BEYOND LIKES AND SHARES: INVESTIGATING THE ROLE OF SOCIAL MEDIA MOTIVATION IN SHAPING CONSUMER BUYING BEHAVIOR

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Abstract

In the contemporary digital landscape, social media has transformed into a dominant force that profoundly influences consumer behavior. As millions of users engage with platforms daily, the motivations that drive their interactions play a pivotal role in shaping consumer buying behavior. The current study examines the impact of social media motivation on consumer buying behavior. The study explores the diverse motivational factors that drive user interactions on social media platforms, including social interaction, self-expression, information seeking, entertainment, and emotional connection. The study also investigates the relationship between social media motivations and tangible consumer actions, such as brand engagement, product recommendations, influence marketing, social media advertisement, trends, content, emotional connection and fear of missing out (FOMO). By analyzing empirical data, the research understands how social media motivations shape the overall consumer journey from initial awareness to final conversion. The findings reveal that social interaction motivates consumers to rely on peer recommendations and reviews for their purchasing decisions, while emotional connection establishes brand engagement and loyalty through compelling storytelling. Consumers seeking self-expression align their purchases with their self-image, and information seekers rely on social media for product research. Targeted and personalized advertising strategies that align with users' motivations generate higher consumer response rates. Additionally, motivational triggers like entertainment and limited time offers can lead to impulse buying behavior. These insights offer valuable guidance to marketers, empowering them to design more effective campaigns and utilize social media's potential to drive consumer engagement and informed purchasing decisions.

Keywords: Social Media, Online Shopping, e-Consumer Behavior, Motivation, Brand

1. INTRODUCTION

In the digital era, social media has revolutionized the way consumers interact with brands and make purchasing decisions. Beyond being mere platforms for sharing content and connecting with others, social media channels have become instrumental in shaping consumer buying behavior (*Sethuraman, R., & Srinivasan, S, 2012*). As social media's influence on consumer choices continues to grow, researchers and marketers alike are recognizing the need to delve deeper into the underlying motivations driving consumer engagement on these platforms. Understanding these motivations can unlock valuable insights into the factors that influence consumers' decision-making processes, leading to more effective social media marketing strategies.

Over the past decade, the rise of social media has transformed the marketing landscape, providing businesses with unprecedented opportunities to connect with their target audiences in real-time. Social media platforms offer diverse features that facilitate communication, collaboration, and content sharing (*Kietzmann et. al, 2011*). Users can interact with brands, share product experiences, seek peer recommendations, and discover new products or services through various channels such as posts, likes, shares, comments, and reviews. Consequently, consumers now have access to a wealth of information and social validation that plays a significant role in their purchasing decisions *(Ayeh, J. K., & Teo, H. H, 2013*).

This research paper aims to investigate the role of social media motivation in shaping consumer buying behavior, exploring the diverse motivations that drive consumers to interact with brands on social media and their subsequent impact on purchase decisions. By examining the underlying reasons why individuals engage with brands on social media, we can gain a deeper understanding of consumer behavior in the digital age.

One key aspect to explore in this study is the concept of social media motivation. Different consumers may be driven by various motives when engaging with brands on social media. For some, it may be seeking entertainment or emotional connection, while others may be motivated by the desire for informational content or social identity gratification *(Al-Azzam, M., & Dwivedi, Y. K, 2017).* Additionally, the fear of missing out (FOMO) and the need to be part of trending conversations can also influence consumer behavior on social media platforms (*Sharma, S., & Sharma, R, 2020).*

Moreover, the research will analyze the relationship between social media motivation and the decision-making process of consumers. How do different motivations impact consumers' attitudes towards brands? *(Barczak, G., & Witell, L, 2014)* Do certain types of social media engagement lead to increased trust, loyalty, or intention to purchase? (*Lee, S. J., & Hong, S, 2016*) Addressing these questions can provide valuable insights for marketers looking to optimize their social media strategies to resonate with their target audiences.

Through a comprehensive analysis of various social media platforms and consumer behavior studies, this study seeks to provide a nuanced understanding of how social media motivation influences consumer choices in the contemporary marketplace. By shedding light on the complex interplay between social media engagement and consumer buying behavior, this research aims to assist businesses in crafting more targeted and compelling social media marketing campaigns to better connect with their target audiences and drive positive outcomes in the dynamic digital landscape.

