HAL open science

The Impact of Digital Marketing on Exploratory Buying Behavior Tendencies (EBBT)

K. K. Roshni, T. Shobana, R. Shruthi

To cite this version:

K. K. Roshni, T. Shobana, R. Shruthi. The Impact of Digital Marketing on Exploratory Buying Behavior Tendencies (EBBT). International Working Conference on Transfer and Diffusion of IT (TDIT), Dec 2020, Tiruchirappalli, India. pp.510-519, 10.1007/978-3-030-64849-7_45 . hal-03701825

HAL Id: hal-03701825

https://inria.hal.science/hal-03701825v1

Submitted on 22 Jun 2022

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

Distributed under a Creative Commons Attribution 4.0 International License

The Impact Of Digital Marketing On Exploratory Buying Behavior Tendencies (EBBT)

Roshni K K[1], Shobana. T[2], and Shruthi. R[3]

1 Assistant Professor, Ethiraj College for Women, No;70, Ethiraj Salai, Egmore, Chennai-600008. roshni_kk@ethirajcollege.edu.in

2 Assistant Professor, Ethiraj College for Women, No;70, Ethiraj Salai, Egmore, Chennai-600008. shobana_t@ethirajcollege.edu.in

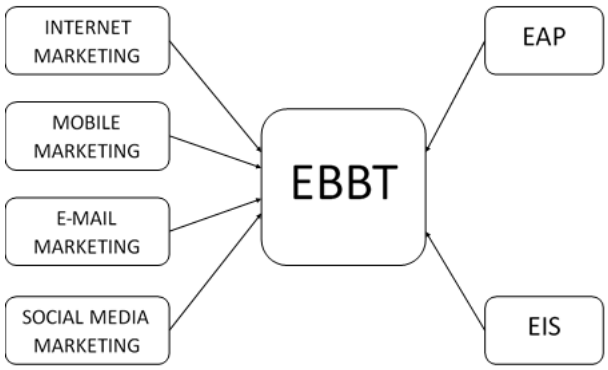
3 Assistant Professor, Ethiraj College for Women, No;70, Ethiraj Salai, Egmore, Chennai-600008. shruthi_r@ethirajcollege.edu.in

Abstract A marketing study is not complete without studying the buyer's behavior. With more people moving to the digital platform for day to day purposes, digital marketing is gaining momentum like never before. Hence this study aims to study the effect of digital marketing on Exploratory Buying Behavior Tendencies (EBBT) of the consumers. Since the ambit of digital marketing ambit is huge, only internet marketing, mobile marketing, E-Mail marketing and Social media marketing were taken for the study. Data from 110 respondents were collected and the results were analyzed using weighted average, correlation and regression. The study concludes that out of the four components in digital marketing, internet marketing has the highest influence on consumers as they buy products.

1 Introduction

In an era where information is omnipresent, digital marketing is inevitable. Digital marketing is the use of online platforms reach out to the consumers. Though are many components of digital marketing only a few of them have become the buzzword. To begin with, internet marketing is crucial as India has the second largest number of internet users after China. It concentrates on making the website attractive for consumers, posting advertisements in various sites. Mobile marketing is the next major component as the smart phone penetration is increasing day by day. Mobile marketing is done through applications, SMS and push notifica-

