

To Study The Impact Of Social Media Marketing On Buying Behavior Of Customers - A Case Study Of Healthcare Products.

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Abstract:

Healthcare products that fall under the category of fast-moving consumer goods (FMCG) play an essential part in today's modern society. These products ensure the health and convenience of persons. Over-the-counter medicines, items for personal hygiene, nutritional supplements, and other necessities for personal cleanliness are some of the categories of goods that fall under this category of products. The fact that they can supply answers that are easily available to everyday health and wellness problems is the primary reason for their significance. Products sold in the FMCG sector of the healthcare industry contribute to an improved quality of life by encouraging healthy behaviours, lowering the risk of contracting diseases, and resolving minor health issues without the need for complex medical interventions. Because of the ease of use, low cost, and broad availability of these products, they are an essential component in the process of preserving both individual and public health, which eventually results in a way of life that is more productive and comfortable. Social media has revolutionised

FMCG healthcare product communication, engagement, and consumer behaviour. Social media allows FMCG healthcare firms to directly communicate with consumers, exchange product information, and build interactive campaigns due to its wide reach and instant connectivity. It improves brand-consumer interactions with personalised marketing, targeted advertising, and real-time customer feedback. However, social media's fast pace can reinforce both good and negative emotions about FMCG healthcare items, so firms must be diligent in controlling their online reputation. Social media's impact on FMCG healthcare products shows that businesses must adapt, innovate, and interact wisely to succeed in this dynamic industry.

Keywords: Social Media, Marketing, Healthcare products,

Introduction:

Social media platforms have brought about a sea change in the marketing industry by offering companies potent new tools to engage with the consumers they are trying to reach. Platforms such as Facebook, Instagram, Twitter, and LinkedIn have become extremely beneficial for the marketing of brands due to their ability to communicate with billions of users worldwide. Marketers can design extremely well-targeted campaigns, interact with customers in real-time, and collect vital data that can be used to optimise their plans. Because happy customers can so quickly share their experiences with a worldwide audience, brand loyalty, and advocacy are also cultivated through social media. As a consequence of this, social media has become a vital component of any comprehensive marketing strategy. This allows businesses to increase brand awareness, boost sales, and cultivate long-lasting relationships with customers in the digital era.

The success of social media marketing, conversely, is contingent on the ability to comprehend the peculiarities of each platform and adapt the material accordingly. It is not enough to publish new content regularly; but also need to develop narratives, graphics, and interactions that resonate with the audience we are trying to reach. In addition, keeping a continuous presence online and immediately responding to customer questions and issues are essential for developing confidence and credibility in a business. Organisations need to learn to adjust to ever-evolving trends and algorithms to remain relevant and competitive in this ever-shifting environment. Social media marketing can greatly increase brand visibility, customer engagement, and a company's bottom line, provided it is carried out smartly.

Impact of Social Media Marketing on Buying Behaviour

The use of social media for marketing purposes can have a considerable influence on consumer purchasing behavior. It has evolved into a strong instrument that companies can use to communicate with and persuade the people they are trying to reach. The following are some of the ways in which marketing using social media might influence consumer behaviour while making purchases:

Product Awareness: Social media platforms allow companies to demonstrate their goods or services to many people. Businesses can raise consumers' knowledge about their products and services by publishing aesthetically pleasing and interactive content. When potential customers become aware of a product, they have the opportunity to consider it when making purchasing decisions.

Influencer Marketing: The recommendations of social media influencers a consumer follows on social media are often trusted by the consumer. To promote their goods or services, brands work together with influential people. When a person with great influence recommends a product, it can significantly impact their followers' purchasing decisions.

Reviews and Ratings: Customers can contribute reviews and ratings through the platform provided by social media. Customers' confidence in a product or service can be increased by reading positive reviews and seeing high ratings, making them more inclined to purchase. On the flip side, unfavorable reviews can discourage potential buyers from purchasing.

Highly Targeted Advertising Opportunities: The various social media networks provide opportunities for highly targeted advertising. Businesses can target specific demographics or interest groups with their advertisements by utilizing data analytics and user profiling. In this way, marketing messages are shown to the people who are most likely to be interested in the product, which increases the possibility that they will be converted into sales.

