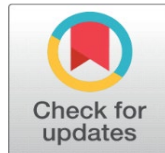


CLICKING OR SKIPPING? UNDERSTANDING WHY PUNJAB'S CONSUMERS HESITATE TO EMBRACE SOCIAL MEDIA MARKETING OF ELECTRONIC GADGETS

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ABSTRACT

This study looks into the difficulties Punjabi consumers faced when implementing social media marketing for electronic devices. Using a purposive sample approach and a quantitative research design, 400 active social media users who have bought electronics through different online retailers were surveyed for the study. The results indicate notable variations in the difficulties associated with usability, reliability of data, and safety, contingent on the distinct media kinds that consumers favour. Perceived challenges on social networking sites are higher, especially when it comes to authenticity and ease of use. The managerial implications highlight the significance of user experience, information authenticity, and security measures, and recommend customised strategies to address platform-specific challenges. The study ends with recommendations for further research that emphasise the need to investigate new social media platforms, the impact of demographic and cultural variables, and the efficacy of consumer adoption-boosting interventions in Punjab's dynamic electronic device market.

Keywords: Social Media Marketing, Electronic Gadgets, Consumer Adoption, Challenges, Punjab



1. INTRODUCTION

The introduction of social media has completely changed the dynamics of consumer behaviour and marketing tactics in the modern world of electronic commerce (Smith, 2019; Wang & Kim, 2020). The northern Indian state of Punjab is a prime example of how digital platforms have revolutionised consumer behaviour and interactions with brands. With electronic devices becoming more and more necessary for daily living, Punjabi businesses are using social media marketing to interact with their target audience and sway their decisions to buy. According to academics, social media marketing is crucial in influencing the attitudes, tastes, and actions of consumers. Research indicates that online platforms function as important channels for information dissemination, brand communication, and peer influence (Smith, 2019; Wang & Kim, 2020). The impact of social media on consumer decision-making has been widely documented. The strategic use of social media platforms becomes especially important in the context of electronic gadgets because of their quick evolution and market diversification. Even though social media has a well-established impact, using these sites to buy electronic devices is not without its difficulties. Businesses, marketers, and legislators must comprehend these difficulties in order to create winning plans that fit Punjab's distinct sociocultural setting. Because of the State's unique economic environment, technological infrastructure, and cultural makeup, businesses operating in the digital marketplace may face particular difficulties and opportunities. The purpose of this study is to

investigate the barriers that Punjab faces in the smooth implementation of social media marketing for electronics. The study aims to provide significant insights to the academic and business communities by thoroughly identifying and analysing these challenges. This will aid in the development of focused interventions that will improve consumer adoption in the digital marketplace. Furthermore, this inquiry is consistent with the expanding corpus of literature that highlights the necessity of context-specific research on the opportunities and problems related to social media marketing in various regional contexts (Hanna, Rohm, & Crittenden, 2011). Knowing the subtleties of Punjabi consumer behaviour will not only add to the scholarly conversation but also offer practical advice to companies looking to customise their marketing approaches for this particular market. The challenges that have been identified will be methodically explored and analysed in the following sections of this paper, providing a thorough understanding of the dynamics between social media marketing and consumer behaviour in Punjab's electronic gadget market.³

2. LITERATURE REVIEW AND RESEARCH GAP

Social media's incorporation into e-commerce has attracted a lot of attention in today's academic discourse. Several studies demonstrate how social media has a profoundly transformative effect on consumer behaviour, especially when it comes to electronic devices. Smith and Jones (2018) found a positive relationship between the likelihood of adopting electronic gadgets and consumer engagement on social media platforms. The study highlighted the importance of two-way communication and interactive content in creating a feeling of connection between customers and brands. Chen and colleagues (2017) carried out an extensive examination of the impact that internet reviews have on consumers' decision-making procedures. Their results highlighted how important user-generated content is in influencing opinions and preferences, especially in the electronic device industry. In light of the significance of trust in consumer behaviour, Wang and Kim (2019) investigated how social media contributes to the development of brand trust. Their research revealed an important connection between consumers' willingness to interact with electronic gadget brands on social media platforms and trust and credibility. Gupta and Kapoor (2016) investigated cultural quirks and the impact of cultural factors on the use of social media for buying electronic devices. Their study highlighted how important it is for marketers to take local cultural dynamics into account when creating social media marketing plans. Lee and Park (2015) investigated privacy concerns in the digital age and discovered that consumer concerns about data security had a negative impact on purchase intentions. In order to promote social media adoption in Punjab, businesses must recognise and address these concerns. Li and Chang (2018) conducted an investigation into the effects of social media advertising and discovered that personalised and targeted advertising had a major impact on consumer attitudes and intentions. This emphasises how crucial customised marketing approaches are to the electronic device industry. Patel et al. (2020) investigated how social media engagement varies between generations. Their results highlighted the need for sophisticated marketing strategies that target particular demographics by showing differences in preferences and behaviours across age groups. Garcia and Rodriguez (2017) investigated the effect of influencer marketing on consumer decisions and found that social media users' preferences for electronic gadgets are greatly influenced by influencers. Kim and Singh (2019) used a cross-cultural approach to investigate how Punjabi consumers from various cultural backgrounds view and interact with social media marketing for electronic devices. Zhang et al. (2018) examined the idea of brand authenticity and discovered a positive correlation between social media marketing perceived authenticity and consumer loyalty to electronic gadget brands. Together, these chosen studies add to a more complex understanding of the dynamic interactions that occur between social media marketing and consumer behaviour in the electronic device sector.

