

# Uncertain Supply Chain Management

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## The nexus between social media marketing and consumer buying decision-making process: An empirical study on luxury perfume brands

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### ABSTRACT

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This study was, therefore, set to achieve the following objective: to explore the impact of social media on consumers' buying decisions. The current research was conducted on online consumers through luxury perfume brands' websites. The phenomenon of online sales has recently spread in Saudi Arabia, where the authorized number of those stores reached 1,800 sites at the end of 2021. The target population was online purchasing consumers from luxury perfume sellers. The appropriate sample size in unlimited populations is 385 responses. The research hypotheses were tested using the SEM (Structural Equation Modeling) method, which allows for the evaluation of the degree of dependence of consumers buying decisions on social media marketing. The results of the study demonstrated that social media marketing influences the consumer purchasing decision process. The outcome can be credited to the effectiveness of marketing efforts in the chosen retail via social media.

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## 1. Introduction

People's lives have become inextricably linked to the Internet, and they have begun to accomplish all of their work with smart devices made possible by the modern technology revolution. Similarly, this has had an impact on the operation of organizations and their varied activities, particularly those involving customers. Online advertising has re-emphasized the importance of shoppers and forced advertisers to make new arrangements to use tools to communicate with buyers and draw their attention to brands in a creative way. The managerial literature indicates that organizations commonly utilize advertisements on the Internet to communicate with buyers and influence them. Thus, advertising presents new and more effective means and ways for controlling the purchasing behaviour of consumers.

Nowadays, people seem to have integrated Online networks into their lives. In fact, people's lives have become based on the Internet. Facebook, Twitter, Instagram, and LinkedIn have digital customer numbers. Since social media has become a norm in customers' daily timetable, it implies that organizations must mainstream their marketing activities with social media. Social media is defined as "A group of web-based programs enabling the production and sharing of content generated by users" (Beser, 2020). Business organizations have re-employed social media to make it the most important and vital strategic tool in marketing, especially in brand equity and development.

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It can be noted that social media has several advantages for organizations, one of which is to enhance the organization's branding (De Veirman et al., 2016). Word of mouth facilitation and transmission (Moise et al., 2019). Increases in Sales (Agnihotri, 2020). Information Sharing (Lu, Wu, & Hsiao, 2019; Oraini, 2024a). They are increasing consumer social support (Sasirekha & Student, 2022). It also provides an excellent opportunity for communication between individuals, which creates shared values and positively affects trust (Liu, Wu, & Li (2019). The study of consumer behavior is one of the most recent research topics (Lina & Ahluwalia, 2021; Eldahamsheh et al., 2021) because social media is working to further develop marketing strategies by adopting mechanisms that build trust and influence the intention of customers to buy products online. Following the rapid growth of the business, commercial organizations are required to employ strong defensive measures in advertising their brands in order to attract client's attention. Social media marketing is vital in attracting customers since it impacts the number of visitors to a website and the amount of time they spend on it, which inevitably leads to a purchase decision and repeat purchases. There is also the need for business organizations to make sure that materials offered to the consumer are helpful and enjoyable, thus making the consumer order more or frequently visit the website. Online communities help organizations to have a better CRM system (Babu, Sam Praveen, & Sadhana, 2021), which leads to improved performance. These platforms allow the members of these networks to acquaint with each other, in this way has potential source of trust (Manzoor, Baig, Hashim, & Sami, 2020), which, as a result, affects the buying intentions of the users (Shao, Li, Guo, & Zhang, 2020; Al Oraini & Al Shebil, 2023).

Social media has re-emphasized the importance of customers for organizations because it provides customers with the opportunity to gather information and ensure products are optimal by interacting with each other and writing and sharing ratings and comments that may affect their purchasing decisions and purchasing behavior in general. It is considered that the knowing of consumers' behaviour is one of the main keys to corporate success. However, the consumer's use of social media when making purchasing decisions made predicting his behavior more difficult than before due to the introduction of multiple and new influences on organizations, which piqued their interest in understanding those influences and attempting to predict and understand the consumer's new behavior. Consumer behavior can be defined as the activities performed by the customer during the selection, purchase, usage, and disposal of things to meet his requirements and preferences (Qazzafi, 2019). The study of consumer behavior is extensively utilized and is a crucial area of focus for researchers, and this research relates to a particular part of it related to the consumer purchase process. If the marketer succeeds in understanding that process and its effects, he will succeed in selling his goods or services in the market. The process of consumer buying decision involves five stages: identifying the complexity of the problem, information acquisition, decision evaluation, the decision to purchase, and finally, consumer post-purchase behaviour (Kotler, 2017; Kotler & Armstrong, 2014). Here, we cannot ignore the individual differences between consumers, as each person has his own nature and behavioral motives, and his behavior varies in each of these stages accordingly. This study set out to establish how social media affected consumers' buying decisions.

