The Impact of Social Media on High Involvement Purchase Processes: An Extant Literature Review

Debalina Chattopadhyay

College Whole Time Teacher, Commerce (Post-Graduate), The Bhawanipur Education Society College, Kolkata, India

Abstract

In terms of usage and acceptability, social media is a roaring success. Social media platforms affect individual's communication and interaction with each other, how they voice and exchange thoughts, and how they connect with products, and corporations. Moreover, social media platforms have advanced to important knowledge-sharing platforms for consumers. The influence of social media on high involvement products has already been described as tremendous as purchases are seen as risky, and hence decision-making processes is data-heavy. The concept of consumer engagement in an online setting has also begun to gain prominence in marketing literature. Customers participate in several behaviors on social networks, like browsing, interacting, sharing and seeking information, which educate them about company offerings and, as a consequence, affect their brand awareness and purchase intentions. When making a major buying decision, customers believe social networks to be a critical source of information. They utilize social media to not only discuss their good and bad experiences but also gain knowledge about various company offerings.

A sufficient number of research have attempted to uncover the function and impact of social media on aspects of customer behaviour pre, during, and post the purchase process. Most research take a micro approach, stressing on a specific type of social medium (e.g., consumer review websites), a particular application (e.g., Facebook), a specific stage of the decision-making process (e.g., information search), or a specific phase of the buying process (e.g., information search) (e.g., after purchase). In spite of the benefits of such micro perspectives, the entire scenario of how consumers utilize social media and their influence at all phases of the purchase process and decision making is still imprecise.

This research attempts to add to our existing understanding in a number of ways. Initially, to consumer behavior theory, by suggesting exchange of information as a multi-component consumer behavior construct. Secondly, study on social media in the context of high-involvement products. Thirdly, by providing the social media enabled buying process prototype as a framework for analyzing the function and influence of social media on a high-involvement products buying process.

Keywords: Social media, Purchasing Behaviour, Consumer Behaviour, High-involvement products

1. Introduction

In terms of research, social media shapes decision-making by way of increasing the number of social media connections available to receive information and perspectives. Individuals are inclined to trust the

ideas of other members of online communities of which they are a part. Social media's influence on decision-making should grow in the future since connectivity has skyrocketed due to platforms like Facebook and YouTube. In some circumstances, Web 2.0 and other technologies are likely to improve the efficacy of decision-making, while in others, they are likely to have a detrimental impact. For example, firms' use of social media to influence consumers' buying behavior may result in consumers making better or inferior selections. Software like sentiment analysis identifies the value of business in outlook and point of view in social media from the perspective of an organization. Organizations consider that a software like sentiment analysis can spot the "real Voice of the Customer." Data suggests that social media can have a significant impact on individual and managerial decision making but it is contingent on which social media application is used. Traditional decision-making factors such as satisfaction with the choice, time taken to make a decision, the number of options investigated, and decision quality demonstrate whether a certain application is an effective decision-making tool or not.

2. Growth of Social Media

Social media is an admired digital activity, and the penetration of social networking is increasing across the globe. The usage of social media across the world was 49 percent in early 2020 and is forecasted to increase as other digital markets match up to other regions in terms of development of infrastructure and the availableness of cheaper mobile devices. Thus, the rise in the use of mobile devices is a dominant force in the growth of social media's growth globally. In 2020, more than 3.6 billion people utilize social media at the global level and is projected to rise to approximately 4.41 billion by 2025. As an essential component of daily use of the internet, importance of social media cannot be ignored. Cyber citizens spend about 144 minutes every day on messaging apps and social media, approximately thirty minutes increase from 2015.Facebook was the first social media platform to cross the mark of one billion registered accounts. Facebook has about 2.93 billion active subscribers per month as of the first three months of 2022, making Facebook the most popular social network globally. As of January 2022, India had nearly 330 million Facebook subscribers, while the United States ranked second with approximately 179 million subscribers. On account of COVID-19 crisis, social media platforms witnessed an increase in daily usage, which then plateaued in 2021. By the end of 2021, more than one fourth of all Facebook subscribers in the United States were between the ages of 25 and 34, with 18.2 percent being between the ages of 35 and 44. Female Facebook users were more probable to be found. Meta, Facebook's newly renamed parent organization, has 3.59 billion core product users as of the last quarter of 2021.Meta's revenue in 2021 is expected to be 117 billion US dollars, around 36 percent rise from the previous fiscal year. In mid-2018, Instagram surpassed one billion monthly active users. In 2020, Instagram had 114 million users in the United States, and experts predicted by 2023 it would rise to 127 million. Many celebrities and athletes are brand ambassadors who supplement their income through sponsored content on social media. For instance, Ronaldo ranked first, with the average media value of around 985,441 US dollars for one of his Instagram posts. (Statista, 2022)

