



Impact of E-Retailing & Social Media Marketing on Online Consumer Buying Behavior of Smart Phone in Bengaluru City

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ABSTRACT

Over the last five years, there has been a tremendous growth in the number of individuals utilizing e-retailing and social media, and now both the tools of digital marketing tools are universally regarded as a vital instrument for human connection. The popularity of e-retailing and social networks such as Flipkart, Amazon, Facebook, Instagram, LinkedIn and others is steadily increasing. Consumers' attitudes are changing, which leads to a shift in behavior. At all ages, they are altering their opinions on items and services. As a result, e-retailing, social media and other networking sites are getting more popular, and customers are using them. People are increasingly abandoning conventional buying behavior. Using social networking sites to advertise products and services may have a big influence on customer attitudes and perceptions. This is an illustration of descriptive research. As a result, the questionnaire was created by adapting previously published questions in the literature using a Likert scale, with items ranging from 1 (strongly disagree) to 5 (strongly agree). The master validity was utilized to confirm the scale validity and reliability of the surveys. A convenience sample of 121 Bangalore city smart phone



users (N=121) was collected. AMOS software and a structural equation model were used to investigate e-retailing, social media marketing and consumer purchase behavior. Customers' attitudes and opinions may alter when firms utilize e-retailing and social networking sites to market their product/services. Understanding how e-retailing and social media are used in the selection process, their effect on consumer behavior, and their role as a marketing tool are all key concerns for marketers today. E-retailing and social media marketing elements had a substantial influence on the purchase choice in the current study

I. Introduction.

Users of e-retailing and social networking sites like Flipkart, Amazon, Facebook, Instagram and LinkedIn etc. have the ability to comment, rate items and services, create a status for a product or service that includes likes and dislikes, and tweet about the products. These options are among the many that are accessible to them. In the case that a consumer is satisfied with a product, he or she may suggest the product to other users of social media by forwarding the message using one of the many tools that are accessible to them for use with social media. Consumer Digest used to be the go-to spot for writing product evaluations, but now day's e-retailing and social media is steadily gaining momentum as the preferred platform for sharing product reviews, rankings, and suggestions. In the past, consumer digest was the go-to location for writing product evaluations. According to the National Retail Federation, consumers today rely on the opinions and recommendations of individuals on e-retailing and social media platforms when making purchase decisions, whereas ten years ago, customers relied on the opinions of retail store owners and product specialists when making purchase decisions. Today, consumers get influenced by the opinions and recommendations of individuals on digital platforms.

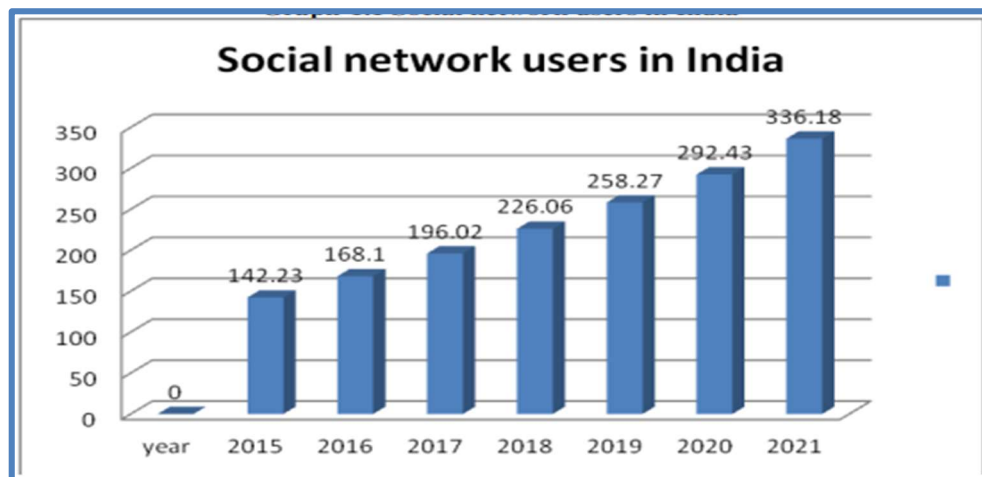
In order for businesses to remain competitive, they are reducing the amount of money they spend on advertising and shifting their attention to marketing via social media. A study conducted by Ernst & Young on forty-eight companies that had significant social media presences found that 83 percent of the companies had a social media presence, with 42 percent of the companies using social media to post advertisements and hold web contests about their products, in addition to promoting their brands. The study was conducted on companies that had significant social media presences. In addition to their other efforts to promote their business, they have made considerable use of the many avenues provided by social media. The term "buying decision method" may be described as the process that clients go through



in order to go through the various phases of the "purchasing decision process" and ultimately come to a conclusion about what they want to buy.