## **2. Theoretical framework and hypotheses building**

### *2.1 Marketing through social media*

Marketing through social media is a modern marketing method. If organizations have an idea that they want to spread widely at the lowest cost, they should only use social media marketing. Organizations today mostly use virtual networks to get customers, where entertainment is the first purpose of using social media in business. One of the most prominent advantages of social media as a marketing tool is that the customer becomes more interested in the free marketing content of the organization, which increases social activity on the networks of virtual organizations. Social media also gives customers the ability to customize their search for information through the use of the default search feature or customer-specific search services provided by the organization. Social media also provides the latest information and products offered by the organization and allows for the possibility of direct interaction between users, which affects the word of mouth circulating between them. It also reveals the desire of customers to transfer information circulated by others on social media about the organization.

Many researchers and scholars have tried to provide a unified definition of marketing through social networking sites, but no single definition has been agreed upon so far. The practical activities that marketers use to identify customers' perceptions of products and organizational activities on social media define social media marketing (Chen & Lin, 2019; Kim & Ko, 2012; Yadav & Rahman, 2018). Karimi and Naghibi (2015) defined social media marketing as a mechanism that allows anyone to advertise their goods or services over the Internet to deliver them to those who cannot be reached through traditional channels. Alalwan et al. (2017, p. 1179) describe it as a conversation initiated between either the consumer or the customer or possibly by the organization and circulated among several parties to learn about promotional details that allow learning from the uses and experiences of others, which benefits all parties involved. Tuten and Solomon (2017) define it as utilizing, communicating, presenting, and exchanging social media technologies, channels, and software to prepare presentations by stakeholders in an organization. It is defined by Yadav and Rahman (2018) as the process that involves developing and promoting marketing promotions through various social media platforms for the purpose of building and maintaining relationships with stakeholders in order to increase stakeholder value by facilitating interaction, information sharing, personalized purchasing recommendations, and the formation of a WOM among stakeholders around a list of products. Social

media marketing is defined as the marketing processes that use social media in an attempt to positively influence the buying behavior of consumers (Chen & Lin, 2019).

Social media has become widely used in marketing communication because of its flexibility and practical features, such as no restrictions on time, place, media, or cost (Kim & Ko, 2012). Concisely, end users' technological knowledge, organizational and managerial factors, technological factors, and business environment, which are also discussed by Prabowo et al. (2020), affect the adoption of technology and, similarly, the adoption of social media marketing. Social media plays an essential role in marketing knowledge development (Bharati et al., 2015) because it facilitates the process of transferring the most critical information and data from sources published on social media platforms to face competitive challenges quickly, and organizations that use social media can improve customer interaction by providing them with higher value to build trust and commitment in building long and lasting relationships (Sashi, 2021). It can also jointly develop new products with customers (Hollebeek et al., 2019), and social media also provides new channels of communication with customers that enable organizations to obtain new data, information, or ideas. It looks like a component of indispensability to small firms for certification of their marketing ability as they consolidate and depend highly on financial as well as administration functions to marketing. At the same time, they offer less than compared to the large organizations which they can afford to spend on it. After surveying the previous theoretical literature, researchers found that social media marketing consists of three dimensions, namely online communities, entertainment, and perceived trust. This perception of the dimensions of marketing through social media is consistent with the study of Karman (2015), which added entertainment as a new dimension of marketing through social media. Sano (2014) conducted a study to assess how social media marketing (SMM) activities influence consumer behaviour, and he outlined four metrics for measuring SMM: It means that evaluation is one of the strategies utilized by these programs, while factors are interaction, personalization, orientation, and perceived the risk. Seo and Park (2018) then added the entertainment dimension to the previous measures. Bilgin (2018) added after the announcement to express online advertising and promotional campaigns to drive social media marketing. From their literature, Tarsakoo & Charoensukmongkol (2019) established that the following dimensions of social media marketing applied in this research:

