

Understanding the Impact of Social Media on Consumer's Attitude and Decision Making Process

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ABSTRACT

Consumer attitude is a combination of consumer belief systems, thoughts, and behavioral intent towards a brand. The shopping behavior of consumers today is greatly influenced by social media. Research suggests that there is an increasing reliance of consumers on social media to get information about unfamiliar brands. This study tries to understand how consumer attitude, when combined with social media, helps the customer make the final purchase decision. The present research was undertaken to determine the degree of social media's effect on customer decision-making for fast-moving consumer products at various phases of the process. The stages included are information search, alternative evaluation and post purchase stages. SEM has been used to evaluate the theoretical model. The model supports a direct relationship between attitude and social media. Also, direct relationship was supported between attitude and different stages of decision making process. Furthermore, the relationship between attitude and information search, and attitude and post purchase behaviour was found to be significantly partially mediated by social media.

Keywords: Consumer Attitude, Social Media, Decision Making Process

INTRODUCTION

The advent of the Internet and, more particularly, the interactive features of Web 2.0 have re-shaped our lives in multiple ways and has affected our decision making process in more ways than one. Social media sites are being used by business houses to broaden their global presence to customers (Gao et al., 2018). Social media usages becoming significantly essential to an understanding of a company's overall strategy and marketing communication process (Hamilton et al., 2018; Li, 2021). Electronic commerce has significantly changed the way consumers shop. For a vast majority of consumers today, shopping online has become a way of life. Social media, including social networking sites like Facebook, Instagram, LinkedIn, company websites and e-commerce sites, has presented numerous opportunities for marketers to build close relationships with customers (Thackeray et al., 2008). In the age of information, consumers are increasingly exposed to parallel usage of physical and electronic access to markets. It is

imperative that marketers must ensure they understand and leverage knowledge of how their target customers are being influenced and also influence the social media ecosystem they live in which forms a key component of this e-ecosystem (Ščeuľovs & Gaile-Sarkane, 2010). The focus of this research is however primarily addressed toward the marketer-customer interface.

E-commerce has provided strategic, informational and operational benefits for both marketers and customers. It has changed the parameters of consumer value causing pace, ease, personal service, an attractive price, and the ability to influence an deal are all taking centre stage.

Facilitating this new set of consumer values is the information explosion that determines how individuals handle, consume and ignore information. As a result, when marketers try to control information behaviour, their goal is to increase the effectiveness of an organization's information environment through coordinated action (Kotler, 2003). Customers are looking for information, comparing costs, and trying to find the best deal for

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themselves, so managing the information environment is critical. According to Wilson's (1981) information-seeking behaviour models, the context of information need, intervening factors, and triggering mechanisms all contribute to information seeking activities including passive attention, passive quest, active search, and continuous search (Wilson, 1997). The activity of validating purchasing decisions and reducing post-purchase dissonance is addressed by ongoing search.

Today, Companies are devoting a notable slice of their marketing budget to social media. According to a Smart Insights report from 2017, more than 2 billion people were involved on social media worldwide in 2017, with that number predicted to rise to 2.5 billion in 2018. The study went on to say that when it comes to buying goods and services, social media has just as much impact on customers as television advertising, and it's on the rise. More than half of social media marketers (52%) said social media has assisted their firm in growing sales and profitability, while 48% said it has had a modest influence but must be controlled, according to the same research (Herhold, 2017).

Taking this into perspective, it becomes imperative to study how social media influences consumers' decision making process. The primary goal of this study is to determine the extent to which social media influences customer decision-making for fast-moving consumer products at various phases of the process.