It is one of the most crucial applications or significances of e-retailing as it enables customers to choose and purchase products from a wide variety of commodities that are accessible online. This is one of the most significant uses of e-retailing. Within the context of the business of marketing, it refers to a kind of communication between a marketer and the demographic of consumers they are trying to reach. Users can receive assistance in a variety of areas through the usage of e-retailing and social media websites, such as with the purchasing of goods, the discussion of various topics, and the participation in other activities. When it comes to purchasing a product, buyers have a limited amount of possibilities when using traditional marketing tactics; but, when using e-retailing, customers have a wide variety of options to choose from when making their selection. With the help of social media marketing, a consumer may keep up to date with his or her knowledge by visiting a variety of social media networking sites.

Figure 1- Social network uses in India



Source: Dr. Kannakatti Jayanna, *International Journal of Research in Engineering, IT and Social Sciences*, ISSN 2250-0588, Impact Factor: 6.565, Volume 09 Issue 03, March 2019, Page 213-215

Over the course of the past five years, social media users are increasing drastically and social media marketing has skyrocketed in popularity to the point where it is now considered an essential channel for human communication. During this same time span, its use has increased by leaps and bounds. As a result of advances in technology, the tools used for social media have also undergone significant development and improvement. Research is continually being conducted by social media



platforms with the goal of improving the communication methods made available to members of such networks. However, social media platforms provide opportunities for people to network with other people in their communities. While many websites provide a variety of tools to assist businesses in advertising their products to customers, social media platforms provide more than just marketing tools. Because of the proliferation of social media networks, businesses have discovered that they can utilise these platforms as a potent tool for promoting their products and services. On a regular basis, millions of people join together on social media platforms in order to connect with one another and speak with one another. It has developed into a sizable market in which companies may promote and sell the products and services they offer. The most successful medium for disseminating marketing information, advertising things, displaying products, and other similar activities is social media. When it comes to their day-to-day lives, many professionals, small company owners, enormous shops, and corporate giants fail to see the significance of e-retailing and social media marketing.

With this information in mind, it is very necessary to investigate the effect that e-retailing and social media marketing has on the consumer purchasing behavior of those who use smart phones.

Growing Demand:

- India's social commerce has the potential to expand to US\$16–20 billion in FY25, growing at a CAGR of 55-60%.
- India's e-commerce market is expected to reach US\$ 111 billion by 2024 and US\$ 200 billion by 2026.

Attractive Opportunities:

- In 2022, the Indian ecommerce market is predicted to increase by 21.5%, reaching US\$ 74.8 billion.
- India's e-commerce market is expected to reach US\$ 350 billion by 2030.

Policy Support:

- 100% FDI is allowed in B2B e-commerce.
- 100% FDI under the automatic route is permitted in the marketplace model of E-commerce.

Increasing Investments:



- The recent rise in digital literacy has led to an influx of investment in E-commerce firms, levelling the market for new players to set up their base, while churning out innovative patterns to disrupt old functioning.

II. Review of Literature.

- Singh, A. (2021) the study paper discusses the activities that consumers engage in, the importance of branding on social media, and how it may aid in the marketing of goods and services. It also discusses how user-generated material may be used to promote a company's products and services, as well as what the future of social media will hold and what areas businesses should concentrate on in order to influence customer behaviour.
- Arora, T., Kumar, A., & Agarwal, B. (2020) The purpose of this paper is to propose a conceptual model which determines the impact of various advertising content factors such as informativeness, entertainment, credibility, interactivity and privacy concerns on attitude of Indian millennials towards social media advertising.
- Kizgin, H., Dey, B. L., Dwivedi, Y. K., Hughes, L., Jamal, A., Jones, P., ... & Williams, M. D. (2020). This study brings together the perspectives of a diverse group of outstanding contributors in order to identify key potential and problems for future consumer acculturation research that is driven by social media platforms. According to the findings of the study, social media has a significant influence on consumer acculturation.
- ALShaer, D. S., Hamdan, A., & Razzaque, A. (2020) The findings of the descriptive analysis demonstrated that social media has an impact on consumers' decision-making, such that customers utilise social media to research new products, services, and, in particular, new brands, as revealed by the findings of the descriptive analysis.
- Makudza, F., Mugarisanwa, C., & Siziba, S. (2020). The findings suggest that social media is an excellent tool, but that it must be modified in order to reduce the generation of information that distorts ideal customer behaviour. As a result, the researchers advise conducting a careful social media effort that results in more desired viral material.
- Jibril, A. B., Kwarteng, M. A., Chovancova, M., & Pilik, M. (2019) The purpose of this research is to investigate the mediating effect of online based-brand communities (OBBCs) through social media platforms (SMPs), in light of the interaction of customers' purchasing attitudes in a virtual environment. While SMP indirectly increases consumer-brand promise and trust (CBPT), towards CBL through OBBC, it directly stimulates CBL through OBBC. For the purposes of brand



management and increasing the profitability of the company, this article presented a conceptual model that displays a relationship between SMP and CBL for consideration.