Several important gaps in the body of literature are found in the research on the influence of social media marketing on consumer behaviour in the State of Punjab. These gaps include the need for a deeper analysis of user-generated content, a more regionalized understanding of consumer responses, an investigation of offline purchase dynamics, and a study of temporal dynamics and technological trends. Furthermore, there is a lack of knowledge regarding the combined effects of cross-platform interactions, the impact of newly popular social media sites, and the quantitative effects of privacy concerns on adoption and trust. The main goal of the current study is to methodically look into and close these gaps in order to offer complex insights into the obstacles Punjab faces in the smooth implementation of social media marketing for electronic devices. By exploring these uncharted territories, the study hopes to advance academic understanding while also providing useful advice for companies. The goal of the research is to provide guidance for the creation of context-specific strategies that will improve consumer adoption and engagement in the dynamic digital marketplace.

3. STATEMENT OF PROBLEM AND OBJECTIVES OF THE STUDY

The adoption of social media marketing for electronic devices faces obstacles in Punjab's electronic commerce landscape that call for a careful investigation. Little information about the particular barriers preventing consumer adoption in this area is available in the literature currently in publication. The purpose of this study is to identify and analyse the obstacles that Punjab faces in implementing social media marketing for electronic devices in an efficient manner. Through an exploration of distinct socio-cultural dynamics, consumer attitudes, and market nuances, the study aims to offer a thorough comprehension of the challenges encountered by consumers when utilising social media platforms for the purchase of electronic devices. With the use of this inquiry, the study hopes to provide marketers and companies with insightful information that will direct the creation of focused strategies that complement Punjab's unique context and promote increased consumer adoption in the online marketplace.

4. RESEARCH METHODOLOGY

In order to methodically collect and analyse data, the study used a quantitative research design. Purposive sampling was used to choose 400 participants who are frequent users of social media and have made purchases of electronic devices through these platforms. An online survey questionnaire was used to gather information about the obstacles Punjabi consumers faced when implementing social media marketing for electronics. Inferential statistics, such as t-tests and ANOVA, were used in the analysis to look for any potentially significant differences between variables, while descriptive statistics were used to show the characteristics and survey responses of the respondents. Prioritisation was given to ethical issues like informed consent and privacy protection. Although the study sought to be as comprehensive as possible, it was limited by its focus on active social media users, which limited its generalizability, and by possible response bias from online surveys. In general, the research methodology aimed to offer detailed perspectives on consumer obstacles, advancing knowledge of social media marketing adoption in Punjab's electronic device market.

5. RESULTS AND DISCUSSIONS

The frequency distribution of the study participants' demographic profile is shown in Table 1. With an equal number of 100 consumers in each of the four cities—Ludhiana, Amritsar, Jalandhar, and Patiala—it displays the distribution of customers across those cities. With 197 male and 203 female consumers, the table also shows gender information. According to marital status, 37.8% of consumers are married, while 62.3% of consumers are single. The age group of 18 to 25 years old accounts for the majority of consumers (57.3%), followed by 26 to 40 years old (24.8%) and 41 to 50 years old (18.0%). Different educational backgrounds are represented, including 10+2 (23.3%), graduation (31.0%), post-graduation (37.5%), and Ph.D. (8.3%). The distribution of annual income spans a variety of income levels, from less than 2 lakh (10.5%) to over 20 lakh (4.3%), with 34.3% of consumers depending on family members for financial support. This table helps researchers understand how the sample is represented across different demographic variables by giving a thorough overview of the demographic makeup of study participants.