**Social Media Pricing:** The term pertains to being able to set competitive prices for products or services and to keep track of the pricing of competitors and changes in market prices (Ampountolas, Shaw, & James, 2019; Sehar et al., 2019). This has consequently seen the creation of numerous social sites from which information on competitors' prices and also customers' discourses on the prices of products and services have been gathered. Besides, whenever organizations employ social media as a mode of communication, they can persuade customers and reverse prices in case they need to. This allows them to position the right course on correct pricing strategies that is fully responsive to the changes in the market.

**Social media product development** is the use of social media applications in the development process, and that leads to creating and introducing new products and services that fulfill customer satisfaction. Tuten & Solomon (2017) stated that based on the literature, it may be concluded that social media marketing is beneficial for generating product ideas.

**Social media marketing communication** refers to managing customer perceptions through using the applications of social media in activities related to marketing communications, like sales promotion and advertisement, public relations, in addition to personal selling and direct marketing. Furthermore, adopting social media as a communication platform will assist the one managing it in increasing the awareness and appreciation of the brand among consumers (Hammou, Aboudou, & Makloul, 2020). Essentially, social marketing planning constitutes one of the core elements in arriving at different marketing strategies to apply sufficient means in specific social marketing platforms. Companies that are more advanced in social network marketing stand a better chance of developing successful marketing plans for social networks. Social communication is responsive to competitors' actions and environmental changes (Opresnik, (2018).

**Social media marketing implementation** is defined as the process of putting into practice social media marketing strategies with the help of which an organization can efficiently manage its resources to fulfil social media marketing objectives and, in doing so, can respond to competitors and assessment of the activities of social media marketing and the efficiency of implementation of social media marketing plan (Guha, Mandal, & Kujur, 2021).

## 2.2 The consumer's purchasing decision process

Consumer buying decisions are the process of selecting the products or services provided by business organizations in the marketplace. The market offers various brands that provide similar benefits at different prices to appeal to consumers, and because we are in the age of technology, organizations are leveraging social media to showcase their brands and provide product information, which helps consumers save time and draws them directly to the brand. Customers' buying behaviour could be dynamic, and so are their perception and their expectations. Before making a purchasing decision, the brand's quality is often a topic of interest among customers. There are a few criteria that consumers follow before making a purchase decision, such as behavioural intentions, product information search, reviews, rating, and company information as well (Daeun Kim, 2017; Aldaihani et al., 2023). The buying of brands on social media platforms means that consumers associate themselves with virtual brand communities, hence developing trust in brands. This social proof arises from people sharing information and experiences within a brand using communities, which enable potential buyers to eliminate perceived risks and generate

feelings that compel them to buy the brand. Virtual communities of brands on social media create an effective environment for posts and create trust towards brands. Trust is earned via the exchange of information and experiences concerning the brand by consumers that enable potential buyers to address their issues and concerns about the product, and therefore, they are encouraged to make purchases.

Habits caused by learning, perceptions, attitudes, motivation, and beliefs of the consumer have an influence on the decisions made when they are purchasing products (Omar & Atteya, 2020). Brand image and product quality also contribute to consumer buying intent, along with the motives created by reviews and comments from consumers who have already tried the product (Palalic, Ramadani, Gilani, Grguri-Rashiti, & Dana, 2020). When a consumer wants to buy a product, he experiences multiple stages that impact the process of making a purchase decision and his behavior after making a purchase. During the initial stage, the consumer identifies the issue and works to meet their desires besides their needs. Advertisement, personal selling, and packaging are the strategies marketers use to satisfy needs or desires of a customer. The consumer then seeks information that can be obtained from internal organizational sources, typically drawing from their previous experiences with products. On the other hand, consumers may go outside to look for the required information concerning the products and services such as friends, family, relatives, neighbors, annual reports, publications, salespeople, social media, and other information. Finally, after being satisfied with the information collected in the previous stage, the consumer studies and evaluates alternatives and then chooses between them to make the decision to purchase the brand that suits him and meets his needs.