- Oni, A. O., & Oni, I. (2017) Internet-based social media platforms have become a common feature of people's day-to-day lives throughout the world, and social networking sites have arisen as a new mode of communication in recent years in this environment. The result is that customers will not only be happy but also loyal to the brand and establish an emotional attachment to the business and its community.
- Sharma, S., Singh, S., Kujur, F., & Das, G. (2021) The "consumer"-brand relationship has a favourable and statistically significant influence on customers' purchase intention as measured by SM. It is determined that the "consumer"-brand connection has a favourable influence on "consumers'" purchase intention through the use of SM (social media). In other words, when "consumers" establish confidence in fashion brands, they report higher levels of happiness and dedication to certain brands, indicating a high level of buy intent among them.
- Arora, T., & Agarwal, B. (2020) The findings revealed that attitudes toward social media advertising were significantly influenced by factors such as informativeness, entertainment, credibility, incentives, pre-purchase search motivation, and social escapism motivation. Attitudes toward social media advertising were also found to be significantly influenced by factors such as purchase intention and pre-purchase search motivation.
- Veni, K. K., & Venkatesh, R. (2020) Ordinary Indians are more reliant on social media programmes like as Instagram, Facebook, Myspace, Twitter, LinkedIn, and Snapchat, which are becoming increasingly popular. The influence that these applications have on people's daily lives is even more substantial. The research may be carried further to compare and contrast the approaches used in internet creation with those used by different types of clients.
- Phan, A., Nguyen, H., & Pham, T. (2021). Relationship between service recovery, customer satisfaction and customer loyalty: Empirical evidence from e-retailing. An empirical investigation of the connection between service recovery quality, customer happiness, and loyalty in Vietnam's online shopping is presented here. From November 2018 to March 2019, data from Vietnamese internet shoppers was analysed using Structural Equation Modelling (SEM). Statistical analyses show that interaction fairness, outcome fairness, and procedural fairness have a substantial influence on consumer satisfaction, which in turn improves customer loyalty. Customer happiness and loyalty may be heavily influenced by a company's ability to identify and communicate with technical assistance on its website, as well as how it treats its customers. Consider the service



recovery phase as a chance for e-tailers operating in emerging economies to earn clients' purchase intents.

- Radziszewska, A. (2013). Assessment of customer's satisfaction in e-commerce services. This paper's goal is to examine several different parameters for gauging the quality of an online store's e-services. The literature analysis used to inform the development of a novel model for evaluating customer satisfaction in an online setting. The major goal of this research is to investigate the connections between several measures of e-commerce quality and the happiness of online shoppers. Applying a correlation analysis, we can see that the identified elements that contribute to e-satisfaction have a significant impact.
- Çiçekli, U. G., & Kabasakal, İ. (2021). Market basket analysis of basket data with demographics: a case study in e-retailing. Extreme levels of competition in most markets require businesses to adopt strategies centred on their customers or clients. It is common practise in today's highly digitised corporate world to analyse client data before putting such plans into action. Among the many popular marketing techniques, "market basket analysis" delves into shoppers' actual baskets to get insights about their motivations and habits. Data mining researchers have used this study as a proving ground for new methods to tackle the analysis's practical difficulties. Our research goes beyond the traditional basket analysis by include demographic data with purchasing behaviour. By making this adjustment, we demonstrate how to derive segment-specific rules linking product-level purchasing decisions with demographic characteristics. To illustrate, we provide a case study based on monthly basket data from a Turkish online store. Our results provide heuristics that can help marketers identify buyer behaviour patterns within certain demographic groups for the purpose of creating targeted advertisements.
- Rose, S., Clark, M., Samouel, P., & Hair, N. (2012). Online customer experience in e-retailing: an empirical model of antecedents and outcomes. Theoretical research about people's propensity to shop over the Internet has been extensively studied. The customer experience (CE) that develops as a result of a shopper's interactions with an online merchant has received less attention. This research creates and experimentally examines a model of the factors that contribute to a positive online shopper experience (OCE) across a variety of e-commerce platforms from across the world. The study isolates the cognitive and emotional aspects of OCE and offers operational measurements of these variables. The report provides novel insights on how e-retailers may create satisfying digital shopping experiences for their patrons.