THEORETICAL FRAMEWORK AND DEVELOPMENT OF HYPOTHESIS

Perceived Channel Utilities and Buying Behaviour

The client uses the contact channel to get the details he or she wants to make better decisions. Consumers are known to shop when faced with a difficult decision. In general, consumers go through the decision-making process in stages, first filtering out less favorable options and then comparing the reduced consideration set in depth to effectively minimize cognitive dissonance. When there are a large number of options, Bettman's (1979) research suggests that a staggered decision approach, which includes an exclusion phase and a choice phase, is

likely to be used. A phased decision strategy necessitates a certain quantity and quality of knowledge, with the quantity sufficient to assist consumers in forming their consideration set and the quality sufficient to allow them to make final decisions. In a nutshell, the usefulness of a communication channel is determined by its efficiency, quantity, and timeliness of information.

Social Media

As explained by Blackshaw (2006), Social Media is "media impressions created by users, usually influenced by relevant experience and achieved and posted online for easy access by other impressionable consumers". As stated by Facebook (2019), Social media is used by hundreds of millions of persons every day. It has swiftly become an inseparable part of our generation. Through social media content, customers produce, initiate, share, and use a range of new and old sources of online information with the goal of educating one another about goods, companies, services, and concerns (Blackshaw & Nazzaro, 2006). Since broad customers tend to use the Web's "collective wisdom" (Litvin, Goldsmith & Pan, 2008), this poses a threat to many businesses' existing marketing practices. So to the growth of social media and online communities, people may now instantly exchange and access information (Chen et al., 2011).

As early as 2006, it was shown beyond a shadow of a doubt that social media had begun to supplant traditional information sources (Jepsen, 2006). Subsequent research backs up the idea that social media can affect purchasing decisions (Constantinides & Fountain, 2008).

Media analysis (social presence, media richness) and social processes are two main elements that characterize social media (self-presentation and self-discretion). According to Short, Williams and Christiein (1976) social media theory, "media differ in their degree of social presence, which is defined as the aural, visual, and bodily contact that may be accomplished." The social presence of a medium is influenced by its familiarity and immediacy. The greater the social impact that contact partners have on each other's actions, the higher their social presence. As a result, we propose a hypothesis.

H1: The attitude of consumers towards shopping is perceived to be influenced by the extent of usage of social media than those whose usage of social media is limited.

Social Media and Information Search

Information search is a well-researched and studied subject in the field of consumer behavior (Schmidt & Spreng, 1996; Mortimer & Pressey, 2013). Information search is described by Srinivasan and Ratchford (1991, p. 215) as “the effort aimed at acquiring information from the external world.” Customers may also seek basic and additional information online (Ratchford et al., 2003) (Klein & Ford, 2003). For the relative simplicity and convenience it offers, consumers are gradually turning to the Internet to shop. When they grow in sophistication, they become more discerning in their pursuit of the best goods at the best rates. In Stigler’s (1961) cognitive approach, where the consumer’s search behaviour is assessed from a cost/benefit standpoint, the customer is assumed to be a rational decision maker who predominantly utilises cognitive processes. As a result, information search, which is the initial phase in the consumer decision-making process, is becoming increasingly important. The extremely participatory nature of the web environment, which allows customers to begin and control deep, nonlinear searches, is an unavoidable fact. This spawned a slew of studies, one of which said categorically that Internet technology makes knowledge retrieval simpler (Chen et al., 2002).

The strong factor for consumers to seek for information is to fulfil their unique information demands linked to product awareness. In a 2002 report, Kozinets found that consumers use a variety of online formats to communicate about a business, product, service, or brand, including blogs, podcasts, social networks, bulletin boards, and wikis, resulting in communication with other customers. As a result, it has been found that people often use social media platforms as sources of information in order to broaden their horizons (Mitsis & Foley, 2012).

H2: The attitude of consumers towards information search during the decision making process is perceived to be influenced by social media.

Social Media and Alternative Evaluation

According to a study by Haubl and Trifts (2000), In order to make a purchasing decision, most potential customers go through a two-stage procedure. Consumers generally

go through an elimination process in which they examine a large number of items in order to narrow down feasible alternatives that best meet their expectations and meet their needs. The alternatives in the subset are further evaluated in greater depth before finally arriving at a purchase decision.