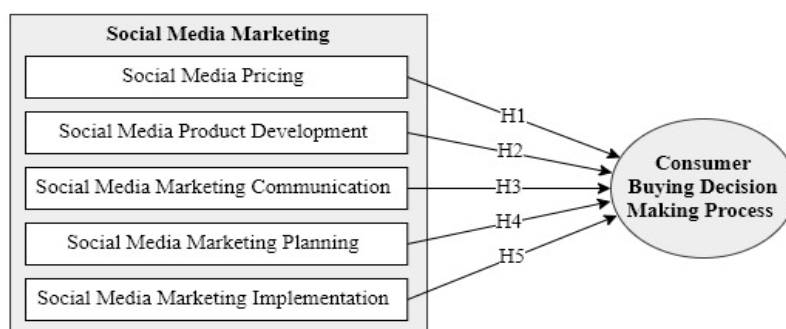
Consumers' purchasing patterns fluctuate depending on their attributes (Islam, S. (2019). Past kinds of literature suggest that the choice of process that consumers employ, as well as the amount of knowledge they possess about a product, plays an essential part in the buying process (Karimi & Liu, 2020). Consequently, consumers especially need to know how it is built in order to make it available. Marketers care about the buying decision process since the buyer can back out of the purchase decision at any point (Srinivasan et al., 2016). Customers can also easily set selection criteria by reflecting on previous experiences (Heitmann et al., 2007). They are also able to distinguish between important and unimportant information about their purchasing decision and can quickly begin comparing alternatives and applying criteria to them (Jamil, Hussain, Gul, Shahzad, & Zubair, 2021). Therefore, consumers have complex process behaviors, and they walk in multiple patterns along the purchasing decision process, whereby consumers can skip some steps and stages or add new activities to the specified stages and rearrange the steps of the process (Rodgers & Nguyen, 2022). When the purchasing choice process begins, actual customer behavior and trajectory are decided. Consumers typically use the traditional model's phases to make a purchase choice, but these stages do not represent distinct and transparent processes for the process of making a buying decision because there are some similarities between those stages. When buyers move between stages and repeat them numerous times during a single transaction, spiral trajectories of the purchasing decision process arise that are difficult to define and appear chaotic at first glance (Karimi et al., 2014).

### *2.3 Marketing through social media and consumer's purchasing decision process*

The Internet consumes much of people's time through social media platforms such as Instagram, LinkedIn, Facebook, according to (Nourallah, 2020). Today, in this technological age, organizations cannot control their mental image in the market. Nowadays, consumers are very involved in the influence of brands due to the ability to access comments, share, and create information easily. Available research further supports this view that brands are now spending more on digital marketing than on traditional marketing (Baines & Fill, 2014). According to Baines and Fill (2014), social media marketing is a digital platform for marketing activities, and it has created transparency in the activities that reveal the good or bad about the brand, which can quickly spread through posts. In the words of Ansari, Ansari, Ghori, and Kazi (2019), it is imperative that there are ties between the overall marque look and feel, the worth of the brand on the one hand, and the propensity to purchase among consumers on the other. Some researchers have recently examined the effects of social media on consumers' decision-making (Voramontri & Klieb, 2019; Sheng, Xie, Gong, & Pan, 2019). Customers use social media to acquire more knowledge on what would be considered time-sensitive information such that assists them to make their purchasing decisions or to get more information about new products or brands (Powers et al., 2022). Jagadeesh Babu et al. (2020) confirmed that online consumer comments may be a reason for product selection and buying behaviour by consumers. As noted by Trivedi and Rozia (2019), social media platforms help organisations to better understand all the clients' necessities, expectations and preferences. Therefore, social media marketing serves as an inexpensive and advantageous method of communication for obtaining additional insight into customer behavior. Similarly, Soewandi (2015) concluded that social media is crucial in brand selection decisions as marketing communication that comes from the consumers. Further, prior research also reflects that some scholars (Sudirjo, 2021; Yogesh & Yesha, 2014; Al Oraini 2024) proved the importance of social media marketing for consumers' purchasing behaviour. Excess information is also an essential issue in online decision-making. Social media has supplied large amounts of information, leading consumers to experience analytical paralysis, causing difficulty in analyzing the abundance of available information (Powers et al., 2022). Based on the above, the research hypothesis can be formulated as follows:

This research will focus on the bargaining power of social media as a tool in influencing consumer's purchasing decisions.