User-Generated Information (UGC): Encouraging users to generate and share information relating to the product will help build trust and credibility with potential buyers. User-generated content (UGC) can act as genuine customer testimonials and demonstrate how others are utilizing and benefiting from the product.

Engagement and Interaction: Social media enables businesses and customers to engage in direct conversation with one another. Creating a great impression and building trust with customers on social media can be accomplished through responding to questions, addressing problems, and connecting with them. This can have an impact on purchasing decisions as well as encourage repeat business.

Educational Content: Brands can use social media to educate consumers about their products or services by providing information about them. Potential customers can better understand the value and benefits of what is being presented with the assistance of in-depth product demonstrations, how-to instructions, and instructive information.

Social Proof: A sense of social proof can be created in customers when they see their friends or acquaintances connecting with a brand or product on social media. This can happen when customers see their friends using a product or brand. People tend to follow the crowd, and the fact that others are promoting or utilizing a product might affect the purchasing decisions of individual consumers.

Retention and loyalty: Social media isn't only about getting new consumers; it's also about keeping the customers already have and building relationships with them. Repeat business can be encouraged by continuing to interact with clients after they have made a purchase, establishing loyalty programs, and delivering ongoing value through social media. To summarise, marketing on social media plays an important role in determining consumer purchasing behaviour. It can influence consumers at many points of the purchase cycle, generating awareness, driving conversions, and cultivating client loyalty. Businesses that utilize social media as a marketing tool efficiently have the potential to have a significant impact on consumers' decision-making processes.

Review of Literature:

- **Alalwan A. (2018)**, In the research titled "Investigating the Impact of Social Media Advertising Features on Customer Purchase Intention," researchers and practitioners in marketing are increasingly studying social media advertising difficulties. Thus, this study sought to understand better social media marketing and its effects on client purchase intentions. After reviewing the literature, performance anticipation, hedonic motivation, habit, interaction, informativeness, and perceived relevance are the main predictors of purchase intention. The current study used a Jordanian questionnaire. SEM analysis targeted 437 completed and verified responses.
- **Hudson S. (2014)**, In the research titled "The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors," This study examined how social media contact affects consumer-brand relationships using a cross-country survey and experimental data. Results reveal that social media contact improves BRQ and other marketing outcomes. This effect is stronger when the brand is anthropomorphized, and customers avoid uncertainty. Social media contact and brand anthropomorphism were measured and controlled differently. The results were validated by U.K., U.S., French, student, and Mturk workers and generalised to athletic shoes, laptops, and cars, revealing robust effects and consistent findings. Social media utilisation was shown to be effective in general. Consumers who communicate with their favorite brands on social media have stronger brand relationships.
- **Manan H. (2020)**, In the research titled "Effects of Social Media Advertisements on Intention to Purchase Health and Beauty Products," the study found that trust and affective characteristics affect health and beauty product purchases. Salespeople should emphasize the causal relationship between trust and an affective attitude to increase client interest

when selling health and beauty products. Consumer behaviour literature shows that affective and behavioural goals are consistent. A positive emotional attitude towards consumers is likely to manifest in their activities. Brand awareness influences the important association between emotional attitude and purchasing intention (Laroche & Brisoux, 1989, referenced in Tran & Nguyen, 2020). Consumers with high brand awareness have positive attitudes toward it. If marketers want to sponsor bloggers or influencers, they should build brand awareness through repetitive ads and make sure consumers know their products' brand awareness.

