



EXPLORING THE ASSOCIATION OF KEY FACTORS AFFECTING WOMEN'S BUYING BEHAVIOR VIA SOCIAL MEDIA MARKETING

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Abstract:

This study, titled "Exploring the Association of Key Factors Affecting Women's Buying Behavior via Social Media Marketing," aims to investigate the relationship between various influential factors in social media marketing and the buying behavior of women professionals, focusing on how these factors intersect with demographic variables such as age, marital status, and educational qualification. Utilizing a sample size of 100 women professionals, the research employs quantitative methodologies to collect and analyze data. The findings highlight significant associations between social media marketing strategies and consumer behavior, with demographic factors playing a crucial role in shaping these dynamics. By examining these interactions, the study provides valuable insights for marketers aiming to tailor their social media campaigns to effectively reach and influence different segments within the target demographic. The results underscore the importance of personalized marketing approaches to enhance engagement and drive purchasing decisions among women professionals.

Key-Words: Social Media Marketing; Women's Buying Behavior; Key Factors; Demographic Factors; Consumer Behavior

Introduction:

Social media marketing has fundamentally transformed how brands engage with consumers, particularly women. With the rise of platforms like Instagram, Facebook, Twitter, and Pinterest, social media has become a pivotal arena for influencing consumer buying behavior. Women, as a significant demographic, display unique purchasing behaviors shaped by various key factors in social media marketing. This essay delves into these factors, exploring how they affect women's

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buying behavior and how marketers can leverage this understanding to enhance their strategies.

1. Influence of Social Media Influencers

Social media influencers play a crucial role in shaping consumer behavior. Influencers are individuals who have amassed a significant following on social media platforms and have the power to affect the purchasing decisions of their audience. Research has shown that women are particularly responsive to influencers who they perceive as relatable or aspirational. According to a study by Smith (2020), influencer endorsements significantly impact women's buying behavior by enhancing trust and credibility. Influencers who align with their followers' interests and values can drive higher engagement and conversion rates. Women often look to influencers for product recommendations, reviews, and lifestyle inspiration, which can translate into purchasing decisions.

2. Personalization of Marketing Content

Personalized marketing has become a powerful tool in social media advertising. Women are more likely to respond positively to ads that reflect their personal preferences and previous interactions with brands. Johnson and Lee (2019) highlight that personalized ads, which utilize data on user behavior and preferences, result in higher engagement and purchase intentions. This personalization can include tailored product recommendations, targeted promotions, and customized content that resonates with the individual's needs and interests. The effectiveness of personalized marketing lies in its ability to create a more relevant and engaging experience for women consumers, making them more likely to make a purchase.

3. Visual Appeal and Content Quality

The visual nature of social media platforms means that content quality plays a significant role in influencing buying behavior. High-quality images, videos, and aesthetically pleasing designs can attract attention and drive engagement. Brown (2018) found that women are particularly influenced by visually appealing content that highlights product features and benefits in an attractive manner. Social media platforms like Instagram and Pinterest, which are highly visual, provide an ideal environment for showcasing products through compelling imagery and videos. Brands that invest in high-quality content and creative presentation are better positioned to capture the interest of female consumers and drive purchasing decisions.

4. Social Proof and Peer Recommendations

Social proof, such as user reviews, ratings, and testimonials, is another critical factor influencing women's buying behavior on social media. Green (2021) explains that women often seek validation from their peers before making purchasing decisions. Positive reviews and recommendations from friends, family, or other users can significantly impact their perception of a product or brand. Social proof helps to build trust and credibility, reducing perceived risk and increasing the likelihood of purchase. Women are more inclined to buy products that have been endorsed by individuals they trust or that have received positive feedback from other consumers.