tions. Messages containing information regarding products and offers are sent to consumers. E-Mail marketing involves in sending personal and at times exclusive E-Mails to consumers to their mail inbox. E-Mail also contains information about new products in the form of E-Newsletters. Social media marketing is new when compared to the other three components of digital marketing. They include marketing on Facebook, Twitter, Instagram, LinkedIn, etc. This method is more attractive people tend to spend much of their online time on these social media platforms. With such digital media platforms, consumers tend to explore more products as more information is available to them in just a click. This makes them to take the risk of buying and trying unknown, other brand products. Moving on to buying behavior, exploring new products is salient factor influencing consumers. They search for innovative products offered, thereby leading to exploratory buying behavior. The concept of Exploratory Buying Behavior Tendencies (EBBT) was proposed by Hans Baumgartner and Jan-Benedict E.M. Steenkamp in the year 1996. They identified that buying behavior can be motivated when the consumer expects that the end result of using a product will excite him. EBBT is a Two-Factor model. The first factor- Exploratory Acquisition of Products (EAP) deals with sensory stimulation of a consumer. All the five senses of a consumer i.e. sight, taste, smell, hearing and touch must be satisfied when he consumes the product. The second factor - Exploratory Information Seeking (EIS) prods the cognitive stimulation of the consumer. By getting additional information on a variety of products, he gets to choose a product which deliver his needs. As a consumer receives information on internet, mobile phone, E-Mail and social media, the artificial intelligence present in all these media brings in exact information that he needs. This thirst for exploring new products seem to be endless for consumers. For example, if a person is searching for features of a particular brand of mobile phone in internet, details regarding other models of the same brand and different brand's phones immediately pops up in other websites and social media sites. Hence, the study attempts to analyze the impact of digital marketing on EBBT.



2 Review of Literature

Baumgartner and Steenkamp (1996) in paper 'Exploratory consumer buying behavior: Conceptualization and measurement' analyzed and proposed a two-factor concept of exploratory consumer buying behavior in which the authors explained that exploratory acquisition of products is different from exploratory information seeking. The method of Analysis used was correlation and two factor analysis. They narrowed down on 41 EAP factors and 28 EIS factors from 89 prospective factors. The results of six studies with students from two different countries, one a major American university and another university in the Netherlands shows that the scale has good psychometric properties and that its relationships with other constructs and actual exploratory behaviors confirm to theoretical expectations.

Waheed and Jianhua (2018) in their study 'The linkage between e-marketing and consumers' exploratory buying behavior tendencies have investigated the effect of EBBT toward E- Marketing in addition to the sub-factors of the E-Marketing model in China was inspected with gender as a moderate variable. Data from 1,600 respondents were collected over a period of 7 months. Pearson's correlation was used to analyze the data using SPSS with SEM technique. The results stated the positive relationships of EBBT toward all E-Marketing factors but relatively less positive effect than the direct effect of E-Marketing factors to EBBT.

Claro G Gañac, (2018) in his paper 'Investigating Consumer Optimum Stimulation Level and Exploratory Online Buying Behavior' concentrated on elucidating the shooting increase of Internet shopping not only because of the rapid advances in technology but also due to the deep-rooted susceptibility of consumers to involve in exploratory buying and consumption. The merging of the decision-making process with exploratory buying behavior, lead to the formation of a theoretical framework for OSL driven online buying. They have made use of the generic purchase decision model as a framework to measure Internet-domain exploratory shopping behavior. The method of Analysis used was Pearson's correlation. The results exhibit that the weakest connection with exploratory buying behavior across the spread of information acquisition to purchase behavior, whereas consumer innovativeness revealed the highest correlation with impulsive buying behavior.

3 Research Gap

As digital marketing is the new normal, consumer buying behavior has drastically evolved over the period of time. Even though previous studies concentrate on Internet, mobile and E-Mail marketing, they have failed to touch upon social media

marketing. Therefore, this study covers the influence of social media marketing over consumer's buying behavior.

4 Objectives

- To find out the relationship between components of digital marketing and EBBT.
- To analyze the key factors digital marketing and EBBT.

5 Methodology

Primary data has been collected through structured questionnaire from 110 respondents using convenience sampling technique. The data has been collected through on online survey having questions measured on five-point Likert scale ranging from strongly agree to strongly disagree. The questionnaire consists of three parts. Part- A has four statements on specific demographic variables. Part - B has 24 statements on digital marketing and 10 statements on EBBT. Part- C has questions on general demographic variables. Correlation and factor analysis have been used for analyzing data.