Because of social networking sites, people’s behaviour, tastes, values, and expectations for product performance and enjoyment have all changed. As a result, their loyalty to brands and organisations may be persuaded much more readily, whether during the information search or alternative appraisal of the common choice process (Bolton et al., 2013). The process of evaluating numerous choices and making a purchasing decision based on suggestions found on blogs, forums, and social media sites. Susaria et al. (2016) observed that social media recommendations and e-WOM had a greater influence on demand, with online media platforms acting as important “influencers” since they can grab customers’ attention. (Berger & Schwartz, 2011). Word of mouth and social media, which currently account for 20-25% of all purchase choices, are a credible source of information since people share their experiences electronically through feedback, reviews, complaints etc. (Chawdhary & Dall Olmo Riley, 2015).

A study by DEI Worldwide in 2008, which primarily aimed at exploring consumer engagement. According to the study, 70% of customers used social networking sites to get brand and product information, with over 49% of them making a purchase choice based on the information they found there. As a result, a slew of social media platforms have sprouted up to enable knowledge sharing and content production in an online setting (Chen et al., 2011a). Consumers make extensive use of information available online to read about the opinions and experiences of other consumers as well as write contributions by themselves (Cheung et al., 2008).

Therefore, the study develops the hypothesis that the way consumers explore for information and analyse the various alternatives available to them during their decision making process is influenced by social media.

H3: The attitude of consumers towards alternative evaluation during the decision making process is perceived to be influenced by social media.

Social Media and Post Purchase Behaviour

Cognitive dissonance is a psychologically unpleasant condition caused by a misalignment of attitude and conduct. People are usually motivated to act in order to reduce this inconsistency by their discomfort. The phase immediately following a purchase is a rather critical period for both marketers and consumers. It is, at this juncture, consumers attempt to minimize dissonance by the the perceived appeal of the chosen alternative while undermining the non-chosen alternative.

From knowledge acquisition through post-purchase behaviour, such as dissatisfied behaviours regarding a product or a business, social media has affected customer behaviour (Mangold & Faulds, 2009). There is enough evidence to show that potential customers trust other users' suggestions more than vendor-generated product information (Ridings & Gefen, 2004). Online community connections facilitated by social media have the extra benefit of boosting trust and lowering perceived risk, therefore reducing cognitive dissonance to some extent. According to previous study, even a small amount of negative information from a few social media postings may have a substantial influence on client perceptions (Schlosser, 2005).

H4: The attitude of consumers at the post purchase stage during the decision making process is perceived to be influenced by social media.

RESEARCH METHODOLOGY AND DATA ANALYSIS

The research methodology consisted of two phases – Phase 1: Qualitative Research based on Focus Group Discussions and Phase 2: Quantitative Research. Qualitative Research (Phase 1) was conducted in order to assess and identify the level of awareness and familiarity consumers had with SNS and to understand if consumers used SNS, more specifically during the stages of process of decision making.

Qualitative Research (Phase 2): Two focus group discussions were conducted by a trained moderator using a specific set of guidelines (Krueger, 1997) with 8-10 participants in the age range 28-42 years in each group. Participants in both the focus groups indicated that they

did use SNS, specifically Facebook, YouTube, company websites and e-commerce sites during the decision making process. The questionnaire was designed taking the above inputs into consideration.

Quantitative Research Phase: To test the stated hypotheses stemming from the theorized model (Fig. 1) a questionnaire containing items from established scales. The items were modified slightly according to the Indian context. A pretest was conducted employing the pilot study by two experts chosen based on their research and industry expertise. The questionnaire was distributed to 15 customers in order to identify issues and make suggestions for improvements.