### 3. Study model



**Fig. 1.** Conceptual framework

### 4. Method

#### 4.1 Research sample

The current research was conducted on online consumers through luxury perfume brands' websites. The phenomenon of online sales has recently spread in Saudi Arabia, where the authorized number of those stores reached 1,800 sites at the end of 2021, 620 of them were owned by domestic or international companies with physical branches. Therefore, the target population was the online purchasing consumers from luxury perfume sellers. Sekaran and Bougie (2016) stated that the appropriate sample size in unlimited populations is 385 responses. Accordingly, the research instrument was sent to 800 online consumers via social media such as Facebook and WhatsApp. In the given study, the number of responses received was identified from January 2, 2024 to January 20, 2024; the number of responses was as follows: Total received = 477; Excluded = 46 because of their incomplete nature and hence could not be used for statistical analysis. The analyzed responses were 431, which represented a response rate of 53.9 percent. The research sample included 73.8% female respondents compared to 26.2% male respondents. Most respondents were 63.8 percent married, 24.6 percent single, and 11.6 percent chose otherwise. Moreover, 55.7% of the sample were holders of a bachelor's degree, 30.8% of those who obtained a diploma or less, and 13.5% of those with postgraduate degrees. Regarding age, 40.8% of the sample answered that they belonged to the category "30-40", followed by 35.0% who belonged to the category "less than 30", then 18.3% whose age was within the category "41-50", and 5.9% their age was within the category "51 and elder".

#### 4.2 Measures

The current research was cross-sectional based on quantitative data. The questionnaire was the main instrument in the research survey. The items used in the research questionnaire were all originally in English. It has also been translated into Arabic to ensure that data was collected in the response to the language of the respondents. Through the reverse translation, it was returned to the English language and listed in the research with the help of language specialists. The necessity and purpose of the questionnaire study were explained in the questionnaire's cover letter which also stressed the anonymity of the contributors. A section was devoted to demographic data (gender, marital status, education, age) for respondents, and two sections were dedicated to the main variables of the research. Items related to the research variables were measured using a five-point Likert scale. The scale ranged from "strongly disagree" as the lowest point to "strongly agree" as the highest point. Social media marketing served as the independent variable in the study. The measurement of social media marketing involved 25 items adopted from Shamaileh et al. (2023). The variable in question was a research construct of the second order, which was divided into five first-order constructs. There were four items used to measure social media pricing. Furthermore, each social media product development, social media marketing communication, and social media marketing planning were evaluated using five items. Social media marketing implementation was gauged through six items. Consumer buying decision-making process: It is the present research dependent variable, which is measured using eight items created by Kumar et al. (2022). This variable represented a first-order research construct.

### 5. Results

#### 5.1 Measurement model assessment

The measurement model of the impact of social media marketing on the consumer buying decision-making process was evaluated through the confirming factor analysis method (CFA). This method does depend on the covariance values of the maximum likelihood estimation. Zainudinet al. (2019) expressed that the CFA method is usually used in managerial research

to determine the validity and reliability of the research instrument to enhance the generalizability of the research results. Furthermore, this method is a proactive procedure for testing hypotheses using structural equation modeling. Table 1 includes the results obtained from applying the confirmatory factor analysis method.