- Chung, K. H., & Shin, J. I. (2008). The relationship among e-retailing attributes, e-satisfaction and e-loyalty. This study looks into how different aspects of online shopping experience affect customer happiness and loyalty. There are a number of factors in online shopping that can have an effect on a customer's level of satisfaction and loyalty. We've narrowed the list down to five: how easy it is to browse and purchase products; how much information is available; how much it costs; how easily you can personalise your purchases. From the data we gathered from 238 online shoppers, we can conclude that all factors except shopping convenience, product selection, price, and customisation affect e-satisfaction, whereas all factors except shopping convenience, product selection, price, and customization affect e-loyalty. E-loyalty is significantly influenced by customers' level of e-satisfaction, according to the study.

III. Research Gap.

Enormous number of studies have been carried out on Smart phones in China, USA and UK, but there is scarce research on smart phones in India. In addition, no specific research is carried out based on demographic variables. There are no studies, which study the impact of e-retailing and social media marketing on the buying behaviour, studies related to buying process are done but behaviour with various factors is not studied. There are no studies intended to give implications to managers of smart phone industry based on e-retailing and social media marketing. Hence, the current study is an attempt to study the impact of e-retailing and social media marketing on the buying behaviour of smart phones in Bangalore city.

IV. Statement of the Problem.

Karnataka's district of Bengaluru is a huge metropolis. One million people call the district home, but it's also home to a diverse range of dialects and languages. Millions of workers from different Indian states travel to the city each year to work in the city's IT sector. More than 80% of residents own smartphones, making it one of India's most technologically advanced towns. As many as 25 million new smartphone users are being added to India each quarter, making it an ideal location for launching digital ventures because of its high data consumption rate of 12 Gigabytes (GB) per month. Understanding customer behaviour is critical as the number of smart phone users continues to rise.

Many major retail enterprises and a wide range of stores can be found around the city, and many are undergoing renovations or expansions at the moment. Many studies have sought to show that social media marketing is changing the landscape and displaces more traditional forms of advertising. It's not



just the younger generation that is interested in social marketing initiatives; working women, homemakers, and women who work in a wide range of professions have indicated an interest as well. In today's world, social media marketing is growing at an alarming rate, especially in the technology sphere. Many customers are switching from traditional to more modern means of purchasing goods and services, according to past research.

Flipkart, Amazon, and other social networks are gaining in popularity every day. Consumers and are shifting their mindsets, which is to say that they're shifting their habits. Consumers of all ages are rethinking their attitudes about products and services. Some people think it's cheap, which means it's far less expensive than the other alternatives available. Because of this, e-retailing and social media sites are becoming more and more popular, and customers are embracing them. Conventional values are becoming less important to many students, housewives, and working-class citizens. Customers' attitudes and perceptions toward a wide range of products and services can be influenced by companies' usage of e-retailing and social networking sites for marketing objectives.

Because of this, researchers are now looking at how e-retailing and social media is influencing the way consumers perceive and act. E-retailing sites and social media marketing have a huge influence on customer purchasing behavior.

V. Objectives.

- To understand the current status of E-retailing and social media marketing and growth of smart phone market.
- To analyse the impact of E-retailing and social media marketing on consumer buying behaviour.

VI. Hypothesis.

Alternate Hypothesis - There is a significant impact of E-retailing and social media marketing on the consumer buying behaviour.

Null Hypothesis - There is no significant impact of E-retailing and social media marketing on the consumer buying behaviour.

Supporting Literature: Arora, T., Kumar, A., & Agarwal, B. (2020) The digital revolution has transformed the advertising business, resulting in many companies employing digital platforms, such as social media, and therefore analysing the success of their advertising becomes necessary. Through the development of a conceptual model and the validation of the aspects that might impact Indian



millennials' attitudes and ultimately lead to a buy intention for the items offered on such sites, this article has attempted to explain social media marketing factors. A lack of research in social media marketing factors and an Indian millennials sample are addressed in this study, which contributes to the current literature. Researchers found that people's perceptions regarding social media advertisements were most strongly influenced by the informational content of the ads.