As businesses strive to stand out in the competitive digital landscape, leveraging the power of social media requires an in-depth understanding of consumer motivations and behaviors (*Sethuraman, R., & Srinivasan, S, 2012*). By aligning marketing efforts with consumers' underlying needs and aspirations, brands can build meaningful relationships, foster trust, and ultimately drive successful business outcomes. The findings from this research will contribute to the growing body of knowledge on social media marketing and

offer practical implications for businesses seeking to harness the potential of social media motivation to shape consumer buying behavior effectively.

2. LITERATURE REVIEW

2.1 Product Recommendations

Consumer buying behavior is a multifaceted process influenced by personal needs, perceptions, social factors, and psychological elements (*Engel, J. F et. al, 1993*). When consumers recognize their needs, they embark on an information search, evaluating various alternatives based on product quality, brand reputation, pricing, and availability (***Solomon, M. R, 2007***). Product recommendations, including word-of-mouth, testimonials, and positive reviews, significantly impact consumers' evaluations, instilling trust and confidence (*Dellarocas, C, 2003*). Social influences from friends, family, and online communities also sway decisions. Consumer perceptions and attitudes towards brands and marketing efforts shape their choices (*Ahearne, M., & Jones, E, 2004*). Psychological factors like motivation, learning, memory, and personality traits further contribute (*Fishbein, M., & Ajzen, I, 1975*). After purchase, consumers evaluate satisfaction, leading to brand loyalty or advocacy for positive experiences and negative reviews for unfavorable ones (*Oliver, R. L, 1997*). Understanding these factors helps businesses tailor marketing strategies and products to meet consumers' needs and preferences effectively.

H₁: Product Recommendations form social media have a positive effect on consumer buying behavior.

2.2 Social Proof

Social proof is a powerful psychological concept influencing consumer behavior (*Mazursky, D, 2002*). It suggests that people look to others' actions in uncertain situations to determine their own. Word-of-mouth recommendations, positive reviews, and endorsements from peers build trust and credibility, boosting consumer confidence in purchasing products or services. Influencers and celebrities also influence consumer choices (*Chevalier, J. A., & Mayzlin, D, 2006*). Additionally, the number of users or customers and online interactions impact social proof. Brands and marketers utilize social proof in advertising and customer engagement strategies, leveraging testimonials and influencer marketing. Internal social proof, based on past experiences, further reinforces consumers' trust in brands (*Keller, K. L, 2008*). Understanding and utilizing social proof can help businesses build trust, enhance brand credibility, and increase customer loyalty (*Cialdini, R. B, 2009*).

H₂: The presence of social proof in marketing materials positively influences consumer purchasing behavior

2.3 Influencer Marketing

Influencer marketing is a potent strategy involving collaborations with social media personalities and online content creators to promote products or services (*Nail, 2018*).

The hypothesis posits that this form of marketing can yield positive outcomes for brands in various aspects. Firstly, influencer marketing can significantly increase brand awareness as influencers expose the brand to their engaged audience (*Woisetschläger et. al., 2019*). Secondly, influencers' authenticity and trustworthiness create a positive perception of the brand, fostering consumer trust (*Avery et. al., 2020*). Thirdly, higher engagement levels result from the influencers' strong connections with their followers, leading to increased interactions and discussions about the brand (*De Veirman et. al., 2013*). Additionally, influencer endorsements leverage social proof, influencing followers to consider and adopt the promoted offerings (*Delbaere, Caroline et. al., 2021*). As a result of these combined effects, influencer marketing is expected to contribute to improved sales performance, while also fostering long-term relationships between the brand and influencers for sustained marketing success. Brands can measure the effectiveness of influencer marketing campaigns through various metrics, including reach, engagement rates, conversion rates, and ROI, allowing them to refine their strategies for optimal results in future campaigns (*Avery et. al., 2020*).

H_3: *implementation of influencer marketing positively influences consumers' buying behavior*

2.4 Exclusive Offers and Promotions

When businesses provide exclusive offers and promotions through social media, it significantly motivates consumer buying behavior (*Nail et. al., 2018*). The perception of exclusivity creates a sense of urgency and desire, prompting consumers to take immediate action to avail themselves of the limited-time or unique deals (*Delbaere et. al., 2021*). Additionally, targeted promotions tailored to individual preferences foster positive emotions and strengthen the connection between consumers and the brand, driving purchase decisions. The interactive and social nature of these promotions encourages engagement and word-of-mouth recommendations, further influencing others to consider the advertised products or services (Bard, 2023). The convenience of social media platforms facilitates easy sharing and discovery of promotions, increasing the brand's visibility and reach (*Kaplan et. al., 2010*). Overall, the allure of exclusive offers, personalized engagement, and the social aspect of these promotions combine to positively impact consumer motivation and drive sales performance.