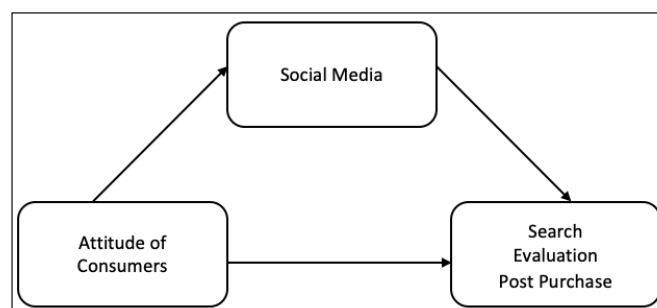


Fig. 1: Theorized Model

The survey instrument was used to collect cross-sectional data from a sample (N) of 300 respondents. Data was collected by using convenience sampling as a sampling frame for all people using SNS for shopping decisions. All questionnaires were administered electronically through emails using personal networks of each of the researchers. As each researcher had sufficient contacts in their network who were online shoppers using SNS, this method did not pose any problem. Sarantakos (2012) and Mortimer and Pressey (2013) both advocated for this technique to decrease non-responses.

Measures

Each construct's measurements used in the hypothesized model were carefully selected from current literature and on the basis of their relevance to the present study. The measurements have been further adjusted to assure dependability on a 7 point likert scale.

To study the attitude of consumer towards purchase decision on social media, four different variables were

taken into consideration. We have used the exploratory information seeking dimension (EIS) of the “Exploratory Buying Behavior Tendencies (EBBT)” scale which is two dimensional (Baumgartner & Steenkamp, 1996). It is composed of 10 items scored scale. The items have been customized to adapt to online buying behaviour. The four-item measure of attitude toward social media advertising was taken from (Chang & Thorson, 2013). Scale of post purchase behaviour was adapted from Sweeney, Hausknecht and Soutar (2000). This scale consists of 22 items; but we have used only the Wisdom of Choice component of the scale.

Sample Structure

The study included a sample of 300 respondents ranging in age from 21 years to 49 years. Close to 28% of the population was over the age of 41 years and 44.7% of the population was male. Data represented in Table 1 below.

Table 1: Sample Descriptive

<i>Descriptive Statistics</i>		<i>Percentage</i>
Gender	Women	55.3
	Men	44.7
Age (Years)	<21	15.8
	22-30	32.9
	31-40	23.0
	41 & above	28.3
Time Spent on Social Media	Less than 1 hour	30.6
	1 hour- 2 hour	35.5
	2-3 hours	15.1
	more than 3 hours	18.8
Income per Annuum (INR)	< 5,00,000	24.7
	5,00,001-8,00,000	36.8
	8,00,001-12,00,000	17.1
	12,00,001 or more	21.4

ANALYSIS

Proposed hypotheses and models were assessed after the data was put through a series of processes. The research

uses two statistical software, viz., IBM SPSS 24 and AMOS 22.

Common Method Bias

The current study employed “Harman’s Single Factor” Tool to analyse biasness because it is the most frequently used test to assess CMB. In the study, variance explained was calculated at 35.817%, as Harman (1976) proposes a threshold of less than 50%. Further confirmatory factor analysis was also conducted, it is seen to be more trustworthy. Model fit indices of multi factor models are better than single factor models, as seen in Table 2.

Table 2: Assessment of Biasness through Common Method

<i>Indices Model Fit</i>	<i>Multi-Factor</i>	<i>One Factor</i>	Δ
CMIN	1262.463	5318.682	4134.095
DF	499	527	28
CMIN/DF	2.374	10.092	7.718
GFI	.803	.409	.394
AGFI	.765	.332	.433
NFI	.888	.495	.393
IFI	.932	.521	.411
CFI	.931	.52	.411
RMSEA	.067	.173	-.106
RMR	.094	.334	-.24

Psychometric Properties of Scales Assessment

Reliability Measures

For each of the parameters listed, Cronbach’s coefficient was calculated individually, which were above the cut off limit of 0.7 (Fornell & Lacker, 1981). SMC value of the measurement item was greater than the cut off criteria of 0.3 (Hair et al., 2010) as shown in Table 3 below. The skewness value varied from (-.090 to -1.369) and the kurtosis value varied from (-1.296 to 1.123), indicating normalcy in the item distribution (Hair et al., 2010).