3. Shift of Mode of Purchase to Online

The COVID-19 outbreak has hastened the shift to a more online realm and provoked improvements in online shopping habits that will have long-drawn consequences. According to a survey, internet shopping has risen by 6 to 10 percentage points across most product categories. The most widely used platforms of communication, according to the survey, are Instagram, WhatsApp, and Facebook Messenger, which are

all owned by Facebook. According to the survey results, transitions to online activities will transcend the COVID-19 outbreak. Electronics, household goods, gardening, education, pharmaceuticals, and personal care are the highest gainers. The global surge of online shopping showcases the relevance of certifying that the world can capitalize on the opportunity afforded by digitalization as the world shifts from response of the pandemic to restoration. (UNCTAD, 2020)

4. Online Purchase of High-involvement Products

High engagement products are mostly purchased through a sagacious procedure that entails time and effort on part of the buyer. Customers are expected to pay detailed attention to all stages of the process of buying. Consumers undergo a thorough and time-taking consumer decision process to spot all the information needed to take an informed decision regarding purchase. The latest generation of buyers has access to more robust information technology that allows them to make real-time decisions when purchasing high-engagement products. This includes information generated by the marketer through advertising, promotional activities and also information given by family members, friends, and reliable experts like opinion leaders and influencers. From the standpoint of a seller, celebrity patronage in advertising is more productive than expert opinion in creating brand awareness; conversely, expert opinion is more constructive when quality of the product is the marketing variable to be focused. Celebrity endorsement also has an impact on purchase intentions, but it is influence by the image and credibility of the endorser. Brands with a high level of recognition have a positive impact on brand attitude and purchase intentions but cognitive dissonance occurs primarily after decisions have been made, notably when buying high involvement products. Products necessitate careful consideration of several alternatives that meet the majority of the buyer's criteria for an ideal decision.

Communications technology advancements have changed and, in a lot of cases, replaced traditional methods of gathering relevant information during the assessment of alternatives phase of the decision process. The latest generation of shoppers has accessibility to more advanced technology, and they can often make decisions in real time when purchasing high-engagement products over social media like cars and computers. It would be fascinating to discover what variables are important to consider when a new generation of purchasers buys high-involvement products. In recent decades, purchasing behavior has tended to focus on procedures rather than the various aspects that consumers regarded important at the time of purchase. Various decision-making models have been theorized and presented in this regard. Raghubir and Corfman in 1999, for example, focused on the influence of price promotion on valuation of brand. They believed perceived quality of product to be a critical factor in determining brand value. Significant marketing factors have an important bearing in buying high-engagement products. Brand, quality, and price are examples of marketing factors that are routinely examined in buying decisions, especially for high-involvement products. Each factor could have a big impact on consumer's purchase choice. Some buyers would regard the brand to be the most essential consideration in their decision, especially if the customer is a loyal customer. In a variety of low-involvement convenience product situations, quality can also impact the buying decision, although it focused more in high-engagement product purchases. Like the factor of quality, the factor of price influences low and high engagement purchases and can be a decisive factor. The purchasing choice for high engagement products will be simplified if a critical element dictates whether the deal has been made or abandoned, which happens frequently. In most cases, however, it is the combination of elements, their interactions, and how customers perceive them that makes a difference and has a significant impact on the buying decision. This

exploratory study explores high-engagement items by highlighting on crucial marketing aspects (quality, brand name and price) significant to consumers in their purchase choice, rather than looking at just the purchase phases. With new technology advancements in communication which make information collecting productive, a lot of these marketing factors are analyzed in detail by the latest generation of consumers when buying high participation items. Thus, significant marketing variables pertinent to the latest generation of buyers should be investigated. (Santandreu & Shurden, 2017)

5. Hierarchical Models

AIDA is one of the very first models for measuring communication and advertising efficiency centers around the communication goals that marketers set for a campaign. This is referred to as the AIDA Model. The AIDA Theory of Communication Model identifies the importance of capturing prospects' attention and generating interest through advertising communications. Due to frequent exposure to advertising, different prospects may develop differing levels of desire to purchase marketed goods/services. Customers move from one stage to the next, resulting in the final stage of action or purchase. Many additional moderating elements, such as product quality, perceived brand image, and the company's distribution and logistical infrastructure, influence the act of purchasing.