H_4: *Offering exclusive and personalized promotions through social media positively impacts consumer buying behavior*

2.5 Brand Engagement

Brand management plays a crucial role in influencing consumer buying behavior (*Aaker, David A, 1996*). It involves a set of strategic activities and techniques aimed at creating, developing, and maintaining a brand's identity and reputation in the market. Effective brand management encompasses various elements, including brand positioning, brand messaging, brand identity, and brand communication (*Keller, Kevin Lane, 2013*). These efforts are designed to shape consumers' perceptions and attitudes towards the brand, creating a unique and desirable image. A well-managed brand evokes positive emotions,

builds trust and credibility, and fosters a sense of loyalty among consumers. As consumers interact with the brand, consistent delivery of high-quality products or services reinforces their positive experiences and strengthens brand associations. This emotional connection and trust can lead to an increased likelihood of consumers choosing the brand's products or services over competitors, ultimately influencing their purchasing decisions (*Awad et. al., 2009*).

H_5: Effective brand management positively influences consumer buying behavior

2.6 Social Media Advertising

Social media advertisements play a significant role in motivating consumer buying behavior through various key factors (*Huffaker, D. A, 2010*). Firstly, the precision targeting of social media ads ensures that consumers are exposed to products or services that align with their interests and preferences, increasing the relevance of the ads and prompting consumers to consider making a purchase (*Wang, Y., & Zhang, J, 2017*). The interactive nature of social media platforms allows for direct engagement with the advertisements, enabling consumers to like, comment, share, or click through to the brand's website, fostering a sense of involvement and interest (*Sinha, S., & Mishra, S, 2016*). This engagement serves as social proof, as positive interactions and comments from other users can influence potential buyers to trust and consider the brand. Additionally, the continuous presence of ads on social media helps to build brand awareness and recall, keeping the brand at the forefront of consumers' minds during their decision-making process (*Edwards, S. et. al., 2013*). The use of compelling visuals, engaging videos, and persuasive calls-to-action in social media ads further creates a sense of desire and urgency, motivating consumers to take action and make a purchase. Furthermore, the data and analytics provided by social media platforms allow businesses to track consumer behavior and preferences, enabling them to tailor future ads to better meet consumer needs and preferences, ultimately leading to increased conversion rates and improved buying behavior (*HubSpot, 2023*). Overall, social media advertisements act as influential tools in motivating consumer buying behavior by providing targeted, engaging, and interactive content that fosters brand trust, desire, and connection, driving consumers to make informed and confident purchase decisions (*Sharma, 2015*).

H_6: Social media advertisements have a substantial impact on consumer buying behavior

2.7 Inspirational Content

Inspirational content exerts a profound influence on consumer buying behavior by evoking emotions, forging connections, and shaping purchase decisions (*Priyanka Taneja, 2019*). By integrating stories of triumph, personal growth, and overcoming challenges, businesses appeal to consumers' aspirations and values, fostering hope, positivity, and empowerment (*Sofiane Boukhari, 2022*). This emotional connection strengthens brand loyalty, prompting consumers to support a brand that resonates with their beliefs. Inspirational content also molds perceptions, projecting brands as genuine, authentic, and committed to making a positive impact, encouraging consumers to choose a brand that aligns with their aspirations (*Priyanka Taneja, 2019*). Moreover, such content acts as

social proof, showcasing others' success stories related to the brand, inspiring potential buyers to trust and consider the brand for comparable achievements. As a catalyst for urgency and motivation, inspirational content highlights the transformative benefits of products or services, prompting consumers to take action and envision positive changes in their lives. The inspirational content proves to be a potent tool, motivating consumer behavior, fueling brand loyalty, driving purchase intent, and elevating brand reputation for enduring success in the competitive market (*Sofiane Boukhari, 2022*).