- **Hassan H. et al. (2022)**, In the research titled “Examining the Interlink of Social Media Use, Purchase Behaviour, and Mental Health,” \ The study found substantial links between social media use, buying behavior, and mental health, notably among the X, Y, and Z generations (Table 4). However, there is no evidence linking buying behaviour to mental health. Rising numbers, user-friendliness, and aesthetic appeal have enticed corporations to promote and do business on social media. People can now buy things on social media. Social media marketing shortens the purchase process, allowing customers to skip stages and create purchase intents, which are more likely to lead to purchases.
- **Kuncoro H. and Kusumawati N. (2021)**, In the research titled “A Study of Customer Preference, Customer Perceived Value, Sales Promotion, and Social Media Marketing Towards Purchase Decisions of Sleeping Products in Generation Z,” the researcher’s findings provide numerous ways to study Generation Z’s sleeping product preferences and purchase decisions in Jabodetabek and Bandung. The p-value shows that product, social, and personal value, sales promotion, and social media marketing positively affect purchase decisions, according to multiple linear regression analysis. In conclusion, sleeping goods should serve social and personal purposes. Some sales promotions and social media marketing can deliver sleeping product information.
- **Prasath P. and Yoganathen A. (2021)**, In the “Influence of Social Media Marketing on Consumer Buying Decision Making Process” research, SMM is the independent variable, and CBDM is the dependent variable in this study. While these variables have intermediate respondent qualities, Pearson’s correlation analysis shows a strong positive linear association between SMM and consumer purchase decision-making. The 1% correlation coefficient (r2) was 30.9%. This means that social media marketing can forecast buying decisions. Chui and Manyika (2012), Rockendorf (2011), Forbes (2013), and Vespoli (2013) say SMM can improve consumer purchase decisions. SMM improved buying decisions in our study, too. Which means SMM somewhat improves CBDM.
- **Elisa H. (2022)**, In the research titled “The moderating effect of social media use in impulsive buying of personal protective equipment during the COVID-19 pandemic,” this study adds to the marketing literature in several ways. This study is, first and foremost, a scholarly study on Indonesian consumers’ impulsive buying behaviour during the COVID-19 pandemic. The new study uses the SOR model and scarcity model to build on COVID-19 impulsive buying research. Additionally, most research on scarcity and perceived value in consumer behavior used promotional scarcity messaging to influence the environment.

Research Methodology: Research is based on primary data. Data is collected by conducting a survey. Primary data is collected from 120 respondents. Since use of healthcare product are used by females, researcher collected primary data from all 120 female respondents. Simple random sampling method was used for collection of data. For the analysis of data SPSS and smart pls is used.

Sr.no	Demographic factor	Category	Frequency	Percent
1	Age group	Up to 25 Years	32	26.7
		26 to 35 Years	56	46.7
		36 to 45 Years	13	10.8
		46 to 60 Years	19	15.8
2	Qualification	Undergraduate	21	17.5
		Graduate	3	2.5
		Post Graduate	73	60.8
		Professional Degree	23	19.2
3	Occupation	Student	35	29.2
		Self-employed	7	5.8
		Homemaker	6	5.0
		Private Service	59	49.2
		Government Service	13	10.8
4	Annual Income	Up to 20,000/-	34	28.3
		20,000/- to 50,000/-	36	30.0
		50,000/- to 75,000/-	13	10.8
		75,000 to 1 Lakh	17	14.2
		1 Lakh to 2 Lakh	5	4.2
		More than 2 Lakh	15	12.5

The provided data represents a demographic breakdown of a sample population based on four key factors: age group, qualification, occupation, and annual income. These factors help paint a comprehensive picture of the characteristics of this population.

Firstly, in terms of age group, the data shows that the sample is diverse, with individuals falling into four categories. The largest group comprises those between 26 and 35 years old, making up 46.7% of the population, followed by those up to 25 at 26.7%. There is also a significant representation in the 46 to 60 age group at 15.8%. This indicates a relatively balanced distribution across age groups, with a slight skew towards the younger and middle-aged segments.

Secondly, regarding qualification, most of the population comprises individuals with postgraduate degrees, accounting for 60.8%. Professional Degree holders follow this at 19.2%, while Graduate and Undergraduate qualifications have much lower representation at 2.5% and 17.5%, respectively. This suggests a highly educated sample, with a significant proportion having advanced degrees.

Thirdly, when considering occupation, the data reveals that Private Service is the most common occupation, with 49.2% of the sample engaged in this sector. Students comprise a substantial portion at 29.2%, while Government Service is the least common at 10.8%. Self-employed and homemakers also have smaller but noteworthy representations at 5.8% and 5.0%, respectively. This indicates a diversified workforce within the sample, with a substantial portion of students, which might indicate a younger demographic.

Lastly, the data on annual income displays a spread of income levels. The largest group falls into the income range of 20,000/- to 50,000/- with 30.0% of the sample, closely followed by Up to 20,000/- at 28.3%. This suggests that a significant portion of the population has relatively moderate incomes. The 1 Lakh to 2 Lakh income range is the smallest, indicating that very few individuals in the sample fall into this higher income category.