Before making a purchase, Lavidge and Steiner place a larger value on cognitive judgments. Information is anticipated to play a larger role as competition rises and potential purchasers and users' discernment improve. Advertising's potential to entice is determined by the information content. This model also considers the level of competitiveness in the market. There might be competition between two brands or alternative products in separate categories. The capability of advertising to create a choice through its inventiveness and concept (after the stages of awareness and knowledge) is referred to as the liking stage. This Hierarchy of Effects Model aids in the development of advertising objectives and serves as a foundation for evaluating results. This model also indicates that advertising has an effect on the consumer by guiding them through a number of steps from awareness to ultimate buying of goods or service.

Innovation Adoption Model as a communication paradigm arose from Everett M. Rogers' research on innovation diffusion. The model represents the many processes and stages that a customer undergoes when embracing a new product or service. Marketers have the issue of generating customer awareness and interest, and the most effective technique to encourage people to evaluate a brand is to elicit product trial or, in certain cases, product-in-use demonstration. It could result in product acceptance or rejection depending on whether the customer is satisfied or not.

The advertising audience is assumed to be information processors and problem solvers, according to William McGuire's communication model. The different stages included in the Information Processing Model are Presentation, Attention, Comprehension, and Retention. Presentation, attention, and comprehension, the first three stages of the paradigm, are identical to awareness and knowledge, while yielding is the same as liking. The models of Lavidge and Steiner are comparable up to this point. This information processing model's retention stage is unique to the model. This model's following stage, retention, is unique.

The DAGMAR technique involves a marketing plan that drives the customer through four distinct phases of boosting customer's brand awareness, increasing comprehension of the product and its benefits, convincing consumers regarding the need of the product, and persuading consumers to purchase the product/service. Two objectives are included in the DAGMAR approach. The initial stage is to develop a communication task that covers all the ACCA steps. The next step is to warrant that the success of the

goal can be evaluated against a benchmark. Constructive advertising aims to communicate rather than to sell. Colley framed four essential criteria for determining the efficacy of a marketing strategy-make your goals specific and quantifiable, define the target market or audience, determine the benchmark and the projected degree of change and set a time limit for completing the task.

6. Criticism of Response Hierarchy Models

The behavior response is the center of the hierarchy models, which is examined in behavior psychology. The models' usefulness has been disputed by cognitive psychology, which analyses the brain's information processing. It has been chastised since the persuasive power of advertising on consumer purchasing decisions has been questioned. Because advertising does not have the power to persuade consumers to select a specific brand, it has been labelled as "advertising weak theory." The impact of advertising on customer purchasing behavior is divided into a succession of stages by the hierarchy of effects. Consumers are exposed to a wide range of information in the real world, according to cognitive psychology academics, which influences their ultimate purchasing choice. Due to the large amount of background noise, gaining an understanding of how the advertising message is processed at each level in the consumer's thinking becomes nearly difficult. Another critique levelled against this theory is that all types of advertising are supposed to have the same number of stages. The distinction between advertising tactics and product kinds is completely ignored in this manner. Instead of repeating the same stages, the advertiser should come up with original selling concepts that will set their items apart from those of competitors. Customers will be able to distinguish the distinct traits, allowing them to understand their competitive advantage over other market participants. (Commerce Mates, n.d.)Thus the shift to non-hierarchical models was the best fit in a competitive world where transactional communication on social media is the key to sustainability. Understanding the shift of communication from a linear (only getting information through reading a newspaper or watching tv) to an interactive (creating value through feedback but creates interference due to noise in the communication channel like talk radio or online forums) to a transactional model (social media- where the people create shared meaning which entails response) is important. The linear/hierarchical models are

not relevant to social media as it not only discourages effective real-time feedback but also dissuades open dialogue which is an engaging factor on which social media is built. The transition to a conversational media has commenced where the response of the consumer has an influence on the future communication with them. Hence, a positive transactional and meaningful communication is ideal to win a lifetime consumer. Thus, it is imperative for marketers to create a community in the realm of trust as engagement on social media can act as a real impetus which is more effective than other strategies of marketing in earning the trust of consumers. On the part of the consumer engaging in social media allows collaboration and content customization, offers them more freedom of options with instant speed. (Tsai, n.d.)