VII. Research methods.

The study is descriptive research design. The questionnaire was prepared by adapting questions from Razak, S. A., & Latip, N. A. B. M. (2016), Arango-Botero, D., Valencia-Arias, A., Bermúdez-Hernández, J., & Duque-Cano, L. (2021) for social media marketing factors and Fernandes, S., Venkatesh, V. G., Panda, R., & Shi, Y. (2021). Pham, H. C. (2021) for cosumer buying behavior aspects. The questions were in Likert scale ranging from 1= strongly disagreement to 5= strong agreement. The scale validity and reliability of the questionnaires was affirmed using the master validity and is discussed further in the results section. A sample of (N=121) smart phone consumers was derived from Bangalore city on convenience sampling method. Structural equation modelling using AMOS Software was used to analyze the relationship between E-retailing and social media marketing on consumer buying behavior.

VIII. Results and Discussion

Descriptive statistics:

Table 1 – Descriptive statistic- Social media marketing factors

	Mean	Std. Deviation	Skewness	Kurtosis
SMM_FACTORS_9 Navigation tools used in E-retailing are very helpful to understand smart phone features	4.57	0.495	-0.296	-0.922
SMM_FACTORS_6 Information provided through E-retailing and SMM on smart phones are up to date	4.55	0.498	-0.191	-0.974
SMM_FACTORS_8 E-retailing & SMM utilizes appropriate Visual designs of smartphones	4.54	0.552	-0.683	-0.617
SMM_FACTORS_10 Speed of loading the pages is a an important character of E-retailing	4.54	0.538	-0.576	-0.872



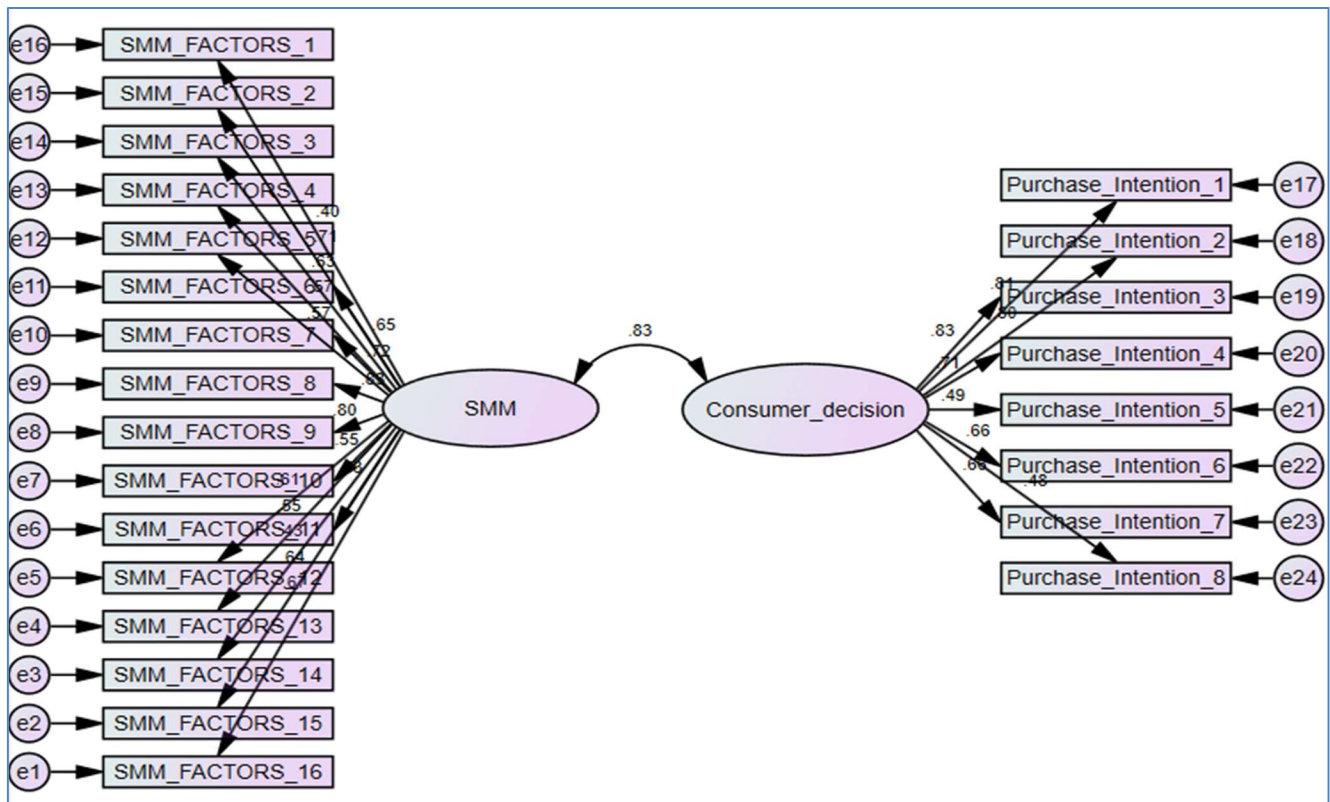
SMM_FACTORS_7 Information disseminated on smart phones through E-retailing and SMM is transparent and true	4.53	0.500	-0.129	-1.994
SMM_FACTORS_2 E-retailing is user friendly	4.50	0.554	-0.505	-0.825
SMM_FACTORS_12 E-retailing have consideration for privacy policy of smart phones	4.50	0.501	0.015	-1.010
SMM_FACTORS_11 SMM inculcates security for the advertisement of smart phones	4.43	0.644	-1.335	1.189
SMM_FACTORS_1 E-retailing and SMM Provides complete guide to Smart phones	4.40	0.545	-0.118	-0.974
SMM_FACTORS_4 Through SMM it is easy to communicate message to potential smart phone buyers	4.38	0.680	-1.194	2.156
SMM_FACTORS_15 Information sharing enabled through SMM enhances knowledge on smartphones	4.34	0.582	-0.229	-0.672
SMM_FACTORS_5 E-retailing and SMM uses different languages to reach out the potential Smart phone buyers	4.32	0.667	-1.055	1.103
SMM_FACTORS_16 Cross group interactions are enabled through SMM enhances understanding on smart phone attributes	4.29	0.567	-0.077	-0.560
SMM_FACTORS_13 Information security is an important feature of E-retailing which safeguards my interest while deciding on purchase of smart phones	4.23	0.991	-1.010	-0.217
SMM_FACTORS_3 E-retailing enables creation of pages for specifically for smart phones	4.15	0.907	-1.013	0.334
SMM_FACTORS_14 SMM increases Word of Mouth Communication of smart phones	3.95	0.923	-0.573	-0.501