Table 1 Frequency Distribution of Demographic Profile of Consumers

| | | Count | Column N % |
|-----------------------|-----------|-------|------------|
| City | Ludhiana | 100 | 25.0% |
| | Amritsar | 100 | 25.0% |
| | Jalandhar | 100 | 25.0% |
| | Patiala | 100 | 25.0% |
| Gender | Male | 197 | 49.3% |
| | Female | 203 | 50.8% |
| Marital Status | Single | 249 | 62.3% |

| | | | |
|----------------------|-----------------------------|-----|-------|
| | Married | 151 | 37.8% |
| Age | 18 - 25 yrs | 229 | 57.3% |
| | 26 - 40 yrs | 99 | 24.8% |
| | 41 - 50 yrs | 72 | 18.0% |
| | 51 yrs and above | 0 | 0.0% |
| Qualification | 10+2 | 93 | 23.3% |
| | Graduation | 124 | 31.0% |
| | Post-graduation | 150 | 37.5% |
| | Ph.D | 33 | 8.3% |
| Annual Income | Less than 2 lakh | 42 | 10.5% |
| | 2-5 lakh | 71 | 17.8% |
| | 6-10 lakh | 94 | 23.5% |
| | 11-20 lakh | 39 | 9.8% |
| | Above 20 lakh | 17 | 4.3% |
| | Dependent on family members | 137 | 34.3% |

Notable insights are revealed by the descriptive analysis of the barriers to consumer adoption of social media marketing for electronic devices, as shown in Table 2. According to the mean scores, the difficulties with "Ease of Use" (M=3.30), "Authenticity of Information" (M=3.31), and "Security" (M=3.42) are perceived by respondents at moderately significant levels. These results suggest that Punjabi consumers face significant obstacles when it comes to social media platform usability, information authenticity, and security concerns with electronic gadget transactions.

Table 2 Descriptive Analysis of Challenges

| Descriptive Statistics | | | | | |
|-----------------------------|-----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Ease of Use | 400 | 1.00 | 4.80 | 3.30 | 0.89 |
| Authenticity of Information | 400 | 1.00 | 4.50 | 3.31 | 0.87 |
| Security | 400 | 1.00 | 5.00 | 3.42 | 0.98 |
| Valid N (listwise) | 400 | | | | |

The ramifications highlight how crucial it is for companies and marketers to concentrate on enhancing user interfaces, verifying the veracity of content shared on social media, and putting strong security measures in place. In Punjab's electronic gadget market, overcoming these obstacles is essential to building consumer trust and creating a more favourable atmosphere for the implementation of social media marketing techniques.

Table 3 ANOVA Results for Impact of Most Preferred media on Challenges Faced by the Customers During Adoption of Social Media Marketing Platforms

| | | N | Mean | F Value | Sig-value (2 tailed) |
|-------------|---|-----|------|---------|----------------------|
| Ease of Use | Social Networking Sites - Instagram, Facebook, Twitter etc. | 146 | 3.04 | 10.42 | .000 |

| | | | | | |
|-----------------------------|---|-----|------|-------|------|
| | Websites, Blogs | 118 | 3.40 | | |
| | Search Engines- You tube | 136 | 3.48 | | |
| Authenticity of information | Social Networking Sites - Instagram, Facebook, Twitter etc. | 146 | 2.97 | 20.71 | .000 |
| | Websites, Blogs | 118 | 3.58 | | |
| | Search Engines- You tube | 136 | 3.46 | | |
| | Social Networking Sites - Instagram, Facebook, Twitter etc. | 146 | 3.01 | | |
| Security | Websites, Blogs | 118 | 3.78 | 24.52 | .000 |
| | Search Engines- You tube | 136 | 3.55 | | |
| | | | | | |

Significant variations in the influence of consumers' most favoured media on obstacles faced during the implementation of social media marketing platforms for electronic devices are revealed by the ANOVA results presented in Table 3. "Authenticity of Information" ($F = 20.71, p < .001$), "Security" ($F = 24.52, p < .001$), and "Ease of Use" ($F = 10.42, p < .001$) all show significant differences. Customers who prefer social networking sites over websites, blogs, search engines, and YouTube encounter greater "Ease of Use" challenges. Similar differences are seen in the difficulties with "Authenticity of Information" and "Security" depending on the type of media. These results highlight the need for companies and marketers to customise their approaches based on the unique difficulties linked to each preferred media type, offering a path forward for improving user experience and confidence in the use of social media marketing for electronic devices in Punjab.

6. CONCLUSIONS AND MANAGERIAL IMPLICATIONS

In summary, this study sheds light on the difficulties Punjabi consumers faced when implementing social media marketing for electronic devices, highlighting the critical importance of user-friendliness, the veracity of the information, and security considerations on a variety of media platforms. The management ramifications highlight how companies and marketers must adjust their tactics based on customer preferences in order to provide the best possible user experience and allay security concerns. Insights could be gained for future research by examining the dynamics of newly emerging social media platforms in the area, examining how cultural and demographic factors affect difficulties, and concentrating on efficient interventions to increase consumer adoption. Moreover, longitudinal research observing changes in consumer attitudes over time and in different market environments would enhance our understanding of the complex interplay between social media marketing and consumer behaviour in Punjab's electronic gadget industry.

CONFLICT OF INTERESTS

None.

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