6 Results and discussions

To measure the reliability and validity of the questionnaire, Cronbach's alpha, Kaiser-Meyer-Olkin (KMO) and Bartlett test were performed. The value of 0.869 for Cronbach's alpha suggests consistency of the items in the scale. The KMO measures was 0.807, which signifies that the scales of the variables in the questionnaire is understood by all the respondents and they have correctly answered. Additionally, Bartlett's test of for sphericity has a high chi-square value which justifies the sample suitability.

Table 1. Table showing reliability and KMO analysis

RELIABILITY STATISTICS	
Cronbach's Alpha	N
0.868	6
Kaiser-Meyer-Olkin (KMO) and Bartlett test	

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.807
Bartlett's test of for sphericity	Approx. Chi-Square	2367.18
	Df	561
	Sig	0

6.1 Sample profile:

The table below describes the demographic profile of the respondents with respect to gender, age, educational qualification and monthly income of 110 respondents.

Table 2. Table showing demographic variables

S.NO	DEMOGRAPHIC VARIABLES	% OF RESPONDENTS
General demographic variables:		
1	Gender:	
	Male	41.80%
	Female	57.30%
	Prefer not to say	0.90%
2	Age:	
	20 years - 30 years	84.50%
	30 years - 40 years	7.30%
	40 years- 50 years	5.50%
	Above 50 years	2.70%
3	Educational status:	
	UG	49.10%
	PG	37.30%
	M.Phil./Research	2.70%
	Professional qualification	10.90%
4	Income:	
	Less than Rs 20,000	42.70%
	Rs 20,000 – Rs 40,000	27.30%
	Rs 40,000 – Rs 60,000	20.90%
	Rs 60,000 – Rs 80,000	5.50%
	More than Rs 80,000	3.60%

It is inferred from the table 2 that most of the respondents are female (57.3%). Majority (84.5%) of the respondents belong to the age group of 22-30 years and 7.3% of them belong to the age group of 30-40. 49.1% of the respondents have completed their UG and 37.3% have completed their PG. 43% of the respondents have their monthly income Rs.20,000 and 20.9 % have their monthly income from Rs 40,000 to Rs.60,000.

6.2 Finding of objective 1

In order to identify the relationship between digital marketing and consumers' exploratory buying behavior tendencies (EBBT), Factor analysis of e-marketing with EBBT was examined using five factors: Internet marketing (IM), E-mail marketing (EM), mobile marketing (MM) and social media marketing (SM).

Table 3. Correlation Matrix between Internet Marketing and EBBT

	IM Q1	IM Q2	IM Q3	IM Q4	IM Q5	IM Q6	EBBT Q1	EBBT Q2	EBBT Q3	EBBT Q4	EBBT Q5	EBBT Q6	EBBT Q7	EBBT Q8	EBBT Q9	EBBT Q10
IM Q1	1	0.414	0.486	0.498	0.47	0.36	-0.06	-0.297	0.111	0.264	-0.15	0.023		0.224	0.008	0.089
IM Q2		1	0.6	0.319	0.338	0.448	0.043	-0.176	-0.024	0.088	-0.009	-0.111	0.124	0.282	-0.033	0.113
IM Q3			1	0.506	0.328	0.407	-0.055	-0.077	0.133	0.084	0.006	0.15	0.214	0.333	-0.271	0.019
IM Q4				1	0.293	0.436	0.029	-0.141	0.249	0.076	-0.117	0.173	0.34	0.177	-0.018	-0.04
IM Q5					1	0.502	0.071	-0.269	0.068	0.293	-0.124	0.091	0.284	0.256	-0.09	-0.292
IM Q6						1	0.094	-0.217	0.065	0.093	-0.127	0.036	0.143	0.147	-0.211	-0.191
EBBT Q1	-0.06	0.043	-0.055	0.029	0.071	0.094	1	-0.173	0.307	0.213	-0.108	0.248	0.298	0.212	-0.161	-0.117
EBBT Q2	-0.297	-0.176	-0.077	-0.141	-0.269	-0.217	-0.173	1	-0.124	-0.239	0.18	-0.002	-0.382	-0.178	0.011	0.126
EBBT Q3	0.111	-0.024	0.133	0.249	0.068	0.065	0.307		1	0.359	-0.154	0.216	0.311	0.188	-0.178	-0.029
EBBT Q4	0.264	0.088	0.084	0.076	0.293	0.093	0.213			1	-0.315	0.322	0.361	0.165	-0.157	-0.12
EBBT Q5	-0.15	-0.009	0.006	-0.117	-0.124	-0.127	-0.108				1	-0.115	-0.33	-0.029	0.144	0.284
EBBT Q6	0.023	-0.111	0.15	0.173	0.091	0.036	0.248					1	0.238	0.5	-0.264	-0.173
EBBT Q7	0.29	0.124	0.214	0.34	0.284	0.143	0.298						1	0.339	-0.128	-0.133
EBBT Q8	0.224	0.282	0.333	0.177	0.256	0.147	0.212							1	-0.231	-0.029
EBBT Q9	0.008	-0.033	-0.271	-0.018	-0.09	-0.211	-0.161								1	0.5
EBBT Q10	0.089	0.113	0.019	-0.04	-0.292	-0.191	-0.117									1