H$_7$: Presence of inspirational content in marketing materials positively impacts consumer buying behavior

2.8 User-Generated Content (UGC)

User-Generated Content (UGC) significantly impacts consumer buying behavior through its authenticity, social proof, brand engagement, word-of-mouth marketing, and enhanced product understanding (*Sheryl Kimes, 2016*). Consumers perceive UGC as credible and trustworthy, influencing their confidence in making purchasing decisions. Seeing positive reviews, testimonials, and content shared by real users creates a perception of widespread approval, motivating potential buyers. Encouraging users to share experiences and create content fosters brand involvement and loyalty, building a sense of community (*Aliza Galatzer-Levy, 2013*). UGC generates organic word-of-mouth marketing, amplifying the brand's reach and attracting more potential customers. The visual nature of UGC enhances consumers' understanding of products or services, allowing them to envision benefits more clearly. Brands that effectively utilize UGC can positively influence consumer perceptions, drive purchase intent, and build stronger relationships with their target audience (*Amit Sharma, 2015*).

H$_8$: Presence of User-Generated Content (UGC) has a positive impact on consumer buying behavior

2.9 Emotional Connection

Emotional connection plays a vital role in consumer buying behavior as positive emotions, such as happiness, excitement, comfort, or a sense of belonging, significantly influence consumers' decisions (*Allen Herlambang, 2022*). When consumers feel emotionally connected to a brand or its offerings, it fosters brand loyalty, attachment, and identification with the brand's values and mission (*Priyanka Taneja, 2019*). This alignment with consumers' beliefs creates authenticity and trust, driving their preference for the brand over competitors. Additionally, emotional connection generates positive word-of-mouth marketing as satisfied consumers share their experiences with friends and social networks, expanding the brand's reach and impact (*Dhruv Grewal, 2015*). Moreover, emotional memories associated with the brand enhance brand recall and recognition, influencing consumers' future purchasing decisions. By cultivating an emotional bond with consumers, brands can drive brand loyalty, advocacy, and preference, leading to increased sales and long-term success (*Scott D. Martin, 2010*).

H_9: Cultivating emotional connection through social media significantly impacts consumer buying behavior

2.10 Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is a compelling motivation factor that significantly impacts consumer buying behavior (*Patrick R. Murphy, 2011*). It arises when consumers perceive others enjoying exclusive offers, limited-time deals, or unique experiences related to a brand or its products, triggering a fear of being left out (*Michael P. W. Newman, 2017*). This psychological drive to avoid missing desirable opportunities can lead consumers to make impulsive purchasing decisions and take immediate action. Social media plays a pivotal role in intensifying FOMO, as users share experiences and trends that influence others to align their buying decisions with what is popular or fashionable. Leveraging FOMO as a marketing strategy, brands highlight limited-time offers and create a sense of urgency to prompt consumers into making quick purchases. Understanding and effectively utilizing FOMO can lead to increased consumer engagement, conversion rates, and overall brand success in the competitive market (*Christopher J. Long, 2017*).

H_{10}: Fear of Missing Out (FOMO) holds a considerable sway over consumer buying behavior

3. METHODOLOGY

3.1 Collection of Data and Sampling

The central objective of this research paper was to investigate the impact of motivational factors on consumers' purchase decisions through social media. To achieve this, a survey method was utilized to collect data. The survey included 375 participants from various cities in India, gathered online. In order to ensure an adequate number of responses, convenience sampling was employed, considering it a cost-effective and practical approach, particularly when a sampling frame is unavailable (*W. Stewart, 1984*). This method facilitated easy access to respondents and distribution of questionnaires. Many prior studies in different sectors have also employed convenience sampling for data collection from customers (e.g., Guan et al., 2021; Phau & Teah, 2009; Yadav & Pathak, 2016). Additionally, data collection for this paper adhered to ethical guidelines and principles, with participants providing their consent before the research commenced.

3.2 Measures

During the survey development for data collection, the measurement items of the constructs were derived from previous research studies, ensuring the reliability and validity of the data. The survey was divided into two sections: Section A centered on gathering personal information of the respondents, encompassing details such as gender, age, education, and other relevant demographics. On the other hand, Section B encompassed the measurement items related to social media motivational factors, with a total of 10 factors considered for this research. To gauge respondents' perceptions, a Likert scale ranging from strongly disagree (1) to strongly agree (5) was employed

consistently across all the measurement items. This scaling method allows for capturing the varying degrees of agreement or disagreement on each factor, providing a more nuanced understanding of consumers' motivations and attitudes towards social media influences on their purchase decisions.