Reliability Statistics: The measurement scale's reliability is checked to ensure that it is accurate enough to measure the construct. It guarantees that the scale will produce consistent and reliable results. The reliability analysis is determined by the relationship between the scores obtained from different statements of the scale for which Cronbach's Alpha is calculated. As a result, if the association in the reliability analysis is high, the scale produces consistent results and is thus reliable. It is used to validate the questionnaire's Likert scale.

Sr. No.	Variable Name	No. of statements	Cronbach Alpha Value	Results
1.	Health care purchase	5	0.771	Accepted. The scale is valid and reliable.
2.	Trust in Social Media	3	0.746	Accepted. The scale is valid and reliable.
3.	Buying Behaviour	3	0.712	Accepted. The scale is valid and reliable.

Objective-1: To study the impact of trust in social media on consumers' buying behaviour for health care products.

Null Hypothesis H₀: There is no significant difference in the impact of trust in social media on consumers' buying behaviour for health care products.

Alternate Hypothesis H₁: There is a significant difference in the impact of trust in social media on consumers' buying behaviour for health care products.

To study the above null hypothesis, Pearson correlation is applied and result is as follows:

Correlations			
		Trust in Social Media	Buying Behavior
Trust in Social Media	Pearson Correlation	1	.624**
	p-value		.000
	N	120	120
Buying Behaviour	Pearson Correlation	.624**	1
	p-value	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation: The above results indicate that a sample of 120 responses is used for analysis. Pearson's correlation value between Trust in Social Media and Buying Behaviour is +0.624. The corresponding p-value is 0.000. The obtained p-

value is less than the standard p-value of 0.05. Therefore, the correlation test is rejected. Hence, the null hypothesis is rejected and the alternate hypothesis is accepted.

Conclusion: There is a significant difference in the impact of trust in social media on consumers' buying behaviour for health care products.

Findings: Pearson's correlation value between Trust in Social Media and Buying Behaviour is +0.624. Therefore, there is significant positive relationship between trust in social media and buying behaviour of consumers. This also indicates an increase in trust will also increase in buying behaviour of health care products.

Objective 2: To study the consumers' purchasing behaviour of hair care products.

Null Hypothesis H₀₂: There is no significant difference in the consumers' purchasing behaviour of health care products.

Alternate Hypothesis H₁₂: There is a significant difference in the consumers' purchasing behaviour of health care products.

To study the above null hypothesis, Friedman test is applied and the result is as follows:

Test Statistics ^a	
N	120
Chi-Square	35.298
Df	4
p-value	.000
a. Friedman Test	

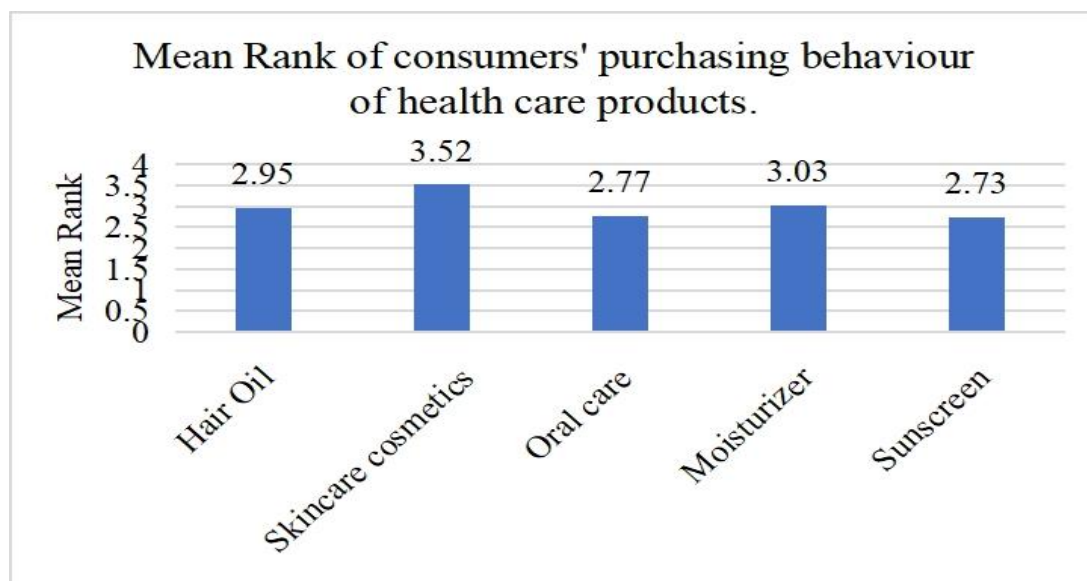
Interpretation: The above results indicate that the calculated p-value is 0.000. It is less than the standard p-value of 0.05. Therefore, Friedman's test is rejected. Hence, the null hypothesis is rejected and the alternate hypothesis is accepted.