Table 4. Correlation Matrix between Mobile Marketing and EBBT

	MM Q1	MM Q2	MM Q3	MM Q4	MM Q5	MM Q6	EBBT Q1	EBBT Q2	EBBT Q3	EBBT Q4	EBBT Q5	EBBT Q6	EBBT Q7	EBBT Q8	EBBT Q9	EBBT Q10
MM Q1	1	0.384	0.514	0.421	0.507	0.455	0.067	-0.177	0.236	0.271	-0.241	0.116	0.204	0.27	-0.014	0.067
MM Q2		1	0.621	0.554	0.42	0.43	0.137	0.033	0.245	0.006	-0.127	0.056	-0.016	0.293	-0.082	0.173
MM Q3			1	0.601	0.526	0.515	0.211	-0.055	0.279	0.272	-0.18	0.168	0.163	0.323	-0.072	0.042
MM Q4				1	0.74	0.524	0.152	0.007	0.315	0.237	-0.163	0.036	0.188	0.267	-0.054	-0.036
MM Q5					1	0.678	0.073	-0.127	0.287	0.273	-0.156	0.024	0.222	0.273	-0.082	0.024
MM Q6						1	0.111	-0.152	0.265	0.241	-0.155	-0.037	0.223	0.26	-0.026	0.164
EBBT Q1	0.067	0.137	0.211	0.152	0.073	0.111	1	-0.173	0.307	0.213	-0.108	0.248	0.298	0.212	-0.161	-0.117
EBBT Q2	-0.177	0.033	-0.055	0.007	-0.127	-0.152		1	-0.124	-0.239	0.18	-0.002	-0.382	-0.178	0.011	0.126
EBBT Q3	0.236	0.245	0.279	0.315	0.287	0.265			1	0.359	-0.154	0.216	0.311	0.188	-0.178	-0.029
EBBT Q4	0.271	0.006	0.272	0.237	0.273	0.241				1	-0.315	0.322	0.361	0.165	-0.157	-0.12
EBBT Q5	-0.241	-0.127	-0.18	-0.163	-0.156	-0.155					1	-0.115	-0.33	-0.029	0.144	0.284
EBBT Q6	0.116	0.056	0.168	0.036	0.024	-0.037					-0.115	1	0.238	0.5	-0.264	-0.173
EBBT Q7	0.204	-0.016	0.163	0.188	0.222	0.223						0.238	1	0.339	-0.128	-0.133
EBBT Q8	0.27	0.293	0.323	0.267	0.273	0.26								1	-0.231	-0.029
EBBT Q9	-0.014	-0.082	-0.072	-0.054	-0.082	-0.026									1	0.5
EBBT Q10	0.067	0.173	0.042	-0.036	0.024	0.164										1