7. Non-hierarchical Models

Cognitive Response Approach is used as a method to assess consumer's cognitive processing of communication messages from the advertiser which influences the final affirmation or dismissal of the communication. There are three classifications of cognitive responses namely product thoughts, source-oriented thoughts, and ad execution-related thoughts. Products/message thoughts encompass those that are addressed to the product or service and the claims conveyed in the communication. Focus has been given on two types of responses- counter arguments and support arguments. Counter arguments are the

recipient's thoughts which is antithetical to the thoughts conveyed in the message. Support arguments on the other hand assert the claims made in the communication. Thus, marketers should design promotional communication in a way that reduces counter argument and promotes support argument. Source-oriented thoughts is directed at the origin of communication which may be either source derogations (negative views regarding the marketer) or source bolsters (positive thoughts about the marketer). Ad execution thoughts comprises of the consumer's views about the ad itself like the creativity of the ad, audio-visual effects, use of colors and tone of voice. Ad execution thoughts can either be favorable or unfavorable which has an impact on the attitude towards the brand and advertisement. An ad's effectiveness is determined not only by the attitude of the consumer but also by the feelings of the consumers towards the ad. Advertisers often use advertising appeals like the emotions of humor and happiness to evoke a positive reaction from the consumers. The success of this approach largely depends on the brand engagement of the customer and their possibility of processing the message communication. (Belch, Belch, & Purani, 2021)

Consumers process and respond to communication messages differently which is explained by the Elaboration Likelihood Model of Persuasion. This model was propounded by Richard Petty and John Cacioppo. This model believes the nature and extent of elaboration along with the information processing that transpires as a response to the persuasive communication impacts attitude formation. High elaboration implies that the recipient is carefully thinking, and assessing the information contained in the communication whereas low elaboration arises due to less consideration, thinking and evaluation of the information. This model depicts that elaboration likelihood comprises of two components- motivation and the ability to process the persuasion message. Variables like involvement, personal relevance, needs of consumers and their levels of arousal influence the motivation to process the message. Ability on the other hand is dependent on recipient's knowledge, intellect and the opportunity to process the communication. According to this model, there are two ways to persuasion- central and peripheral. Under the realm of central route to persuasion, the recipient is active and engaged in the process of communication. The recipient's motivation and ability to apprehend and assess messages are high. The cognitive response activity and the ability of the ad to convince the recipient depends on the assessment of the quality of the arguments presented. Change in the cognitive structure is led by support arguments and source bolsters which further bring about positive change in attitude. On the other hand, if there are counter arguments and source derogations, the change in the cognitive structure is not favorable and may lead to negative attitude change. The change in attitude initiated through central route to persuasion is comparatively long-lasting. Under the realm of peripheral processing, the recipient is deficient of the motivation or ability to actively process information. The recipient does not estimate the information contained in the message but depends on the peripheral cues that is secondary to the core argument. The response of the recipient to the communication relies on his/her assessment of the cognitive shortcuts like the executional aspects of the ad like audio, visuals, music or if the endorser is viewed as an expert or is charismatic and personable. This may lead to favorable attitude formation. But on the contrary, messages may not be processed or considered if the endorser chosen is not likeable, has credibility issues, and ads are not well executed then such peripheral cues may lead to message rejection. The implications of the ELM are vital for marketing communications especially with regard to involvement. If the level of engagement is high amongst the recipients, the communication message should contain arguments which is challenging to counterargue. But if the level of involvement is low, cognitive shortcuts may be more vital than message arguments. For instance, it may be reiterated through an example that impact of an endorser is dependent

on the level of involvement of the recipient. If the level of involvement is high, the influence of the endorser on attitude towards the brand is low and the quality of arguments used in the ad message was more essential. Thus, it may be inferred that the message quality was more important than the endorser's popular identity. The ELM recommends that a productive message hinges on the route to persuasion that a recipient follows. Marketers of low- involvement products depend on creative strategies that stresses on peripheral cues and utilize repetitive advertising to generate and perpetuate positive attitude towards their brand. The ELM is considered an influential contribution to literature on advertising and other forms of persuasion but a recent study (UK, USA and Australia) noted that the paradigm shift from traditional to social media challenges the relevance of such advertising theories propounded during the time when traditional media was ruling. The study also did not find any support to the idea that consumer attitudes created through the central route to persuasion predicts behavior better than the peripheral route to persuasion. (Belch, Belch, & Purani, 2021)