3.3 Data Analysis

As stated in the preceding section, a total of 415 respondents completed and returned the survey. After screening the data, 375 valid responses were considered suitable for data analysis. To ensure data accuracy, missing values were identified and replaced prior to commencing the actual data analysis. For this study, the SPSS software was utilized to estimate both the measurement and structural models. The measurement model was employed to assess the reliability and validity of the measurement scales. To gauge reliability, Cronbach's alpha and composite reliability were calculated, while convergent validity and discriminant validity were used to ascertain the instrument's validity. Once satisfactory values were obtained for these metrics, the final structural model was generated to validate the projected hypotheses. This rigorous analysis ensures the robustness and credibility of the findings in examining the impact of the identified social media motivational factors on consumers' purchase decisions.

3.4 Sensitivity Analysis

The significance of addressing Common Method Bias (CMB) in research, particularly when using self-reported surveys, has been widely highlighted in the literature (Podsakoff et al., 2003). Following their recommendations, a CMB test was conducted to ensure data robustness. In line with Podsakoff et al.'s advice, respondents were assured that all collected data would remain confidential and solely used for research purposes without public disclosure. To assess the potential presence of CMB, Harman's single factor test was employed during the exploratory factor analysis (EFA) of the measurement items. The results revealed that only 35.6% of the variance was explained by the unrotated single factor, well below the 50% threshold. As a result, these analyses indicate the absence of CMB issues in the collected data. The measurement items of the constructs did not converge, and no single factor dominated the explanation of most variance. This verification provides confidence in the integrity of the data and strengthens the validity of the study's findings.

4. RESULTS

In this comprehensive study, a total of 375 usable responses were collected from participants, and these responses were considered suitable for data analysis. The demographic analysis revealed that the majority of respondents were male, representing 70.10% of the sample, while females constituted 29.90%. In terms of age distribution, the largest group of participants fell within the age range of 21-30 years, accounting for 54.1% of the sample. The second-largest group comprised individuals aged 31-40 years, making up 28.3% of the respondents. Participants between the ages of 41-50 years constituted 9.6% of the sample, and the age group of 51-60 years represented 4.5%. Furthermore,

the educational profile of the respondents indicated that the highest proportion had completed their Postgraduate (PG) education, comprising 49.60% of the sample. Following this, 34.13% of the respondents held Undergraduate (UG) qualifications. The remaining 16.27% were categorized as "Others," suggesting a diversity of educational backgrounds. The statistical analysis revealed that all respondents were active on social media, each having at least one personal account on any of the social media platforms. Among the participants, the highest proportion, 38.4%, reported using Facebook, making it the most popular platform. WhatsApp was the second most popular platform, with 22.8% of the respondents using it. Instagram and Twitter had similar levels of usage, with 19.3% and 19.5% of respondents, respectively, utilizing these platforms.

This study utilized the Variable Inflation Factor (VIF) as an indicator to check for multicollinearity among the constructs in the proposed model. VIF is commonly employed in quantitative research to assess both multicollinearity and correlations between measurement scales of constructs through the measurement model. The findings, consistent with prior research, indicated that multicollinearity issues were absent as all VIF values for the selected measures remained below the threshold of 5 in Table 1. This confirms the appropriateness of the collected data for additional analysis, ensuring that multicollinearity is not a significant concern in this study, and validating the suitability of the data for investigating the proposed model (Vu et al., 2015; Podsakoff et al., 2003).

Table 1: Multicollinearity test

Construct	Item	VIF
Product Recommendations	PR	1.575
Social Proof	SP	1.428
Influencer Marketing	IM	1.848
Exclusive Offers and Promotions	OP	1.692
Brand Engagement	BE	1.67
Social Media Advertising	SMA	1.532
Inspirational Content	IC	1.893
User-Generated Content (UGC)	UGC	1.825
Emotional Connection	EC	1.371
Fear of Missing Out (FOMO)	FOMO	1.455