Table 5. Correlation Matrix between E-Mail and EBBT

	EM Q1	EM Q2	EM Q3	EM Q4	EM Q5	EM Q6	EBBT Q1	EBBT Q2	EBBT Q3	EBBT Q4	EBBT Q5	EBBT Q6	EBBT Q7	EBBT Q8	EBBT Q9	EBBT Q10
EM Q1	1	0.819	0.719	0.64	0.707	0.675	0.157	-0.01	0.377	0.094	-0.162	0.19	0.177	0.285	-0.301	-0.161
EM Q2		1	0.826	0.616	0.752	0.718	0.166	-0.067	0.333	0.043	-0.069	0.191	0.196	0.327	-0.295	-0.079
EM Q3			1	0.611	0.689	0.633	0.218	-0.062	0.277	0.092	-0.062	0.176	0.168	0.287	-0.216	-0.098
EM Q4				1	0.611	0.559	0.148	-0.107	0.141	0.127	-0.096	0.172	0.218	0.3	-0.205	-0.13
EM Q5					1	0.807	0.271	-0.056	0.26	0.006	-0.206	0.083	0.2	0.271	-0.321	-0.148
EM Q6						1	0.192	-0.109	0.191	-0.081	-0.151	0.051	0.035	0.305	-0.247	-0.046
EBBT Q1	0.157	0.166	0.218	0.148	0.271	0.192	1	-0.173	0.307	0.213	-0.108	0.248	0.298	0.212	-0.161	-0.117
EBBT Q2	-0.01	-0.067	-0.062	-0.107	-0.056	-0.109		1	-0.124	-0.239	0.18	-0.002	-0.382	-0.178	0.011	0.126
EBBT Q3	0.377	0.333	0.277	0.141	0.26	0.191			1	0.359	-0.154	0.216	0.311	0.188	-0.178	-0.029
EBBT Q4	0.094	0.043	0.092	0.127	0.006	-0.081				1	-0.315	0.322	0.361	0.165	-0.157	-0.12
EBBT Q5	-0.162	-0.069	-0.062	-0.096	-0.206	-0.151					1	-0.115	-0.33	-0.029	0.144	0.284
EBBT Q6	0.19	0.191	0.176	0.172	0.083	0.051						1	0.238	0.5	-0.264	-0.173
EBBT Q7	0.177	0.196	0.168	0.218	0.2	0.035							1	0.339	-0.128	-0.133
EBBT Q8	0.285	0.327	0.287	0.3	0.271	0.305								1	-0.231	-0.029
EBBT Q9	-0.301	-0.295	-0.216	-0.205	-0.321	-0.247									1	0.5
EBBT Q10	-0.161	-0.079	-0.098	-0.13	-0.148	-0.046										1