8. Behavioral Model

The Theory of Reasoned Action and its offshoot, the Theory of Planned Behavior, are cognitive theories which provide a conceptual framework for examining human behavior in various situations. The theory of planned behavior has been widely employed to aid in the forecasting of a variety of buying behaviors. In the classic Theory of Reasoned Action, a person's intention to be involved in a particular behavior is the primary determinant of whether they will be engaged or not. Attitudes and subjective norms forecast intentions. If a person views a certain behavior or action favorably, and consider the conduct is essential to their peers, family, or community, the more probable they are to engage in it. Intentions can be forecasted through perceived behavioral control, subjective norms, and attitude towards behavior to perform a variety of high accuracy behavior. (LaCaille, 2013)

Based on perceived product difference and product engagement, Michael Ray created a Model of information processing in1973 that suggest three hierarchies which can co-exist in a single multidimensional model-standard learning, dissonance/attribution, and low-involvement models are among the alternative response hierarchies. The Standard Learning Hierarchy: In many buying scenarios, the consumer will follow the standard communication models' response sequence. It's a standard learning approach that follows a learn, feel, and do pattern. The basis for producing feelings, that shapes what the consumer will do is knowledge collected about the various brands through purchase behavior. The customer is considered as an agile participant in the communication process who collects information through active learning in this hierarchy.

The Dissonance/Attribution Hierarchy: Ray proposed another response hierarchy in which consumers first act, then develops feelings because of their actions, and lastly learns information that supports their actions. This dissonance/attribution model happens when customers are faced with a choice between two options which are similar in quality but complex and may have hidden features. The buyer purchases the product based on the advice of a source not originating in social media, then attempts to justify the purchase by forming a good attitude towards the brand and sometimes even forming anti feelings towards the alternative that was rejected.

The Low-Involvement Hierarchy: There is a cycle of learn, do, and feel is regarded to describe low consumer engagement in the purchase process. This hierarchy occurs when there is little engagement in the purchasing decision and there are little differences between brand alternatives, and mass-media advertising is important. (Marketing Communique, 2012)

9. Impact of Social Media on Business Houses

Consumer participation research dates to Sherif and Cantril's 1947 work. This subject of consumer research and theory has been reviewed by many authors like Arora in 1982; Assael in1981; Engel and Black- Well in 1982 and Robertson in 1976. The goal is to concentrate on various aspects or styles of involvement. In theoretical perspective, participation is viewed as an individual difference factor. Participation is considered to be a motivating factor that has several implications for the consumer's purchasing and communication decisions. Consumers will deviate to a great extent in their process of purchase choices denoted by the attributes utilized to compare and contrast brands, the length of the decision process, and the urge to attain a threshold satisfaction level or in their processing of communication indicated by the extent of their search of information, receptiveness to advertising, and the category and number of cognitive rudiments depending on their involvement level (Kingman 1965, 1967). According to the research on participation and extensive conversations with advertising executives, the concept "involvement" is not unitary. Various users of the concept reflect different perspectives on engagement, as do the requisites imposed by various researchers to modify and assess it. (Laurent & Kapferer, 1985)

Involvement is a factor that might explain how advertising information is processed by consumers and how that information may impact the recipients of the communication. One of the issues that has hampered the research of involvement is determining how to describe and assess it. Advertising managers must be able to determine how engaged their target customers are with their products. The FCB Planning Model is a method of assessing communication situation. Richard Vaughn of the Foote, Cone & Belding advertising agency had an interesting way to examine the communication problem in his work. Vaughn and his colleagues created an ad planning model based on classic response theories as well as studies on high and low engagement. By incorporating hypotheses about brain specialization, they added the dimension of thinking vs emotion processing at each engagement level. According to the right/left brain idea, the left half of the brain is better at rational, cognitive thinking, whereas the right side is more visual and emotional, and is more involved in affective activities. The FCB grid is a model that delineates four key advertising planning strategies: informational, affective, habit formation, and satisfaction, as well as the most appropriate variety of the alternative response hierarchy. For people involved in the advertising planning process, such as creative specialists, the FCB grid is a useful tool for analyzing consumer–product relationships and developing appropriate promotional tactics. On the involvement and thinking/feeling dimensions, consumer research can be utilized to determine how customers perceive products or brands. This data can then be used to build effective creative possibilities like employing rational versus emotional appeals, improving involvement levels, or asking customers to rate a think-type product based on sentiments. (Zabanga Marketing, 2020)