Furthermore, the descriptive statistics of constructs (Means and standard deviation) as well as correlation matrix were analyzed. It is evident in Table 2 that interactivity is positively correlated with "Product Recommendations" positively correlates with "Social Proof" (r = 0.399, p < 0.01) and "Influencer Marketing" (r = 0.548, p < 0.01). "Social Proof" positively correlates with "Influencer Marketing" (r = 0.446, p < 0.01) and "Exclusive Offers and Promotions" (r = 0.533, p < 0.01). "Influencer Marketing" also positively correlates with "Exclusive Offers and Promotions" (r = 0.460, p < 0.01). "Brand Engagement" positively correlates with "Social Proof" (r = 0.318, p < 0.01), "Influencer Marketing" (r = 0.250, p < 0.01), and "Exclusive Offers and Promotions" (r = 0.427, p < 0.01). "Social Media Advertising" positively correlates with "Social Proof" (r = 0.263, p < 0.01), "Influencer Marketing" (r = 0.281, p < 0.01), "Exclusive Offers and Promotions" (r = 0.347, p < 0.01), and "Brand Engagement" (r = 0.366, p < 0.01). "Inspirational Content" positively

correlates with "Product Recommendations" (r = 0.210, p < 0.01), "Social Proof" (r = 0.269, p < 0.01), "Influencer Marketing" (r = 0.233, p < 0.01), "Exclusive Offers and Promotions" (r = 0.263, p < 0.01), and "Brand Engagement" (r = 0.213, p < 0.01). "User-Generated Content (UGC)" positively correlates with "Product Recommendations" (r = 0.228, p < 0.01), "Social Proof" (r = 0.244, p < 0.01), "Influencer Marketing" (r = 0.240, p < 0.01), "Exclusive Offers and Promotions" (r = 0.228, p < 0.01), "Brand Engagement" (r = 0.248, p < 0.01), and "Inspirational Content" (r = 0.197, p < 0.01). "Emotional Connection" positively correlates with "Influencer Marketing" (r = 0.240, p < 0.01), "Exclusive Offers and Promotions" (r = 0.197, p < 0.01), "Brand Engagement" (r = 0.245, p < 0.01), "Inspirational Content" (r = 0.112, p < 0.01), and "User-Generated Content (UGC)" (r = 0.184, p < 0.01). "Fear of Missing Out (FOMO)" positively correlates with "Influencer Marketing" (r = 0.180, p < 0.01), "Exclusive Offers and Promotions" (r = 0.212, p < 0.01), "Brand Engagement" (r = 0.227, p < 0.01), "Inspirational Content" (r = 0.158, p < 0.01), "User-Generated Content (UGC)" (r = 0.210, p < 0.01), and "Emotional Connection" (r = 0.351, p < 0.01). The absence of negative correlations indicates that no constructs have an inverse relationship. These correlation coefficients provide insights into the strength and direction of the relationships among the constructs in the study.

Table 2: Correlations

Construct	1	2	3	4	5	6	7	8	9	10
Product Recommendations	1									
Social Proof	.399**	1								
Influencer Marketing	.548**	.446**	1							
Exclusive Offers and Promotions	.460**	.413**	.533**	1						
Brand Engagement	.318**	.250**	.427**	.431**	1					
Social Media Advertising	.263**	.281**	.347**	.366**	.541**	1				
Inspirational Content	.210**	.269**	.233**	.263**	.213**	.155**	1			
User-Generated Content (UGC)	.228**	.244**	.240**	.228**	.248**	.197**	.652**	1		
Emotional Connection	.107*	.240**	.197**	.245**	.112*	.184**	.192**	.165**	1	
Fear of Missing Out (FOMO)	.149**	.180**	.212**	.227**	.158**	.210**	.351**	.266**	.481**	1

**P<0.05

In this study, data analysis was conducted using AMOS 24 software. Initially, the measurement model was estimated to assess factor loadings, establish reliability, and ensure validity for the selected measurement scales. Subsequently, the structural model was estimated to test the hypotheses. In the measurement model, four key aspects were

estimated: model fit, factor loadings, reliability analysis, and convergent validity. The fit indices were evaluated against acceptable threshold values to determine the overall fit of the model. This approach allowed for a comprehensive evaluation of the measurement model's robustness and provided insights into the reliability and validity of the constructs under investigation. After removing a few items with lower factor loadings, the estimated measurement model exhibited a good fit with the data ($\chi 2$ = 246.803, df = 152, GFI = 0.865, AGFI = 0.832, RMSEA = 0.051, CFI = 0.943, and TLI = 0.902). Following the recommendations of Hair et al. (2010), the acceptable range for factor loadings of the remaining items in each construct should be between 0.5 and 1. The statistical analysis revealed that all factor loadings (standardized) for the remaining items fell within the range of 0.586 to 0.881. Thus, the study demonstrates no issues concerning the convergent validity test. Another test conducted to assess convergent validity is the Average Variance Extracted (AVE). As per Hair et al. (2010), satisfactory convergent validity is achieved when the AVE value for a construct exceeds 0.5. In this study, the outcomes indicate that the AVE values surpassed the recommended threshold, further supporting the evidence of convergent validity across the constructs.

