample Test

	Test Value = 3					
	t	df	P value	Difference	95% Confidence	
					Lower	Upper
I have a favourable opinion about the social media marketing strategies employed by network marketing companies in Ahmednagar District.	10.238	354	.000	.75211	.6076	.8966
The information provided through social media by network marketing companies is valuable in making informed purchasing decisions.	14.181	354	.000	1.00563	.8662	1.1451
I find the social media content shared by network marketing companies to be engaging and informative.	11.438	354	.000	.78028	.6461	.9144
The Freq. of social media posts by network marketing companies positively influences my perception of their brand.	12.956	354	.000	.88732	.7526	1.0220
Overall, I have a positive perception of how network marketing companies utilize social media for marketing their products in Ahmednagar District.	14.197	354	.000	1.00282	.8639	1.1417

The study employed one-sample t-tests to evaluate consumers' favourable view of social media marketing by network marketing organisations in Ahmednagar District. The null hypothesis (H0) posited that the average response would be 3 on a Likert scale. The findings, displayed in Table 14, demonstrate statistically significant disparities in respondents' interpretations across different sentences. The test produced a t-value of 10.238 (df = 354, p = .000) when examining my positive view of the social media marketing methods used by network marketing organisations in Ahmednagar District. The average answer significantly surpassed the test value of 3, with a 95% confidence interval (CI) ranging from 0.6076 to 0.8966, confirming a favourable perception of the utilised social media marketing tactics. The test conducted on the statement "The information provided through social media by network marketing companies is valuable in making informed purchasing decisions" yielded a t-value of 14.181 (df = 354, p = .000). The average response significantly surpassed 3, with a 95% confidence interval ranging from 0.8662 to 1.1451. This suggests that customers perceive the information shared on social media as valuable when it comes to making well-informed purchasing choices. The third statement, "I find the social media content shared by network marketing companies to be engaging and informative," yielded a t-value of 11.438 (with degrees of freedom = 354, p-value = .000). The average response was significantly higher than 3, with a 95% confidence interval ranging from 0.6461 to 0.9144. This highlights that consumers see the social media content as both interesting and instructive.

The t-value for the statement "The frequency of social media posts by network marketing companies positively influences my perception of their brand" was 12.956 (df = 354, p = .000). The average response was considerably higher than 3, with a 95% confidence interval ranging from 0.7526 to 1.0220. This indicates a favourable impact of the frequency of social media posts on consumers' view of the brand. Regarding the statement "In general, I have a favourable perception of how network marketing companies in Ahmednagar District use social media to promote their products," the test yielded a t-value of 14.197 (df = 354, p = .000). The average response greatly surpassed the test value of 3, with a 95% confidence interval ranging from 0.8639 to 1.1417. This suggests a generally good impression of how network marketing organisations employ social media for marketing purposes. Overall, the results of the one-sample t-tests strongly indicate that the null hypothesis can be rejected. This supports the claim that customers in Ahmednagar District have a favourable impression of the utilisation of social media marketing by network marketing organisations.

## Findings

The study's findings provide significant insights into the influence of social media marketing on consumer behaviour inside network marketing organisations in Ahmednagar District. The initial findings, in line with Hypothesis 1, highlight a significant impact of social media marketing on customer purchasing behaviour. Through a series of Likert-based statements evaluating various aspects of this connection, participants consistently demonstrated a strong consensus that social media marketing has a substantial impact on their purchasing decisions, shapes their perceptions of products, influences their consumer choices, affects their buying behaviour, and is associated with their inclination to buy products from network marketing companies. The precise average disparities, along with the tightly bounded confidence intervals, offer strong evidence to endorse the hypothesis, highlighting the crucial influence of social media marketing on moulding consumer behaviour in the defined environment.

The subsequent findings, linked to Hypothesis 2, explore customers' favourable attitudes regarding the techniques implemented by network marketing organisations in Ahmednagar District. The outcomes of one-sample t-tests conducted on Likert statements indicate that the majority of respondents have highly positive views of the social media marketing methods implemented by these companies. Furthermore, customers regard the information disseminated via social media as valuable for making well-informed shopping decisions. They perceive the content offered by network marketing organisations as captivating and enlightening, and they hold the belief that the frequency of social media posts has a good impact on their perception of the company. The widespread good image of network marketing organisations' utilisation of social media for product promotion further strengthens the effectiveness of their techniques. These findings emphasise the importance of a carefully designed and captivating social media marketing strategy in promoting favourable consumer opinions and impacting buying choices in the network marketing industry within Ahmednagar District.

## Conclusion

Ultimately, this study provides significant knowledge regarding the overlap between social media marketing and customer behaviour in the context of network marketing enterprises in Ahmednagar District. The results highlight the substantial influence of social media marketing on consumer purchase behaviour, emphasising its role in forming perceptions, guiding choices, and impacting purchasing decisions. Consumers demonstrate a significant positive association between the efficacy of social media marketing methods utilised by network marketing organisations and their propensity to participate in product purchases. The favourable opinion of consumers towards these techniques emphasises the significance of a well-implemented social media marketing approach in creating positive brand impressions and encouraging consumer interaction within the network marketing context.

The findings have significant consequences for professionals and advertisers in the network marketing sector. Given the significant impact of social media on consumer behaviour, companies should proactively utilise these channels to increase brand exposure, interact with consumers, and positively influence their decision-making processes. Creating captivating and educational material, adhering to an ideal posting schedule, and cultivating favourable consumer attitudes are essential components of effective social media marketing tactics. Moreover, the study's concentration on Ahmednagar District offers a geographically unique viewpoint, enabling enterprises operating in this area to customise their tactics according to the distinct preferences and behaviours of the local consumer base.

To have a more thorough grasp of the intricacies involved, it would be beneficial to conduct further study that delves into the dynamics of social media marketing in various regional contexts and examines its effects on diverse demographic groups. Additional inquiries could also explore the efficacy of particular social media platforms in shaping consumer behaviour within the network marketing industry. Examining the changing terrain of social media and its incorporation with developing technologies may yield further understanding. Furthermore, conducting longitudinal studies to monitor shifts in consumer attitudes and behaviours over time could provide a dynamic outlook on the changing significance of social media marketing in the network marketing sector.

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