**Table 1**  
Results of measurement model assessment

Constructs	Factors	Loadings	AVE	MSV	$\sqrt{\text{AVE}}$	CR
Social Media Pricing (SMPR)	SMPR1	0.662	0.555	0.462	0.745	0.832
	SMPR2	0.842				
	SMPR3	0.711				
	SMPR4	0.753				
Social Media Product Development (SMPD)	SMPD1	0.775	0.585	0.488	0.765	0.876
	SMPD2	0.736				
	SMPD3	0.821				
	SMPD4	0.693				
	SMPD5	0.794				
Social Media Marketing Communication (SMMC)	SMMC1	0.803	0.574	0.371	0.758	0.870
	SMMC2	0.655				
	SMMC3	0.738				
	SMMC4	0.815				
	SMMC5	0.767				
Social Media Marketing Planning (SMMP)	SMMP1	0.702	0.612	0.338	0.782	0.887
	SMMP2	0.771				
	SMMP3	0.735				
	SMMP4	0.854				
	SMMP5	0.839				
Social Media Marketing Implementation (SMMI)	SMMI1	0.711	0.557	0.475	0.746	0.883
	SMMI2	0.785				
	SMMI3	0.806				
	SMMI4	0.782				
	SMMI5	0.701				
	SMMI6	0.684				
Consumer Buying Decision-Making Process (CBDMP)	CBDMP1	0.673	0.579	0.508	0.761	0.916
	CBDMP2	0.680				
	CBDMP3	0.794				
	CBDMP4	0.825				
	CBDMP5	0.761				
	CBDMP6	0.733				
	CBDMP7	0.757				
	CBDMP8	0.844				

The information in Table 1 shows that the factor loadings for the latent constructs ranged from 0.655 to 0.854. The AVE for every research construct exceeded 0.50, to which convergent validity is the lower level of acceptable (Cheah et al., 2018). Furthermore, the findings validated that the MSV (Maximum Shared Variance) exceeded the AVE (Average Variance Extracted), as did the square root of AVE, with values surpassing the correlation coefficients among the research constructs. Discriminant validity was considered if the AVE values exceeded MSV values and  $\sqrt{\text{AVE}}$  values over correlation coefficient values (Yusoff et al., 2020). Therefore, the research instrument was characterized by discriminant validity. The measure of dependability was performed by McDonald's omega coefficients for evaluated composite reliability (CR); the range was found to be 0.832 and 0.916. The study instrument is considered to have composite reliability when the index values exceed 0.70 (Ravinder & Saraswathi, 2020; Mohammad et al., 2024). Hence, the measurement model had composite reliability.

### 5.2 Descriptive statistics

The calculation of the mean was used as one of the key measures to evaluate the sentiments of the participants on social media marketing and the consumer purchasing decision process. The dispersion of responses from its mean was measured using the standard deviation. Pearson's correlation coefficients were used to check the multicollinearity relations between the dimensions of the independent variable. The results of previous tests are listed in Table 2.

**Table 2**  
Means, Standard deviations, and correlations

Constructs	M	SD	SMPR	SMPD	SMMC	SMMP	SMMI	CBDMP
SMPR	3.75	0.921	---					
SMPD	3.62	0.775	0.485 <sup>***</sup>	---				
SMMC	3.60	0.916	0.462 <sup>***</sup>	0.413 <sup>(*)</sup>	---			
SMMP	3.71	0.877	0.502 <sup>***</sup>	0.442 <sup>**</sup>	0.492 <sup>***</sup>	---		
SMMI	3.52	0.802	0.431 <sup>***</sup>	0.418 <sup>***</sup>	0.475 <sup>***</sup>	0.488 <sup>***</sup>	---	
CBDMP	3.56	0.748	0.611 <sup>***</sup>	0.643 <sup>***</sup>	0.620 <sup>***</sup>	0.637 <sup>***</sup>	0.608 <sup>***</sup>	---

Note: <sup>\*</sup> $P < 0.05$ , <sup>\*\*</sup> $P < 0.01$ , <sup>\*\*\*</sup> $P < 0.001$ .

The results of Table 2 showed that social media marketing dimensions were within the moderate and high levels. Social media pricing (M= 3.75, SD= 0.921) was the first, and social media marketing planning (M= 3.71, SD= 0.877) was the second place, but both were at a high level. The remaining aspects of social media marketing were at a moderate level. The development of social media products (M= 3.62, SD= 0.775) was ranked third, followed by communication for social media marketing (M= 3.60, SD= 0.916) in fourth place. The social media marketing implementation (M= 3.52, SD= 0.802) was the last and ranked fifth. The dependent variable, the consumer buying decision-making process, was at a moderate level (M= 3.56, SD= 0.748). Pearson's correlation coefficients between social media marketing dimensions ranged within (0.413-0.502). Hair et al. (2019) noted that the correlation coefficients equal to or less than 0.80 confirming that multicollinearity between the dimensions of the independent variable is not an issue for any of the values. The social media marketing dimensions did not have any issues with multicollinearity and operated independently from one another.