The author believes that in a world driven by social media, it is imperative for small businesses to be cognizant of the use of Facebook, Instagram, You Tube and its social media strategies to scale their businesses. But many small businesses do not have a strategic plan in using social media to engage more customers in their business and thereby miss the opportunity of harnessing the full potential of social media. (Cox, 2012)

Social media is a prominent omnipotent tool in the 21st century. Business houses are incessantly finding ways to utilize social media platforms as part of their marketing strategies to increase growth of business. Social media is a communication and networking medium thus it is vital for businesses to create a voice and maintain traffic. The most important factor for businesses using social media marketing strategies is

customer engagement and the least vital factor was the timing of posts. Purchase behavior will have a positive influence for a business when social media platforms are used as a part of marketing strategies thereby improving the traffic, brand loyalty and brand recognition. Since the usage of social media platforms has extensively increased it has provided the opportunity for businesses to use the medium to reach out to maximum customers, but it poses a challenge to understand whether it is the best alternative to reach them. Social media activity has the potential to impact the reputation and profit of businesses positively or negatively. Thus, it is prudent for businesses to adapt to its use to survive, sustain and thrive in the 21st century. Moreover, social media has caught the attention of not only the youth but also other age brackets as these social media users verify the legitimacy and quality of business before embarking on any purchase decision. Thus, social media marketing is a core component of business in the 21st century. Even small business owners are utilizing the benefits of social media marketing to garner more viability, visibility, and sustainability to survive in the current competitive modern age. (Gibson, 2016)

The author stresses that due to the convenience and accessibility of smartphones, the most favored and regularly used social media networking site among American teenagers is Facebook and half of the teenagers engage in using Instagram.71% of American teens use more than one social network site. Thus, smartphones have aided in the shift in teens communication and information ecosystem. (Lenhart, 2015)

The major goal of this article is to provide a complete analysis of available social media marketing solutions for businesses. Many authors and academics working on specialized issues look at certain aspects of this topic, including the impact of social media on marketing communication. But the authors were able to establish a framework for creating a social media marketing strategy and keeping a track on the efficacy of the activities of social media after examining existing literature and actual solutions. The framework assists businesses in identifying which social media solutions are aiding their business operations, and how to measure the efficacy of social media. It also helps in acting as a sound substructure for identifying further social media solutions. (Banyai, 2016)

The widespread use of social media as highly interactive communication channels is destined to impact how businesses approach marketing. Much prior research has found that social media is an important element in brand awareness. As a result, increased awareness will have a favorable impact on customer decisions. Few research, however, look at the role of brand awareness as a mediator in influencing purchasing decisions. As a result, the goal of this research was to investigate the role of brand knowledge in mediating the relationship between social media marketing and purchase decisions. The research done was quantitative and used a survey approach. Sampling strategies and data analysis included purposeful sampling and ordinary least square regression. According to the findings, social media marketing has a favorable and considerable impact on brand awareness as well as purchasing decisions. Unfortunately, the direct and indirect effects of brand awareness on consumer choices were not demonstrated in this study. Consumers who purchase high-involvement products are more rational, requiring more time and effort to assess individual product performance and qualities. (Ardiansyah & Sarwoko, 2020)

In today's corporate world, social media marketing is a must-have. But studies on social media marketing is disintegrated and focused on individual concerns like strategies on communication. The study uses a qualitative outlook to create a framework that enunciates four aspects (scope, governance, culture, and structure) of strategic social media advertising. The scope of social-media marketing encompasses defenders and explorers, conservatism and modernism, hierarchies, and networks, from autocracy to anarchy in governance. This research presents a thorough conceptualization of strategic social-media marketing. The framework can be utilized by managers to structure their companies on the four aspects in

a manner that is suitable with the overall corporate goals and mission. (Felix, Rauschnabel, & Hinsch, 2017)