Through widespread analysis of literature review, 16 E-retailing and social media marketing attributes are identified. The customers were given the questions in form of Likert scale in which 1 denotes 'Not important' and 5 denotes 'Very Important'. The results of the descriptive statistics especially the mean scores are arranged in the chronological order in which the highest mean score is shown in the first and the least mean square shown in the last column.

The mean scores for SMM Factors lie between 4.57 and 3.95, which indicates customers of smart phones, perceived these 16 E-retailing and social media marketing factors to be important for positive consumer purchase decision. When it comes to standard deviation, it is a measure which shows how far or how near the responses of the respondents are to its mean. In the current study, all 16 statements under E-retailing and social media Marketing factors for consumer decision making of smart phone purchases have standard deviation below 1.00 indicating that majority of respondents have agreed to this statement. The skewness is the measure of how the responses are distributed and Kurtosis measures the shape of the present curve in comparison to the normal distribution. As per (Hair and et al, 2007) the accepted range of Skewness is -1 to +1 and kurtosis is -3 to +3. Negative skewness indicates that more responses are arranged towards the right. In addition, positive skewness indicates responses arranged towards the left. In case of E-retailing and social media Marketing factors for decision making items, the skewness values are Negative, fall within the acceptable limit, and tailed towards the right indicating that more responses are towards ‘Neutral to important’ scale. The Kurtosis is also within the adequate limits for all E-retailing and social media marketing factors items indicating nearness to the Normal Distribution.

Step 1- Validity and reliability of the Model

Figure 2 – Inter item correlations to test the validity of the Model – E-retailing and social media marketing factors on the Purchase decision of the smartphone consumers





The results of confirmatory factor analysis (Standardized regression estimates and correlation between constructs) are analysed and the regression coefficients are above 0.300 and there exists a positive correlation between variables

Table 2 – Correlation between items for checking the validity of the model – E-retailing and social media marketing factors on the Purchase decision of the smartphone consumers

			Estimate
E-retailing & SMM	<-->	Consumer decision	0.832

The correlation values show that there is positive relationship between the items and the model it fit to run the SEM Path analysis. All criteria are fulfilled and SEM analysis can be performed to get significant outcomes

Table 3 - Measurement Model – E-retailing and social media marketing factors on the purchase decision of the smartphone consumers

Model Fit Summary				
CMIN				
Model	NPAR	CMIN	Degrees of Freedom	CMIN/DF
				(χ^2/df)
Default model	34	463.319	187	2.47764
Criteria				<3.000
RMR, GFI				
Model	RMR	GFI	AGFI	PGFI
Default model	0.0378	0.736		
Criteria	<0.100	>0.80		

Table describes the main model fit statistics. Table shows that Chi-square / df (2 / df) is within the permitted range of 3. (2.47764). The Goodness of Fit (0.736) is greater than the specified qualities. RMR is 0.0378 in the border estimation. The model is well-known and provides approximately acceptable metrics of fit.