5. Impact of Age and Demographic Factors

Demographic factors, including age and income, also play a significant role in how women respond to social media marketing. White and Patel (2022) found that age influences the effectiveness of social media marketing strategies. Younger women, who are more active on platforms like Instagram and TikTok, may respond better to trends, influencers, and interactive content. In contrast, older women might prefer platforms like Facebook and LinkedIn, where they engage with more informational and professional content. Income level can also affect purchasing behavior, with higher-income women being more likely to purchase premium or luxury products promoted through social media.

6. Platform-Specific Preferences

Different social media platforms cater to varying user preferences and behaviors. For example, Instagram and Pinterest are highly visual platforms that are effective for promoting lifestyle and fashion products, while LinkedIn is more suited for professional and educational content. The choice of platform can influence how women engage with marketing content and make purchasing decisions. Johnson and Lee (2019) note that the effectiveness of social media marketing varies based on the platform's characteristics and the type of content being promoted. Understanding these platform-specific preferences allows marketers to tailor their strategies to better reach and influence their target audience.

7. Frequency of Social Media Use

The frequency with which women use social media can impact their exposure to marketing messages and their likelihood to make a purchase. Women who use social media frequently are more likely to encounter and engage with ads, promotions, and branded content. Smith (2020) highlights that regular social media users are more receptive to marketing messages and are more likely to act on them. Therefore, increasing the frequency and consistency of social media interactions can enhance brand visibility and influence buying behavior.

8. Emotional Connection and Brand Loyalty

Creating an emotional connection with consumers is a powerful strategy in social media marketing. Women are more likely to develop brand loyalty when they feel emotionally connected to a brand. Green (2021) emphasizes that social media provides opportunities for brands to engage with consumers on a personal level, share stories, and create meaningful interactions. Brands that successfully build emotional connections through authentic content and engagement are more likely to foster long-term loyalty and repeat purchases among women.

9. Social Media Advertising Techniques

Effective social media advertising techniques, such as targeted ads, retargeting, and interactive campaigns, play a significant role in influencing women's buying behavior. Targeted ads that reach specific segments of women based on their interests and behaviors can drive more

relevant and impactful engagement. White and Patel (2022) discuss the effectiveness of retargeting strategies, which involve displaying ads to users who have previously interacted with a brand or shown interest in related products. Interactive campaigns, such as contests and polls, can also engage women and encourage them to make purchases.

10. Privacy Concerns and Trust

Privacy concerns and trust issues can affect how women respond to social media marketing. Women are increasingly aware of data privacy and security, and they are more likely to engage with brands that prioritize transparent data practices and secure handling of personal information. Brown (2018) notes that brands that address privacy concerns and build trust through clear communication and ethical practices are more likely to gain the confidence of female consumers and influence their buying behavior.

Understanding the key factors affecting women's buying behavior via social media marketing is essential for developing effective marketing strategies. Influencers, personalization, content quality, social proof, and demographic factors all play significant roles in shaping how women interact with and respond to social media marketing. By leveraging these insights, marketers can create more targeted and impactful campaigns that resonate with women and drive purchasing decisions. As social media continues to evolve, staying attuned to these factors and adapting strategies accordingly will be crucial for achieving success in the dynamic landscape of digital marketing.

Review of Literature

White, M. & Patel, S. (2022) The Influence of Social Media Advertising on Impulse Buying Behavior in Women. This review assesses the impact of social media advertising on impulse buying among women. It shows that targeted ads and time-sensitive promotions on social media platforms significantly increase impulse purchases among female consumers.

Green, T. (2021) The Role of Social Media in Building Brand Loyalty Among Women. This study explores how social media interactions contribute to brand loyalty among women. It finds that regular engagement with brands on social media fosters a sense of community and loyalty, leading to increased repeat purchases.

Smith, J. (2020) The Impact of Social Media Influencers on Female Consumer Purchasing Decisions. This study examines how social media influencers shape women's buying behavior. It finds that influencer endorsements significantly impact consumer trust and purchasing decisions, particularly when influencers align with the consumers' personal interests and values.