5.3 Hypotheses testing

In the present study, the role of social media marketing on consumers' buying decision-making process was examined by SEM (Structural Equation Modelling). It is a widely used method in managerial research to determine the cause-effect relationship between exogenous variables and endogenous variables (Keith, 2019). Fig. 2 illustrates the structural model used in the research that lists the values of the construct validity indicators.

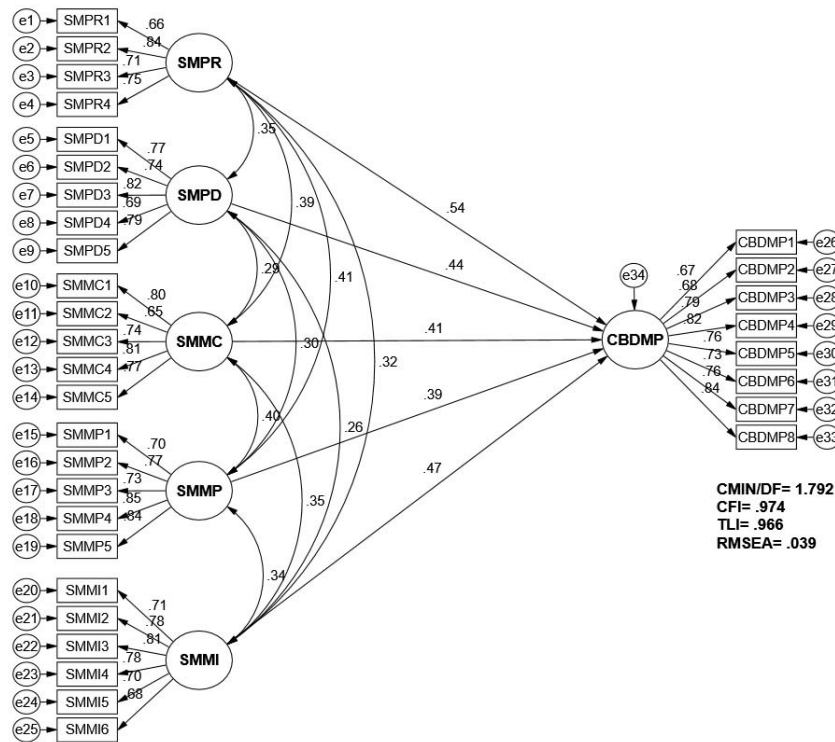


Fig. 2. The model used for testing research hypotheses

Based on Fig. 2, it was demonstrated that the ratio of chi-square to the value of the degrees of freedom (CMIN/DF) was 1.792, which is below 3, the maximum limit for this ratio (Villarreal & Jorgensen, 2020; Smadi et al., 2023). The CFI value was 0.974, and the TLI value was 0.966, both exceeding the minimum threshold of 0.90 for these indicators, according to Savalei (2021). Furthermore, the RMSEA exceeded 0.08, which is the highest limit for this measure (Niemand & Mai, 2018; Abusalma et al., 2024). If these findings are taken into consideration, it could be stated that the research's structural model possesses construct validity. Therefore, the coefficients presented in Table 3 both standardized and unstandardized should be regarded as reliable in terms of testing hypothesized relationships concerning the role of SMM (Social Media Marketing) within consumers' decision-making processes.

Table 3 Path coefficient for estimating the relationship between SMM and CBDM

IDV <sup>(a)</sup>	B	S.E.	β	t-value	P-value	Result
SMMPR	0.587	0.048	0.538	12.23 <sup>(***)</sup>	0.000	Supported
SMPD	0.465	0.053	0.442	8.77 <sup>(**)</sup>	0.002	Supported
SMMC	0.431	0.055	0.411	7.84 <sup>(**)</sup>	0.005	Supported
SMMP	0.397	0.058	0.388	6.85 <sup>(**)</sup>	0.009	Supported
SMMI	0.502	0.050	0.473	10.04 <sup>(***)</sup>	0.000	Supported

Note:<sup>a</sup> dependent variable was consumer buying decision-making process (CBDMP)

\*P<0.05, \*\*P<0.01, \*\*\*P<0.001.