Table 6. Correlation Matrix between Social Media Marketing and EBBT

	SM Q1	SM Q2	SM Q3	SM Q4	SM Q5	SM Q6	EBBT Q1	EBBT Q2	EBBT Q3	EBBT Q4	EBBT Q5	EBBT Q6	EBBT Q7	EBBT Q8	EBBT Q9	EBBT Q10
SM Q1	1	0.698	0.669	0.631	0.604	0.411	0.145	-0.13	0.177	0.187	0.016	0.162	0.158	0.324	-0.056	0.098
SM Q2		1	0.81	0.741	0.653	0.589	0.143	-0.16	0.281	0.2	-0.045	0.14	0.117	0.361	-0.146	0.134
SM Q3			1	0.65	0.719	0.547	0.18	-0.2	0.229	0.237	-0.15	0.098	0.214	0.339	-0.087	0.036
SM Q4				1	0.729	0.63	0.133	-0.07	0.271	0.226	-0.135	0.192	0.212	0.432	-0.075	0.032
SM Q5					1	0.534	0.046	-0.19	0.224	0.314	-0.08	0.1	0.254	0.272	0.016	0.058
SM Q6						1	0.179	-0.07	0.224	0.185	-0.168	-0.015	0.102	0.218	-0.124	0.004
EBBT Q1	0.145	0.143	0.18	0.133	0.046	0.179	1	-0.17	0.307	0.213	-0.108	0.248	0.298	0.212	-0.161	-0.117
EBBT Q2	-0.126	-0.164	-0.204	-0.073	-0.186	-0.072		1	-0.124	-0.239	0.18	-0.002	-0.382	-0.178	0.011	0.126
EBBT Q3	0.177	0.281	0.229	0.271	0.224	0.224			1	0.359	-0.154	0.216	0.311	0.188	-0.178	-0.029
EBBT Q4	0.187	0.2	0.237	0.226	0.314	0.185				1	-0.315	0.322	0.361	0.165	-0.157	-0.12
EBBT Q5	0.016	-0.045	-0.15	-0.135	-0.08	-0.168					1	-0.115	-0.33	-0.029	0.144	0.284
EBBT Q6	0.162	0.14	0.098	0.192	0.1	-0.015						1	0.238	0.5	-0.264	-0.173
EBBT Q7	0.158	0.117	0.214	0.212	0.254	0.102							1	0.339	-0.128	-0.133
EBBT Q8	0.324	0.361	0.339	0.432	0.272	0.218								1	-0.231	-0.029
EBBT Q9	-0.056	-0.146	-0.087	-0.075	0.016	-0.124									1	0.5
EBBT Q10	0.098	0.134	0.036	0.032	0.058	0.004									0.5	1

The Table 3,4,5 and 6 depicts that there exists a relationship between drivers of digital marketing and dimensions of EBBT. Out of the above four factors, Social Media Marketing is highly correlated with EBBT followed by E-mail marketing, internet marketing and mobile marketing.

6.3 Findings of objective 2:

Table 7. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.46	30.759	30.759	10.46	30.759	30.759	5.14	15.122	15.122
2	3.17	9.324	40.083	3.17	9.324	40.083	4.81	14.133	29.256
3	2.445	7.192	47.275	2.445	7.192	47.275	3.8	11.189	40.445
4	2.228	6.554	53.829	2.228	6.554	53.829	2.88	8.456	48.901
5	1.727	5.081	58.909	1.727	5.081	58.909	1.92	5.66	54.561

6	1.408	4.141	63.051	1.408	4.141	63.051	1.86	5.463	60.024
7	1.198	3.523	66.574	1.198	3.523	66.574	1.71	5.02	65.044
8	1.07	3.146	69.72	1.07	3.146	69.72	1.59	4.675	69.72

Extraction Method: Principal Component Analysis (Source: Research Output)

Table 8. Component Matrix[a]

	Component							
	1	2	3	4	5	6	7	8
SM Q4	0.757				0.318			
SM Q2	0.729				0.362			
SM Q3	0.705	0.407						
MM Q3	0.701			0.387				
EM Q2	0.689	-0.56						
EM Q1	0.678	-0.568						
EM Q5	0.661	-0.552						
SM Q6	0.66					-0.336		
SM Q5	0.655	0.447						
EM Q4	0.654	-0.307						
EM Q3	0.649	-0.517						
IM Q3	0.641			-0.432				
EM Q6	0.633	-0.511						
MM Q1	0.631							
SM Q1	0.628	0.39						
MM Q4	0.615			0.519				
MM Q5	0.581			0.576				
MM Q6	0.564			0.477				
IM Q6	0.549				-0.352	-0.336		
MM Q2	0.542		0.32	0.41				
IM Q4	0.537					0.379		
IM Q2	0.536	0.333		-0.336				
IM Q1	0.529	0.385			-0.337	0.322		
EBBT Q8	0.515				0.312			0.482
IM Q5	0.462	0.358	-0.322		-0.322			
EBBT Q3	0.414			0.309				
EBBT Q7	0.37		-0.597					
EBBT Q10			0.576			0.475		
EBBT Q4	0.324		-0.559					
EBBT Q6			-0.483		0.462		0.41	
EBBT Q5			0.438					
EBBT Q9		0.371	0.374			0.395	-0.332	
EBBT Q2			0.412				0.476	-0.304
EBBT Q1			-0.348		0.322		-0.372	0.367

Extraction Method: Principal Component Analysis.
a 7 components extracted.