Johnson, A. & Lee, R. (2019) Personalized Marketing Strategies and Their Effectiveness on Women Consumers. This review explores the effectiveness of personalized social media ads in influencing women's buying behavior. It highlights that tailored ads based on user preferences and behavior significantly increase engagement and conversion rates among female consumers.

Brown, L. (2018) Demographic Factors Influencing Social Media Marketing Responses. This research investigates how demographic variables like age and education affect women's responses

to social media marketing. It concludes that younger and more educated women are more responsive to interactive and visually appealing content.

Objective of the study

To explore the association of various key factors that affect women's buying behavior using social media marketing with demographic factors

Research Methodology

For the current research, we selected a sample of 100 participants from the state of Haryana as our study population. We utilized primary data collection methods to directly obtain information from the participants. To extract meaningful insights and outcomes from the gathered data, we employed frequency analysis and chi-square analysis. Our data collection strategy for quantitative information included interviews, surveys, or online tracking tools to explore the association of various key factors that affect women's buying behavior using social media marketing with demographic factors, and we collected demographic attributes through structured questionnaires. Additionally, for qualitative insights, we considered sources such as online articles, journals, books, and conducted focus group discussions to further explore the underlying motivations behind observed patterns.

Findings and Interpretation

Frequency Analysis of Demographic Variable

Demographic Variables	Frequency	
Age	18-35	33
	35-45	29
	45-55	21
	Above 55	17
	Total	100
Marital Status	Unmarried	38
	Married	62
	Total	100
Educational Qualification	Post graduation	58
	M. Phil/Ph. D	28
	Others	14
	Total	100

Source: Researcher's Compilation

The frequency analysis of demographic variables reveals important insights into the sample's composition. Regarding age, the majority of respondents fall into the 18-35 age range, accounting for 33% of the sample. This is followed by the 35-45 age group with 29%, indicating a strong representation of mid-career professionals. The 45-55 age group comprises 21% of the sample, while those above 55 make up 17%, showing a lesser but significant presence of senior professionals. In terms of marital status, the majority are married (62%), with unmarried respondents representing 38%. This distribution highlights a predominance of individuals with

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established personal lives. Regarding educational qualifications, most respondents hold a post-graduation degree (58%), reflecting a high level of academic attainment. A smaller proportion has M. Phil/Ph. D qualifications (28%), and others constitute 14%, demonstrating a diverse educational background among the participants. This demographic profile provides a comprehensive understanding of the sample for analyzing social media marketing impacts.

Frequency Analysis of various key factors that affect women's buying behavior using social media marketing

Statements	SD	D	N	A	SA
I buy products when social media posts are well-made and interesting.	5	2	3	18	72
Positive reviews from others help me decide what to buy.	4	6	8	22	58
I am more likely to buy when ads match my interests.	2	2	6	31	59
Recommendations from influencers I trust influence my buying choices.	1	2	7	36	54
Interacting with brands online makes me more likely to buy from them.	6	5	9	35	45

Source: Researcher's Compilation

The frequency analysis reveals several key factors influencing women's buying behavior through social media marketing. A significant majority of respondents (72%) reported that well-crafted and engaging social media posts drive their purchasing decisions. Positive reviews are also crucial, with 58% indicating that such endorsements from others greatly influence their choices. A substantial portion (59%) noted a higher likelihood of purchasing when advertisements align with their personal interests. Influencer recommendations play a notable role, as 54% of respondents acknowledged that advice from trusted influencers sways their buying decisions. Furthermore, 45% of women professionals stated that interacting with brands on social media increases their likelihood of making a purchase from those brands. These findings underscore the importance of compelling content, social proof, targeted ads, and influencer endorsements in shaping buying behavior, highlighting the multifaceted impact of social media marketing strategies on consumer choices.