For marketers, social media has the ability to produce large outcomes for a relatively low cost and in little time. That is, it serves as a strategic asset. It is critical for marketers to improve business performance, such as sales growth, competitive advantage, and profitability. On the other hand, businesses are dealing with an avalanche of communications delivered via social media, which must be monitored and filtered to extract consumer interests. Furthermore, it has produced enormous hazards in terms of privacy, financial, social, psychological, and other areas, which many firms are not yet prepared to accept and manage. One such danger concerns how social media involvement with customers may influence customers' later behavior. To underlie the conceptual framework of social media engagement, it's crucial to understand the various linkages associated with it and to investigate variables that influence behavioral results. (Anu, 2017)

10. Role of Opinion Leaders and Influencers

Instagram has become the most popular social media among the Indian youth. YouTube has garnered maximum recognition during the pandemic. Youth Online Learning Organization report believes that 80 % of the respondents were engaged in social networks when they were online and over 49% users spend 5 hours a day and about 30 % for 6 hours a day. (Business Standard, 2020)

Opinion leaders have a tremendous impact on consumer decision-making and information dissemination, particularly in high-involvement purchases. Opinion leaders in high-participation products have much higher levels of endurance of media-exposure, social engagement, product knowledge, uniqueness, and usage of computers than non-leaders, according to the findings of an empirical study. A theoretical model was created based on the findings, and conclusions, major implications, and future research avenues were identified. Marketers will benefit from the findings to promote high-involvement items. They're also important to real estate firms, banks, and the fast-moving consumer goods industry, which want to learn more about opinion leaders. According to the latest findings, they are younger, have a better education, are computer literate, and demand distinctive product offerings that reflect status, which will be valuable for study. This study represents a beginning step toward understanding opinion leadership and its impact on high-involvement products; nevertheless, additional research is needed in this area. Initial information is very important, and opinion leaders play a vital part in the diffusion of information and knowledge. To influence customer decision-making, firms have begun to use information transmission from opinion leaders in the form of comments, recommendations, feedback, and expertise on products, services, or sellers. The customer's attitude towards purchasing a high involvement product is influenced by their financial status. The customer's attitude about acquiring a product is determined by their financial condition, as well as how significant, frequent, hazardous, or urgent the purchase is to them. Product participation influences consumer decision-making processes in some ways. A consumer devotes more time and effort to making a purchasing decision for high-involvement products than for low-involvement products. While researchers have focused on the low-involvement, frequently purchased convenience product, less attention has been granted to the variables that influence satisfaction with a high-participation product. The higher the consumer's engagement with the product, the greater the need for product information, and the greater the quantity of sources of information accessed, the more thorough the consumer's information processing. More significantly, customers conduct lengthy post-purchase evaluations to optimize their product satisfaction. Consumers seek information from opinion leaders and

other personal sources of information while making high-involvement purchases that often result in protracted issue solving. Managers and scholars have long been interested in opinion leaders because they are crucial to effective marketing initiatives. The consumer market's inclination to rely on the success of new items is sometimes attributed to opinion leaders, who directly affect consumers by providing advice and vocal direction for product search, purchase, and use. Despite India's amazing expansion in the consumer market, there has been surprisingly little empirical research on opinion leaders in high-participation purchases. As a result, more study is needed to fill the gap in the literature about "the influence of opinion leaders in high involvement consumer decision-making scenarios." "Trusted and informed persons exist in practically all primary groupings," according to Lawrence Corey (1971). (Sarathy & Patro, 2013)

The goods and services market are the sectors where the effects of social media messages have been studied. A few studies have found that market mavens, or expert consumers with market knowledge about various products, particularly new ones on the market, have a substantial influence on consumer behavior. Various scholars have suggested that market mavens have had a considerable impact on customer behavior through word-of-mouth communication. The goal of this study was to see how market mavens function as opinion leaders. To verify the validity of the two-step flow theory of mass communication, the study used a meta-analysis technique to accomplish its objectives. Opinion leaders played a significant impact in influencing the decisions of passive viewers, according to the data. Several research have been conducted to establish how market mavens get product information from the media and pass it on to other passive customers based on how they interpret it. In this context, insufficient meta-analyses have been conducted to compare, contrast, and combine the findings of various investigations. Therefore, the research was conducted. (Kwon & Song, 2014)