Table 4 - Structural model - social media marketing factors on the Purchase decision of the smartphone consumers

			Estimate	Estimate	P
Consumer decision	<---	SMM	0.684	0.832	* **
SMM_FACTORS_16	<---	SMM	1	0.668	
SMM_FACTORS_15	<---	SMM	0.984	0.64	* **
SMM_FACTORS_14	<---	SMM	1.056	0.433	* **
E-RETAILING_FACTORS_13	<---	SMM	1.426	0.545	* **
E-RETAILING_FACTORS_12	<---	SMM	0.811	0.613	* **
SMM_FACTORS_11	<---	SMM	0.901	0.53	* **
E-RETAILING_FACTORS_10	<---	SMM	0.775	0.545	* **
E-RETAILING_FACTORS_9	<---	SMM	1.043	0.797	* **
E-RETAILING_SMM_FACTORS_8	<---	SMM	1.209	0.829	* **
E-RETAILING_FACTORS_7	<---	SMM	0.955	0.724	* **
E-RETAILING_FACTORS_6	<---	SMM	0.862	0.655	* **
E-RETAILING_SMM_FACTORS_5	<---	SMM	1.001	0.568	* **
SMM_FACTORS_4	<---	SMM	1.031	0.574	* **
E-RETAILING_FACTORS_3	<---	SMM	1.5	0.626	*

					**
E-RETAILING_FACTORS_2	<---	SMM	1.039	0.71	* **
E-RETAILING_SMM_FACTORS_1	<---	SMM	0.581	0.404	* **
Purchase_Intention_1	<---	Consumer decision	1	0.808	
Purchase_Intention_2	<---	Consumer decision	0.98	0.804	* **
Purchase_Intention_3	<---	Consumer decision	1.164	0.832	* **
Purchase_Intention_4	<---	Consumer decision	1.069	0.713	* **
Purchase_Intention_5	<---	Consumer decision	0.588	0.488	* **
Purchase_Intention_6	<---	Consumer decision	0.891	0.665	* **
Purchase_Intention_7	<---	Consumer decision	0.964	0.655	* **
Purchase_Intention_8	<---	Consumer decision	0.864	0.478	* **

The table above illustrates how E-retailing and social media marketing components influence client purchase habits. Regression estimates, which illustrate the difference between the mean values of the respondents, appear in the first column of the table. Estimates based on standard regression are shown in the second column, along with the standard deviations of the respondents. For example, a formula's output shows how much of an effect the independent variable had on the dependent variable. Estimates have a standard error that reflects how accurate they are when compared to a known value. The estimate is divided by the standard error to arrive at the key ratio (CR), and the importance of the discovery is shown in the p column.