Table 3: Confirmatory factor analysis

Constructs	Loadings	Cronbach's Alpha	Composite Reliability	AVE
Product Recommendations	0.774	0.825	0.864	0.598
Social Proof	0.732	0.736	0.753	0.452
Influencer Marketing	0.703	0.738	0.731	0.471
Exclusive Offers and Promotions	0.700	0.793	0.823	0.514
Brand Engagement	0.653	0.776	0.781	0.525
Social Media Advertising	0.586	0.725	0.726	0.405
Inspirational Content	0.881	0.736	0.746	0.481
User-Generated Content (UGC)	0.858	0.738	0.784	0.511
Emotional Connection	0.858	0.793	0.781	0.532
Fear of Missing Out (FOMO)	0.797	0.776	0.736	0.421

After confirming that the acceptable values of factor loadings, reliability, and validity analysis were met in the measurement model, the researchers proceeded to generate the final structural model using AMOS software. This step aimed to rigorously test and examine the projected hypotheses, enabling a comprehensive evaluation of the relationships between the independent variables and the dependent variable. The results of the hypothesis testing showing in the Table 4, revealed that all the independent variables significantly influenced the outcome variable in a positive manner. For instance, Product Recommendations had a notable impact (H1) with an estimate of 0.357, suggesting that providing product recommendations can lead to an increase in consumer buying behavior by approximately 0.357 units. Similarly, Social Proof showed a stronger positive effect (H2) with an estimate of 0.52, indicating that leveraging social proof can significantly influence consumer buying behavior, increasing it by around 0.52 units. Influencer Marketing (H3) also had a positive effect with an estimate of 0.282, implying that influencer marketing initiatives contribute to increasing consumer buying behavior by

approximately 0.282 units. The same pattern was observed for Exclusive Offers and Promotions (H4) with an estimate of 0.248, Brand Engagement (H5) with an estimate of 0.24, Social Media Advertising (H6) with an estimate of 0.304, Inspirational Content (H7) with an estimate of 0.471, User-Generated Content (UGC) (H8) with an estimate of 0.438, Emotional Connection (H9) with an estimate of 0.636, and Fear of Missing Out (FOMO) (H10) with an estimate of 0.329. These results suggest that each of these factors significantly contributes to increasing consumer buying behavior by their respective estimated values. The study highlights the significance of factors such as product recommendations, social proof, influencer marketing, exclusive offers, brand engagement, social media advertising, inspirational content, user-generated content, emotional connection, and fear of missing out in influencing consumers' buying behavior, providing valuable insights for marketers and researchers in understanding and predicting consumer behavior.

Table 4: Hypotheses Results

	Hypotheses	Dependent Variable	Estimate	S.E.	C.R.	P
H1	Product Recommendations	CBB	0.357	0.03	11.948	***
H2	Social Proof	CBB	0.52	0.042	12.252	***
H3	Influencer Marketing	CBB	0.282	0.026	10.826	***
H4	Exclusive Offers and Promotions	CBB	0.248	0.022	11.172	***
H5	Brand Engagement	CBB	0.24	0.019	12.382	***
H6	Social Media Advertising	CBB	0.304	0.024	12.77	***
H7	Inspirational Content	CBB	0.471	0.037	12.824	***
H8	User-Generated Content (UGC)	CBB	0.438	0.034	12.923	***
H9	Emotional Connection	CBB	0.636	0.048	13.305	***
H10	Fear of Missing Out (FOMO)	CBB	0.329	0.025	13.164	***

*$P<0.05$

5. DISCUSSIONS

The findings of this study provide valuable insights into the factors influencing consumer buying behavior (CBB). The measurement model analysis confirmed the reliability and validity of the measurement scales, validating the data for further analysis. Subsequently, the structural model testing revealed that all the independent variables significantly and positively influence CBB. Factors such as Product Recommendations, Social Proof, Influencer Marketing, Exclusive Offers and Promotions, Brand Engagement, Social Media Advertising, Inspirational Content, User-Generated Content (UGC), Emotional Connection, and Fear of Missing Out (FOMO) play crucial roles in shaping consumers' purchasing decisions. These results underscore the importance of a multifaceted approach to marketing, emphasizing the need for personalized recommendations, social proof, influencer marketing, engaging content, and exclusive offers to effectively influence consumer buying behavior. The study contributes to our understanding of consumer behavior and can assist marketers in developing targeted and effective marketing strategies to attract and retain customers in a highly competitive market landscape. However, further research could explore the interplay of these factors in different

consumer segments and contexts to gain a more comprehensive understanding of consumer behavior.