Table 3: Factor Extraction of Measurement Items

<i>Factors</i>	<i>Variables</i>	<i>Standardised Factor Loading</i>	<i>SMC</i>	<i>Alpha</i>
Attitude	AX_11	0.839	0.703	0.940
	AX_12	0.862	0.742	
	AX_13	0.947	0.896	
	AX_14	0.943	0.889	
	AX_21	0.805	0.648	
	AX_22	0.899	0.808	
	AX_23	0.864	0.746	
	AX_31	0.823	0.677	
	AX_32	0.872	0.761	
	AX_33	0.890	0.791	
	AX_41	0.844	0.713	
	AX_42	0.890	0.791	
	AX_43	0.801	0.642	
	AX_44	0.846	0.716	
Social Media	SM_1	0.833	0.694	0.924
	SM_2	0.848	0.719	
	SM_3	0.891	0.793	
	SM_4	0.837	0.701	
	SM_5	0.842	0.708	
Search	S_1	0.865	0.749	0.922
	S_2	0.864	0.746	
	S_3	0.887	0.786	
	S_4	0.856	0.733	
	S_5	0.794	0.631	
Evaluation of Alternatives	E_1	0.862	0.741	0.926
	E_2	0.886	0.784	
	E_3	0.890	0.792	
	E_4	0.852	0.726	
	E_5	0.797	0.635	
Post Purchase Behaviour	P_1	0.892	0.795	0.958
	P_2	0.902	0.802	
	P_3	0.896	0.814	
	P_4	0.891	0.793	
	P_5	0.892	0.796	

Overall Fit of the Model

The study accepted the opinions of the researchers in order to conduct the assessment of overall model fit (Boomsma, 2000; McDonald & Ho, 2002; Schreiber, 2008). The

goodness of fit measurement indices GFI, AGFI, IFI, NFI, and CFI indicate that the model has significant evidence of unidimensionality (Byrne, 1994). RMSEA (0.071) and RMR (0.094) are also within the specified range, thus acceptable (Table 4).

Table 4: Fit Statistics of the Model

Model Fit	Cut-off Criteria	Model Statistics
CMIN		1262.463
DF		499
CMIN/df	<4	2.530
GFI	≥.9	.803
AGFI	≥.8	.765
IFI	≥.9	.932
NFI	≥.9	.881
CFI	≥.9	.924
RMR	≥.1	.094
RMSEA	≤.8	.071
ECVI	Smaller the better	4.541

Validity Concern

Hair et al. (2012) state that there are three main techniques employed by researchers to establish convergent validity. Standardised factor loading, CR, and AVE should be greater than 0.5, 0.6, and 0.5 respectively (Kesharwani & Bisht, 2012); which demonstrate considerable convergent validity. As shown in Table 5, AVE values vary from 0.71 to 0.8, while CR values range from 0.89 to 0.95.

The diagonal values must be higher than the non-diagonal values to obtain discriminant validity. “Non-diagonal values represent correlations between constructs, while diagonal values are the square root of the average variance explained” (Kesharwani & Tiwari, 2011). Table 5 shows that all of the model’s metrics are overall trustworthy and valid.

Table 5: Validity Measurement of the Model

	CR	AVE	MSV	1	2	3	4	5	6	7	8
1	0.952	0.8	0.105	0.895							
2	0.929	0.723	0.485	0.096	0.850						
3	0.933	0.736	0.630	0.324	0.637	0.858					
4	0.931	0.729	0.630	0.281	0.697	0.794	0.854				
5	0.944	0.808	0.467	0.211	0.638	0.534	0.590	0.899			
6	0.910	0.716	0.378	0.297	0.545	0.495	0.549	0.611	0.846		
7	0.892	0.734	0.467	0.235	0.652	0.465	0.567	0.683	0.615	0.857	
8	0.897	0.743	0.416	0.287	0.579	0.593	0.642	0.645	0.602	0.572	0.862

PATH ANALYSIS

Finally, The assumptions are tested using structural equation modelling. Fig. 2 depicts the estimated research model, which shows the strength and the direction of proposed components.