The coefficients in Table 3 proved to support all the research hypotheses that were arguing about the impact of social media marketing dimensions on the consumer buying decision-making process of perfume luxury brands. Social media pricing ( $\beta=0.538$ ,  $t=12.23$ ,  $P=0.000$ ) had the most significant impact, followed by social media marketing implementation ( $\beta=0.473$ ,  $t=10.04$ ,  $P=0.000$ ) in the second place in terms of impact, and then social media product development ( $\beta=0.442$ ,  $t=8.77$ ,  $P=0.002$ ) in the third place. In comparison, social media marketing communication ( $\beta=0.411$ ,  $t=7.84$ ,  $P=0.005$ ) was ranked third, and social media marketing planning ( $\beta=0.388$ ,  $t=6.85$ ,  $P=0.009$ ) ranked fifth and last impact on consumer buying decision-making process.

## 6. Discussion

It has become apparent from the responses of the study sample that the companies surveyed do everything in their power to take advantage of social media to increase their ability to carry out various marketing activities, especially pricing and product development. It is also beneficial to use the facilities provided by social media to respond to it by developing new products or working to improve the characteristics of existing products. It is also beneficial to use the facilities provided by social media to do this in the best way, as it allows marketing managers to see the virtual communities formed by consumers and exchange views and ideas. The study's findings also indicated that the behavior of the electronic consumer appears more complex than the behavior of the traditional consumer and that not all consumers necessarily go through all the stages of making a purchase decision, and they can change their intention and cancel the idea of buying at any of those stages.

The result of the findings of this study, that established social media marketing played a very big and major role in the buying process of the consumers by affecting the decision-making process. This outcome is a result of the effectiveness of marketing efforts carried out by chosen retail stores via social media. In addition, through social networking sites, marketing communications can even affect some people's unfavourable perception of the brand if comments or discussions on the sites are negative, thus hindering their buying inclinations and appreciation of their requirements. In sum, social media platforms are essential for creating brand familiarity and have pronounced impacts on consumers' decision-making processes.

Organizations use the dimensions of marketing through social media in the various stages of the decision-making process in order to influence the consumer to buy their brand without others. It is present in the mind of the consumer as a good option for him to adopt in satisfying his needs. Organizations present various products to customers in a predetermined order in order to persuade them to buy their products. Organizations are also re-planning their marketing activities in proportion to the stage through which the consumer passes when making a purchase decision, especially the post-purchase stage. So, the organizations maintain a relationship with the customer and continue their relationship with him after the purchase process to help him confirm that his choice was the most appropriate option and that his experience was successful in storing it in the form of an experience that he returns to repeat when the need for it arises.

The study findings indicate that social media introduces new aspects to seeking information, and therefore, its effects are significant on the stages of making a purchase decision, especially the stage of information gathering, especially if that information is well planned by marketing managers to control what should be presented to the customer first. Marketing tools applied through social media influence consumers' purchasing decisions because they create an online community where consumers can share their various experiences with other consumers, which helps organizations develop products that are more relevant to customer needs. The results of this study are consistent with those of Spangenberg Lorek (2019), who examined the behaviors of consumers when using social media for purchasing and determined that gathering information about a product or content while using social media to view and utilize the thoughts, evaluations, and ratings of other customers, along with the examination conducted by Sudirjo (2021), which confirmed that consumers respond positively to comments posted by their friends, which influences their positive attitudes towards products and services that are advertised on social media. The findings of the study are contrary to Sasatanun and Charoensukmongkol's (2017) study, in which he established that many small organizations use social media marketing without strategic development planning have poorly performed on consumer purchasing behaviour patterns.

## 7. Managerial implications

Therefore, this research is helpful for both marketers and consumers because the findings of the present study enable marketing departments to understand the importance of strengthening marketing capabilities in social media applications. These platforms enable marketers to create strategies with the help of these platforms, marketers can create virtual communities and communicate directly with currently existing and potential clients, which in turn brings awareness of the marketer's products. Consumers benefit from this research by realizing the significance of brand awareness, which is influenced by various marketing efforts, in the decision-making process of purchasing. In addition, social media content marketing allows the consumer to get extensive information about the assortment of different brands through various channels, such as vlogs, reviews, videos, and publications. From consumer reviews and interaction, brand marketing departments have the ability to identify consumers' desires and requirements.



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