



THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR; A CASE STUDY ON “THE BODY SHOP”

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ABSTRACT

The main objective of conducting this research is to analyse the impact of social media marketing on consumer buying behaviour. Also, the research helps in answering the research questions which are; “How many different forms of social media marketing are there?”, “How does different forms of social media marketing affect consumer buying behaviour?”, “Why do people get influenced by social media marketing?” and “How often do people buy from social media sites and how does social media sites improve consumers’ confidence on online purchases?”. With the help of the conceptual framework that had been constructed, the author identified the dependent variable (Consumer buying behaviour) and the independent variables (subjective norms, Impulsivity, purchase intention, internet exposure, experience as online shopper). Furthermore, the author has distributed hundred and seventy-nine questionnaires and carried out three interviews in the western province reference to a large cosmetics company called “The Body Shop” to obtain the quantitative and qualitative data needed to conduct the research. The author has also used the IBM Statistical Package for Social Science (SPSS) to get an analysis of the sample profile, validity, reliability analysis using Cronbach alpha, test for normality, linearity, correlation and regression. The Cronbach’s Alpha value was identified to be 0.896 according to the statistics that was obtained to analyse the reliability of the research. Subsequently, the correlation values of the dependent variable and independent variables resulted in 0.655 for subjective norms, 0.506 for impulsivity, 0.698 for purchase intention, 0.611 for internet exposure and 0.517 for experience as online shopper. In addition, the hypothesis has also been analysed which showed that all the hypothesis has been accepted.

Keywords: Social media marketing, Consumer buying behaviour, dependent variable, independent variable, The Body Shop