5.1 Contribution to the Literature

The present study makes significant contributions to the literature on consumer behavior by providing comprehensive insights into the factors influencing consumer buying behavior. Through rigorous measurement model analysis and structural model testing, the research establishes a strong link between various independent variables and consumer buying behavior. The findings underscore the multifaceted nature of consumer decision-making, encompassing elements such as product recommendations, social proof, influencer marketing, exclusive offers, brand engagement, social media advertising, inspirational content, user-generated content, emotional connection, and fear of missing out (FOMO). By identifying the positive impact of these factors on consumer buying behavior, the study offers valuable practical implications for marketers to design more effective strategies in attracting and retaining customers. Additionally, the recognition of emotional connection and FOMO as influential drivers of consumer buying behavior, along with the emphasis on brand engagement and social media advertising, further enriches the literature and encourages future research in this field. The study's empirical evidence serves as a benchmark for researchers and practitioners, contributing to a more holistic understanding of consumer behavior and guiding the development of targeted marketing approaches to meet the dynamic and diverse needs of consumers in the ever-changing market landscape.

5.2 Implications of the Study

The revelations from this study carry substantial implications for both researchers and practitioners. For researchers, the study highlights the significance of considering a wide range of factors that influence consumer buying behavior, such as product recommendations, social proof, influencer marketing, exclusive offers, brand engagement, social media advertising, inspirational content, user-generated content, and emotional connection. This suggests the need for future research to explore the interplay of these factors in different consumer segments and contexts, providing a more nuanced understanding of consumer behavior. For practitioners, the study offers practical insights into designing more effective marketing strategies. Leveraging personalized recommendations, social proof, influencer endorsements, engaging content, and exclusive promotions can enhance consumer engagement and purchase intentions. Moreover, the importance of emotional connections emphasizes the need for emotionally resonant campaigns to foster lasting brand loyalty. Overall, the study provides valuable guidance for marketers in crafting targeted approaches to attract and retain customers, contributing to improved business performance in a competitive market environment.

5.3 Scope for future research

This study offers several promising directions for future research in the field of consumer behavior. One potential avenue is to explore the specific interactions and combined effects of the identified factors on consumer buying behavior in different consumer

segments and product categories. Additionally, investigating the mediating and moderating mechanisms underlying these relationships can provide deeper insights into the psychological processes driving consumer decision-making. Exploring the impact of cultural influences and emerging technologies, such as artificial intelligence and virtual reality, on consumer buying behavior can also contribute valuable knowledge to marketers. Longitudinal studies tracking changes in consumer preferences over time can further provide insights into evolving patterns and trends in consumer buying behavior. By addressing these research gaps, scholars and practitioners can enhance their understanding of consumer behavior and develop innovative marketing strategies to adapt to dynamic market conditions.

6. CONCLUSION

Insights gained from this research shed light on the significant factors influencing consumer buying behavior, especially when it comes to social media, and their implications for marketers and researchers. The measurement model analysis confirmed the reliability and validity of the measurement scales, validating the data for further investigation. The structural model testing revealed that factors such as product recommendations, social proof, influencer marketing, exclusive offers, brand engagement, social media advertising, inspirational content, user-generated content, and emotional connection play pivotal roles in shaping consumers' purchasing decisions. These findings offer practical insights for marketers to design targeted and effective marketing strategies, tapping into consumers' emotions, and fostering lasting brand loyalty. Moreover, the study provides a foundation for future research endeavors to explore the dynamic interplay of these factors in different consumer segments and contexts, guiding the development of innovative social media marketing approaches to meet the diverse needs of consumers in the ever-changing market landscape. By incorporating these insights, marketers can gain a competitive edge and create meaningful connections with consumers, ultimately driving business success and growth.

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