Conclusion: There is a significant difference in the consumers' purchasing behaviour of health care products.

Findings: To understand the findings of the hypothesis, mean ranks are obtained and presented in the following table.

Ranks	
	Mean Rank
PC-1 Hair Oil	2.95
PC-2 Skincare cosmetics	3.52
PC-3 Oral care	2.77
PC-4 Moisturizer	3.03
PC-5 Sunscreen	2.73

The above table indicates the mean rank of hair care products the highest mean is for Skincare cosmetics, which is 3.52, second highest is for Moisturizer which is 3.03. The mean rank for hair oil is 2.95 and for Oral Care mean is 2.77 and for sunscreen is 2.73. This information is shown below in bar diagram.



Objective-3: To study the buying behaviour of health care product according to the occupation of the consumer.

Null Hypothesis H₀₃: There is no significant difference in the buying behaviour of health care product according to the occupation of the consumer.

Alternate Hypothesis H₁₃: There is a significant difference in the buying behaviour of health care product according to the occupation of the consumer.

To study the above null hypothesis, ANOVA and F-test is applied and result is as follows:

ANOVA					
Buying Behavior					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3019.477	4	754.869	9.371	.000
Within Groups	9263.486	115	80.552		
Total	12282.963	119			

Interpretation: The above results indicate that the calculated p-value is 0.000. It is less than the standard p-value of 0.05. Therefore, Friedman's test is rejected. Hence, the null hypothesis is rejected and the alternate hypothesis is accepted.

Conclusion: There is a significant difference in the buying behaviour of health care product according to the occupation of the consumer.

Findings: To understand the findings of the hypothesis, the mean score are obtained and presented in the following table.

Report			
Buying Behaviour			
4. Occupation of respondent	Mean	N	Std. Deviation
Student	76.9524	35	12.45571
Self-employed	86.6667	7	6.66667
Homemaker	64.4444	6	5.44331
Private Service	75.2542	59	6.55666
Government Service	65.1282	13	9.48833
Total	74.7778	120	10.15963

The data provided shows the mean scores for respondent occupation categories, which likely represent some form of assessment or evaluation. Self-employed individuals have the highest mean score at 86.67, indicating a relatively positive occupation assessment. Students and Private Service workers also receive fairly high mean scores of 76.95 and 75.25, respectively, suggesting positive perceptions of their occupations. On the other hand, Government Service and Homemakers have lower mean scores of 65.13 and 64.44, respectively, indicating somewhat less favorable assessments.

These mean scores suggest that self-employed individuals are viewed most positively regarding their occupation, while homemakers and government service workers receive comparatively lower ratings.