Table 6: Structural Parameter Estimates

Hypothesis/Parameter	Path Estimates (Beta)	p Value	Result
Attitude→Search	1.167	***	Supported
Attitude→ Evaluation	0.450	***	Supported
Attitude→ Post Purchase	1.157	***	Supported
Attitude → Social Media	0.827	***	Supported

To investigate how customer attitudes impact the search process, Hypothesis 2 is validated and, as a result, accepted (= 1.167; p. 05) Hypothesis 3, which proposes a positive

connection between attitude and alternative evaluation, is supported (=45; p. 05). Hypothesis 4, which predicts effects of attitude on post purchase behaviour of the consumers, is supported ($\beta=1.157$; $p<.05$). All of these outcomes provide strong support for our assumption and a significant relationship exists between the constructs. They are represented in Table 6.

Mediation Analysis

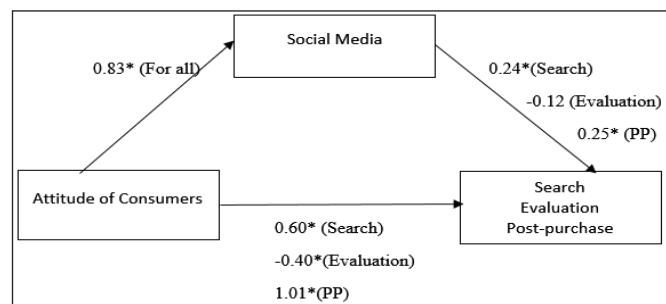


Fig. 2: Structural Equation Model

Table 7: Mediation Effect

<i>Relationship (Mediator as Social Media)</i>	<i>Total Effect</i>	<i>p Value</i>	<i>Indirect Effect</i>	<i>p Value</i>	<i>Direct Effect</i>	<i>p Value</i>	<i>Mediation Remarks</i>
Attitudeà Search	0.799	0.001	0.2	0.003	0.6	0.001	Partial Mediation
Attitudeà Evaluation	0.305	0.001	-0.096	0.262	0.402	0.003	No Mediation
Attitudeà Post-purchase	0.803	0.001	-0.211	0.001	1.014	0.001	Partial Mediation

Table 7 indicates that a significant relationship exists between attitude of consumers towards social media where the $\beta=0.827$ and $p<.05$. This supports the hypothesis that there exists a positive relationship between consumer attitude towards shopping and usage of social media.

The findings demonstrate that attitude of consumers has direct and indirect impact on the search process. The indirect effect (0.2) of construct clearly demonstrates that attitude of consumers towards the search process is more favourable when using social media. This basically implies that social media partially mediates the relationship between attitude and search. Data indicates that a direct effect (0.402) exists in the relationship between attitude and social media. The indirect effects (-0.096) of constructs clearly indicates that there is no mediating effect of social media on the attitude of consumers and alternative evaluation. Thus implying that social media does not play a role in the consumer's alternative evaluation process. There exists both direct (1.01) and indirect (-0.2) partial influences of attitude on post purchase behaviour with the mediation of social media. The findings demonstrate that attitude of consumers has direct and indirect impact on post purchase behaviour of the consumers. The indirect effects (-0.2) of constructs clearly indicates that attitude of consumers leads to negative post purchase behaviour when there is intervention of social media which further implies that social media negatively partially mediates the relationship between attitude and post purchase behaviour. This would imply that social media results in cognitive dissonance for the consumer.

CONCLUSION AND IMPLICATIONS

Social media has now become a great channel for marketers to reach out to customers. Social media is essential for marketers as it enables them to engage in direct interaction with customers, which, in turn, indulges customers directly with brands (Chaturvedi & Gupta, 2014). We all are living in a contemporary, digital era, in

which many actions that needed more energy and time, a few years ago, seem to be just a click away (Ramalho, 2018). There should be integration of the corporates with the social media channels to make them fully exploit. Such qualities are critical for establishing a long-term competitive edge, as well as improved market and financial performance (Appel, 2020; Gordon et al., 2019).