Table 8. Rotated Component Matrix[a]

	Component							
	1	2	3	4	5	6	7	8
EM Q2	0.884							
EM Q1	0.843							
EM Q5	0.839							
EM Q3	0.82							
EM Q6	0.807							
EM Q4	0.651							
SM Q2		0.852						
SM Q3		0.846						
SM Q5		0.788						
SM Q4	0.314	0.757						
SM Q1		0.742						
SM Q6		0.613	0.446					
MM Q5			0.815					
MM Q4			0.789					
MM Q6			0.727					
MM Q2			0.686					
MM Q3	0.314	0.318	0.652					
MM Q1			0.512	0.468				
IM Q1				0.743				
IM Q4	0.389			0.643				
IM Q3	0.398	0.396		0.57				
IM Q5				0.557		-0.405		
IM Q2		0.469		0.475	-0.326			
EBBT Q4					0.649			
EBBT Q3					0.584			
EBBT Q5					-0.496	0.359		
EBBT Q10						0.841		
EBBT Q9						0.695		
IM Q6		0.328		0.394		-0.413		
EBBT Q6							0.796	
EBBT Q8							0.736	
EBBT Q2								-0.736
EBBT Q1				-0.342				0.601
EBBT Q7				0.322	0.496			0.498

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 10 iterations.

The Eigen value table has been sub divided into three sections i.e. initial Eigen value, extracted sum of square loadings and rotated sum of squared loadings. The factor accounts for 69.72% of the variance extractions sum of squared loadings shows the number of rows in the panel of the table corresponding to the number of factors retained. Rotations sum of squared loadings represents the distribution of the variance after the varimax rotation. Factors are rotated for easier interpretation. The idea of rotation is to reduce the number of factors of which the variable under investigation have high loading. Exploratory Factor analysis results show that all the statements are accepted i.e. Social media motivates consumers to interact with others for information sharing has the lowest value of 0.314. The results of exploratory factor analysis reveal that Social media advertising motivates buying tendencies is 0.852 has a significant impact over exploratory buying behavior. Results also shows that digital marketing has an impact Over exploratory buying behavior tendencies.

7 Conclusion

To begin with, internet marketing is crucial as India has the second largest number of internet users after China. Mobile marketing is the next major component as the smart phone penetration is increasing day by day. Social media marketing is more attractive as people tend to spend much of their online time on the social media platforms. Taking all these factors into account, the study shows that social media marketing has a tremendous impact in consumers buying behavior. Thus, companies who are already in the market or new companies entering the market can explore marketing options in various social media platform like Instagram, Facebook, WhatsApp, Twitter, LinkedIn, Pinterest and even YouTube.

As consumers move to these platforms for networking, it makes easy for them to shop as AI in these sites are easily able to identify the consumers' needs through their search results. Even though, internet shopping offers the same, consumers are directly able to interact with the sellers which is not the case in most of the internet sites. Simultaneously, the consumers are opting for detailed information of the products rather than sensory features. Therefore, consumers look out for information of various products before buying them.

Bibliography

Baumgartner, H., Steenkamp, J.E.M .: Exploratory consumer buying behavior: Conceptualization and measurement. Intern. J. of Research in Marketing, 13, 121-137(1996).

Waheed, A., Jianhua, Y.: Achieving consumers' attention through emerging technologies: The linkage between e-marketing and consumers' exploratory buying behavior tendencies. Baltic Journal of Management, 13(2), 209-235(2018).

Gañac, C.G.: Investigating Consumer Optimum Stimulation Level and Exploratory Online Buying Behavior. DLSU Business & Economics Review, 28(1), 67-85(2018).