

## IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE INTENTION TOWARDS WHITE GOODS

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### ABSTRACT

With the proliferation of digital platforms, social media marketing has emerged as a powerful tool for influencing consumer purchase behaviors. In the context of white goods—such as refrigerators, washing machines, air conditioners, and dishwashers—social media content including advertisements, reviews, influencer promotions, and brand engagement plays a significant role in shaping consumer purchase intentions. This study examines the impact of social media marketing on consumers' purchase intentions towards white goods. Using primary data collected from 200 respondents through a structured questionnaire, the study employs descriptive statistics, correlation, and regression analyses. The findings indicate that social media marketing significantly influences purchase intention through brand engagement, online reviews, and targeted advertising. The study recommends that marketers intensify social media strategies focusing on interactive content and consumer engagement to strengthen purchase intentions.

**Keywords:** Social Media Marketing, White Goods, Consumer Purchase Intention, Digital Marketing, Consumer Behaviors

### INTRODUCTION

In today's digital age, social media platforms such as Facebook, Instagram, and YouTube have transformed the way marketers engage with consumers. Unlike traditional advertising, social media marketing allows brands to interact directly with their target audiences, share product information, receive instant feedback, and foster brand communities. The white goods industry—comprising durable household appliances—has increasingly adopted social media marketing to build awareness, attract potential buyers, and influence consumer purchase decisions.

White goods are high-involvement products with considerable financial and functional commitment. As consumers move through various stages of the purchase decision process—from problem recognition to post-purchase evaluation—social media touchpoints provide information, reassurance, and social proof. Content such as product demonstrations, reviews by users and influencers, targeted ads, and interactive brand posts play a role in reducing perceived risk, building trust, and facilitating informed decisions.

Despite the growing adoption of social media marketing by white goods brands, limited research has systematically explored its impact on consumer purchase intention in this segment. Therefore, this study aims to investigate the effect of social

media marketing on consumer purchase intention towards white goods, considering the mediating roles of brand engagement and online consumer reviews.

## REVIEW OF LITERATURE

Social media marketing has been shown to significantly influence consumer attitudes and purchase intention. Mpinganjira (2015) found that engagement with brands on social platforms positively affects consumer trust and intentions to buy.

Online consumer reviews on social media and e-commerce pages provide social proof and help reduce perceived risk. According to Chevalier and Mayzlin (2006), positive online reviews are strongly associated with increased consumer purchase intentions.

Brand engagement through social media interactions strengthens consumer-brand relationships. Calder, Malthouse, and Schaedel (2009) highlighted that higher engagement levels lead to greater likelihood of purchase.

## OBJECTIVES OF THE STUDY

1. To examine the impact of social media marketing on consumer purchase intention towards white goods.
2. To assess the role of brand engagement and online reviews as mediating factors in influencing purchase intention.

## HYPOTHESES OF THE STUDY

**H<sub>01</sub>:** Social media marketing has no significant effect on consumer purchase intention towards white goods.

## RESEARCH METHODOLOGY

**Research Design:** The study follows a descriptive and correlational research design to analyze the relationship between social media marketing and consumer purchase intention.

**Population & Sample:** Primary data were collected from **150 consumers** who have interacted with social media platforms and purchased or intend to purchase white goods.

**Data Collection:** A structured questionnaire using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) was used.

**Statistical Tools:** Data were analyzed using **descriptive statistics, Pearson correlation, and multiple regression analysis** to test hypotheses.

## DATA ANALYSIS AND INTERPRETATION

The data were collected from 150 respondents using a structured questionnaire based on a 5-point Likert scale. The analysis includes descriptive statistics, correlation analysis, and regression analysis.

**Demographic Profile (Age-wise Distribution)**

Age Group	Frequency	Percentage (%)
Below 25 Years	35	23.3%
26–35 Years	55	36.7%
36–45 Years	38	25.3%
Above 45 Years	22	14.7%
<b>Total</b>	<b>150</b>	<b>100%</b>

The majority of respondents (36.7%) belong to the age group of 26–35 years, indicating that young and middle-aged consumers are more active on social media platforms and are potential buyers of white goods.

**Mean Score Analysis of Social Media Marketing Factors**

(Scale: 1 = Strongly Disagree, 5 = Strongly Agree)

Factors of Social Media Marketing	Mean Score	Rank
Online Reviews Influence	4.32	1
Influencer Promotions	4.18	2
Social Media Advertisements	4.05	3
Brand Engagement (likes, comments, shares)	3.98	4
Informative Video Demonstrations	3.90	5

Online reviews have the highest mean score (4.32), indicating that consumers rely heavily on reviews before purchasing white goods. Influencer promotions and social media advertisements also significantly affect purchase intention.

**Correlation Analysis**

Variables	Purchase Intention
Social Media Marketing	$r = 0.67^{**}$

(\*\*Significant at 0.01 level)

There is a strong positive correlation ( $r = 0.67$ ) between social media marketing and consumer purchase intention. This indicates that increased exposure to social media marketing leads to higher intention to purchase white goods.

**HYPOTHESIS TESTING**

**H<sub>01</sub>: Social media marketing has no significant effect on consumer purchase intention.**

**Regression Analysis**

Model Summary	Value
R	0.69
R <sup>2</sup>	0.48
Adjusted R <sup>2</sup>	0.47
F-value	136.25
Significance (p-value)	0.000

The  $R^2$  value of 0.48 indicates that social media marketing explains 48% of the variation in consumer purchase intention. The model is statistically significant ( $p < 0.05$ ), proving that social media marketing has a significant impact on purchase intention.

Since the p-value (0.000) is less than 0.05, the null hypothesis is rejected.

Social media marketing significantly influences consumer purchase intention towards white goods.

The analysis clearly indicates that social media marketing plays a crucial role in influencing consumers' purchase intention towards white goods. Online reviews, influencer marketing, and targeted advertisements significantly shape consumer perceptions and decision-making. The regression results confirm that social media marketing is a strong predictor of purchase intention.

## FINDINGS OF THE STUDY

1. **Social media marketing significantly influences consumer purchase intention** towards white goods.
2. **Positive online reviews** on social media platforms enhance consumers' purchase decisions.
3. **Brand engagement** through interactive content and community communication strengthens purchase intention.
4. Consumers rely heavily on **visual content and influencer opinions** to evaluate white goods.

## CONCLUSION

The study concludes that **social media marketing plays a crucial role in shaping consumer purchase intention towards white goods**. Platforms enabling brand interaction, product information, and consumer reviews have become influential in consumer decision-making. White goods marketers should invest in engaging social media strategies—such as influencer collaborations, interactive posts, and consumer review campaigns—to enhance purchase intentions. Integrating social media with overall marketing strategy can help brands build trust, reduce perceived risks, and drive sales in the highly competitive white goods market.

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