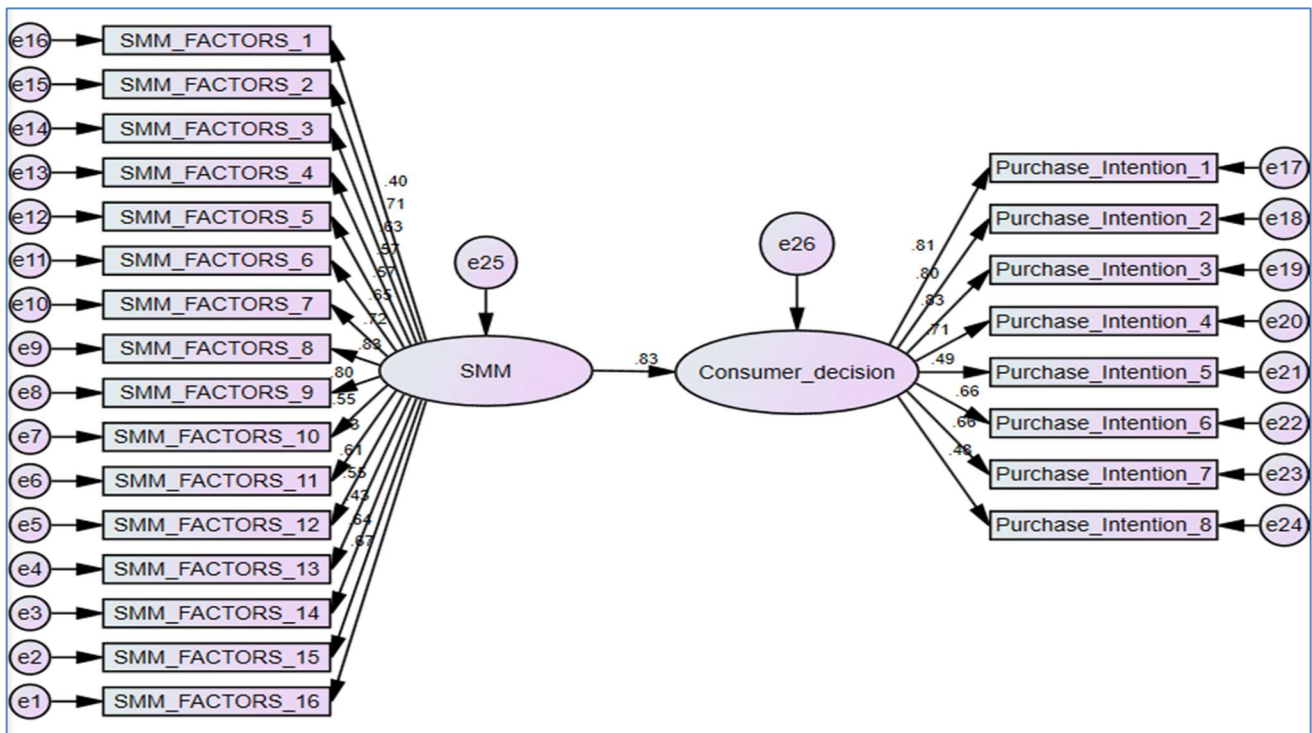
The results of the SEM Analysis are clear (Relationship between variables unstandardized estimates)



- A single increase in E-retailing and social media marketing features has a beneficial impact on purchasing choices 68 times, and this connection is statistically significant at p0.05. E-retailing and social media marketing may be a beneficial tool for influencing the purchase decisions of smart phone customers.

The final decision or option on the product to be purchased is referred to as the "purchasing choice." Finally, the customer makes a decision on what they want to purchase, where they'll get it from, and how they will pay for it. Buying decisions are influenced by a wide range of variables, including objectives, context, and the specific circumstances of the buyer. Decision-making time, information availability, and the E-retail environment all play a role in determining whether or not a consumer buys a certain product. People's opinions can be swayed by the advice of loved ones and friends, as well as by unforeseen circumstances like product availability (size, colour, or stock-outs) (Kotler and Armstrong, 2014).

Figure 3- Structural model –Standardized estimates of E-retailing and social media marketing factors on the Purchase decision of the smartphone consumers



It is essential for marketers to understand how E-retailing and social media are utilised in the purchase decision process (Powers et al., 2012), the influence they have on buyer behaviour, and their position as a marketing tool in this day and age. Although E-retailing and social media has made it easier



for consumers to make decisions. E-retailing and social media marketing has a significant impact on purchasing decisions, according to this study, which is in line with previous findings.

IX. Conclusion.

The popularity of E-retailing and social networks such as Flipkart, Amazon, Facebook, Instagram & LinkedIn and others is steadily increasing. Consumers' attitudes are changing, which leads to a shift in behavior. At all ages, they are altering their opinions on items and services. It is less expensive than other solutions since some people believe it is cheap. As a result, E-retailing and social media sites are getting more popular, and customers are using them. People are increasingly abandoning conventional buying behavior. Using social networking sites to advertise products and services may have a big influence on customer attitudes and perceptions. Understanding how E-retailing and social media are utilized in the purchase selection process, their influence on buyer behavior, and their position as a marketing tool are all important for marketers today. In the current study, E-retailing and social media marketing has a significant effect on purchase choice, which is consistent with earlier findings.

X. Limitation

It is expected that the researcher would look into every component of the survey research that is being conducted. In theory, no researcher could possibly cover all elements, but it would be impossible for anybody. As a result, it is in everyone's best interest to define the problem. The following are the limitations of this study:

- However, the results of this study are only applicable to Bangalore, and may or may not be applicable to other parts of India.
- There are certain drawbacks to using a survey approach to obtain primary data in this study.
- The study's sample size is 121 participants, which is insufficient for a big population.
- The study covers a wide range of brands.

XI. Scope for further research

Future researchers can conduct studies on different geographical location and can also use exploratory factor analysis to categories the E-retailing and social media marketing factors into different constructs which measure the factors. There scope for further research to study the same relationship for other electronic appliances and devices.



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