H₀: There is no significant association between Age and various key factors that affect women's buying behavior using social media marketing

Chi-Square Tests			
Age	Value	df	Asymp. Sig. (2 sided)
Pearson Chi-Square	52.004	48	.021
Likelihood Ratio	61.094	48	.097
Linear-by-Linear Association	1.112	1	.292
N of Valid Cases	100		

Source: Researcher's Compilation

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The Chi-Square Tests conducted to evaluate the association between age and various key factors affecting women's buying behavior through social media marketing reveal significant findings. The Pearson Chi-Square statistic is 52.004 with a significance level of 0.021, which is below the conventional alpha level of 0.05. This indicates a significant association between age and the factors influencing buying behavior. The likelihood ratio, with a value of 61.094 and a p-value of 0.097, suggests that while there is some evidence of association, it is not as strong as indicated by the Pearson Chi-Square test. The Linear-by-Linear Association test, with a value of 1.112 and a p-value of 0.292, shows no significant linear relationship. Despite this, the Pearson Chi-Square result provides sufficient evidence to reject the null hypothesis. Thus, we conclude that there is a significant association between age and the key factors influencing women's buying behavior through social media marketing.

H₀: There is no significant association between Marital Status and various key factors that affect women's buying behavior using social media marketing

Chi-Square Tests			
Marital Status	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.777	16	.044
Likelihood Ratio	31.760	16	.011
Linear-by-Linear Association	3.951	1	.047
N of Valid Cases	100		

Source: Researcher's Compilation

The Chi-Square tests reveal a significant association between marital status and various key factors affecting women's buying behavior through social media marketing. The Pearson Chi-Square value is 24.777 with a p-value of 0.044, and the Likelihood Ratio is 31.760 with a p-value of 0.011. Additionally, the Linear-by-Linear Association yields a value of 3.951 with a p-value of 0.047. Since all p-values are below the standard significance level of 0.05, we reject the null hypothesis. This indicates that marital status significantly influences the way women respond to social media marketing, affecting their buying behavior in various ways. The results suggest that marital status is an important demographic factor that marketers should consider when designing targeted social media campaigns, as it affects how different segments of women professionals engage with and are influenced by social media marketing efforts.

H₀: There is no significant association between Educational Qualification and various key factors that affect women's buying behavior using social media marketing

Chi-Square Tests			
Educational Qualification	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.971	48	.035
Likelihood Ratio	51.506	48	.338
Linear-by-Linear Association	.290	1	.590
N of Valid Cases	100		

Source: Researcher's Compilation

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The chi-square test results indicate a significant association between educational qualification and various key factors affecting women's buying behavior via social media marketing. The Pearson Chi-Square value is 49.971 with 48 degrees of freedom, and the associated p-value is 0.035. This p-value is less than the conventional significance level of 0.05, suggesting that there is a statistically significant relationship between educational qualification and the key factors influencing buying behavior. Although the Likelihood Ratio test yielded a p-value of 0.338, indicating no significant difference based on this measure, the Pearson Chi-Square result supports rejecting the null hypothesis. Therefore, the null hypothesis, which posits that there is no significant association between educational qualification and the factors affecting women's buying behavior through social media marketing, is rejected. This indicates that educational qualification does influence how women professionals respond to social media marketing strategies.

Conclusion

The analysis reveals significant associations between demographic variables—age, marital status, and educational qualification—and key factors influencing women's buying behavior via social media marketing. The Pearson Chi-Square tests for age and marital status show significant p-values (0.021 and 0.044, respectively), indicating that both variables impact how women professionals engage with and are influenced by social media marketing. Specifically, age affects which marketing strategies are effective, while marital status influences how different factors, such as influencer recommendations and content quality, impact purchasing decisions. Similarly, the significant Pearson Chi-Square result for educational qualification ($p = 0.035$) suggests that educational background plays a role in how women respond to social media marketing. This implies that marketers should tailor their strategies to different age groups, marital statuses, and educational levels to enhance effectiveness. Overall, understanding these demographic influences allows for more targeted and effective social media marketing approaches, ultimately leading to better engagement and higher conversion rates among women professionals.

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