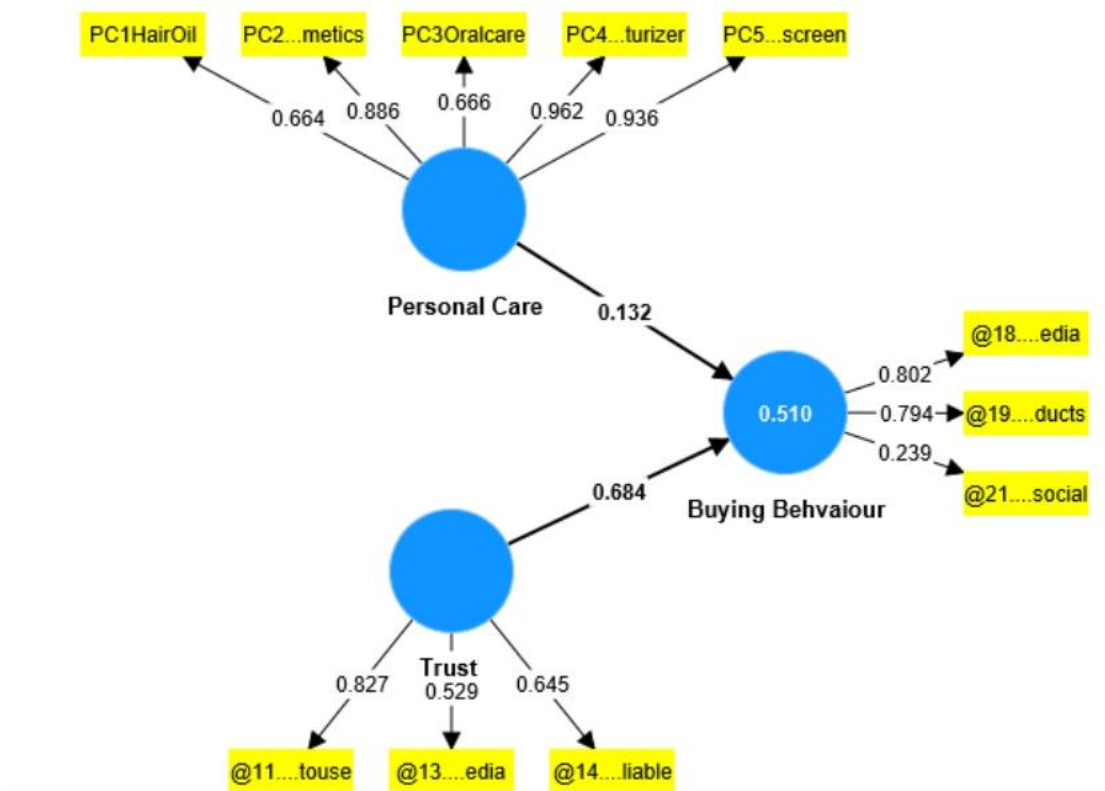
Structural Equation Modelling (SEM): In the field of structural analysis, a method known as structural equation modelling, which utilises multivariate statistical analysis, is the method of choice. This method is a combination of factor analysis and multiple regression analysis. Its purpose is to investigate the structural connection that exists between the measured variables and the latent constructs. Because it provides an estimate of the multiple and interrelated dependencies in a single analysis, this methodology is the one that the researcher finds to be most advantageous. There are two categories of variables that are utilised in this analysis: endogenous variables and exogenous variables. The relationship between endogenous variables and the independent variable is the same as that between dependent variables and endogenous variables. Here the PLS-SEM modelling technique is used to find the fundamental relations between the dependent variable and independent variables.

Dependent Variable: Buying Behaviour

Independent Variables: Purchase of Health care products, and Trust in Social Media,

In the process execution of ‘Structural Equation Modeling’ the following statistics are used.

1. Graphical Representation
2. Outer Loadings



Outer Loading:

Reference	Variables	Outer loadings
11	Always safe to use <- Trust	0.827
13	Privacy policies of social media <- Trust	0.529
14	Information on social media are reliable <- Trust	0.645
18	Awareness of products increases due to Social media <- Buying Behaviour	0.802
19	Use of social media create desire to purchase products <- Buying Behaviour	0.794
21	My purchase decision for personal care products is based on social media <- Buying Behaviour	0.239

PC-1	1Hair Oil <- Personal Care	0.664
PC-2	Skincarecosmetics <- Personal Care	0.886
PC-3	Oralcare <- Personal Care	0.666
PC-4	Moisturizer <- Personal Care	0.962
PC-5	Sunscreen <- Personal Care	0.936

Findings and conclusions:

Social media marketing provides a stage on which information can be disseminated, conversations can be had, and items can be marketed in an unprecedented manner. Social media has dramatically impacted the market for healthcare products. It has enabled the rapid spread of information linked to health, empowered patients to be more informed about the decisions they make regarding their health, and made it easier for consumers and providers of healthcare products to connect directly with one another. However, the power of social media is a double-edged sword because it can also lead to the spread of false information, the sensationalization of products, and ethical problems around the manipulation of data and breaches of users' privacy. The difficulty lies in maximising the potential of social media to disseminate correct information about healthcare products while simultaneously minimising the negative effects of these platforms on the perceptions and decisions of consumers. From the results of the data analysis, it is concluded that social media marketing has a significant positive impact on consumers' buying behavior of healthcare products.

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