This study attempts to find the connection between one of the consumer behaviour aspect, viz. attitude and social media. According to the findings, there is a direct link between a consumer's attitude about buying and their use of social media. Technological advancements have changed the way people develop opinions (Kiran & Vasantha, 2016). The results prove a direct relation between attitude of consumers and search process. This finding replicates the results of Chen et al. (2002). After searching for relevant information, consumer evaluates the alternatives, so as to purchase the best of the lot. This study validates this finding in social media context. A direct relationship is established between attitude of consumer towards social media and evaluation of alternatives. Social media has significant relationship with different stages of purchasing behaviour, this result is in congruence with the findings of Chen and Lin (2019); Haubl and Trifts (2000) and Bolton et al. (2013). Moving ahead in the purchase process, after evaluating the available alternatives, consumer makes the purchase decision. But, that decision may give rise to an unpleasant or unsatisfying feeling, viz., cognitive dissonance. The present study establishes a direct relation between the effect of attitude on the post purchase behavior of the consumer. In other words, positive the attitude, positive will the post purchase behavior. But, the role of social media, specially word-of-mouth and online reviews, do play a role in shaping the post purchase behavior of the consumer (Schlosser, 2005; Kim, 2011).

It was observed that social media partially mediates the relationship between attitude and information search. This indicates that perhaps the consumer's attitude towards the

information search process is more conducive while using social media. Social media was also found to partially mediate (negatively) the relationship between attitude and post purchase behaviour. This suggests that consumer attitudes lead to negative post-purchase behavior when social media is concerned. Surprisingly, social media does not mediate the relationship between attitude and evaluation of alternative. The possible explanation for this could be given to the preference of customer to visit the retail store, so as to physically evaluate the option available, rather than relying on what others have to say on the social media (word-of-mouth and online reviews).

The market transition from retail to online has resulted in a transition of consumer attitude. Social media has had an effect on the consumer's buying behaviour (Kiran & Vasantha, 2016). The digitization of shopping has evolved the way individuals shape their attitude, and social media had already been a growing trend by garnering a broad spectrum of customers. The direct linkages between attitude of consumer, social media and the purchase behaviour, shows the marketer that social media is more than a platform for promotion of the products. Social media websites are a major step forward for marketers to build experience and brands must use data stored on social media websites to enhance the experience for users of their brand. Moreover, social media has been found to anticipate the probability of product being bought (Hill, Provost & Volinsky, 2006). Comprehending the market that a marketer wants to operate in is crucial for its survival. Customers get a variety of options for what to buy and from where to buy. Marketers ought to know how customers shop in order to survive. Understanding the consumer behaviour, in this era of social media, is the key to success (Sandle, 2018), and the result of this study proves the same.

LIMITATIONS AND FUTURE SCOPE

The majority of the respondents in this research constitutes of age group between 22-30 years. The result may get biased, in comparison to a larger audience. In general, older audience may not be tech-savvy and do not use social media channels, even if they want to, due to lack of knowledge. Moreover, data was collected from the respondents residing in the cities of Delhi, Noida, and Gurugram. So, generalizability of result might pose as a

limitation. Therefore, future research can be conducted on an age group comprising of older respondents. Moreover, data can be collected from different part of the country, to get a more generalized result.

This technology has not adopted any well-established theoretical model of user's acceptance of technology, for e.g. Technology Acceptance Model (Davis, Bagozzi & Warshaw, 1989). With the help of available literature, researchers have come up with a conceptual framework, which might not be applicable in different countries, due to language or cultural differences. Future work can be conducted, taking TAM as the base model, and studying the role of consumer attitude towards purchase decision made on social media.

This study has only taken into consideration one aspect of consumer behaviour, i.e., consumer attitude. Consumer behaviour comprises of a vast area of research, hence future research work can take into account different aspects of consumer behaviour and relate it to the social media purchase behaviour.

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