Social media has become one of the most popular communication channels, gaining enormous appeal among both individuals and businesses. All social media tools have facilitated an unprecedented increase in customer interactions in modern times, as they allow people to stay in touch with friends, make new acquaintances, share user-generated content like photos, videos, and text, and stay informed about new trends, and products/services. People mostly utilize such media to keep up with the newest advancements in companies and products by looking at the information available on online communities. This type of behavior is especially prevalent among today's younger teen users of social media, whose brand selections are significantly affected by friends and classmates (Haven, 2007). With the rise of social media activity involving peer and friend recommendations, user-generated content, product evaluations, and feedback, the concept of consumer engagement in an online setting has begun to gain prominence in marketing literature. (Dessart, Veloutsou & Morgan-Thomas, 2015). Customers participate in several behaviors on social networks, like browsing, interacting, sharing and seeking information, which educate them about company offerings and, as a consequence, affect their brand awareness and purchase intentions. When making a major buying decision, customers believe social networks to be a critical source of information. They utilize social media to not only discuss their good and bad experiences but also gain knowledge about various company offerings. Customers' involvement in social networks is emanated from trust, as customers are relying on those they revere and trust. In other words, customers utilize social media to share and seek information because of the trustful environment that exists among friends and colleagues on social networking sites. Social media is viewed as a medium that influences consumer behavior through awareness, acquisition of information, attitudes, buying behavior, and post-purchase communication and

feedback. From a broader viewpoint, it is regarded as an important component of the promotion mix that is required to build strong social bonds with clients (Kaplan & Haenlein, 2009).

The Indian consumer market is very competitive due to the constant flow of product and service information via social media. Using this information to affect purchase intent is a problem for social media marketing stakeholders. The impact of social networking applications on buying decisions thus warrants further investigation. As a result, there is a need to understand the research nuances of the decision-making process, as well as the consumer's engagement and psychological resources that enable purchase decisions. Developments in social media have had a significant impact on the influence of customer electronic communication on buying decision. Customers now perceive electronic communication as more trustworthy and reliable than traditional media communication because of social media advancement. Consumer reviews related to consumption in social media have a significantly larger impact on purchase decisions, acting as a marketing force. The most common social media applications on the internet are social networking sites (SNS). The dissemination of information occurs in SNS among people in a network who share common interests. People have their own web pages based on their interests. Consumers can use this platform to share product information and exchange opinions. Former, potential, or actual customers share information about products and brands in the form of statements on SNS. (D, 2018)

Social media networks have altered the way consumers express themselves. Identifying opinion leaders has a wide range of applications. Companies, for example, can manipulate popular sentiment by detecting opinion leaders. However, due to the complexity and constant change of the online communities' structure, this task is difficult. However, existing methods for detecting opinion leaders have primarily focused only on static social graphs, disregarding temporal characteristics. As a result, identifying opinion leaders appears to be more critical. In this context, one can present a novel method for identifying opinion leaders that is based on reviewing online community interactions and dealing with the evolving nature of social networks. (Oueslati, Arrami, Dhouioui, & Massaabi, 2020)

Opinion leaders are gaining more importance on social media platforms as their exposure can influence the attitudes of their followers on a range of issues. While previous research using agent-based modelling provided preliminary evidence on the effect of opinion leaders, it is still indistinct how opinion leaders influence their environment of network and also the opinion climate when they publicly have ambivalent attitudes, and when they not only express their own stance but also discredit the opposing perspective. This research proposed an agent-based model for determining the impact of opinion leaders on ambivalence and discreditation in social networks. The model was developed utilizing two network topologies and depends on opinion leaders' theoretical foundations as well as attitudinal ambivalence. The findings show that opinion leaders have a considerable impact on the opinion landscape, and that an unequal number of opinion leaders from various opinion groups only leads to an imbalance in the climate in particular circumstances. Furthermore, when undermining the opposite side, opinion leaders can effectively dominate the opinion environment and turn their perspective into a majority opinion. Ambivalent opinion leaders, on the other hand, can help to maintain a more balanced opinion climate. These findings offer a more nuanced view of opinion leaders in social networks, pointing to potential amplifications as well as influence boundaries. The implications are examined, with a focus on the efficacy of human and artificial important actors in online networks. (Rochert, Cargnino, & Neubaum, 2022)

Social networking platforms provide a variety of ways to express political and public-policy viewpoints as well as transmit information to a broad group of friends. The goal of this study was to discover the traits

of persons who believe themselves to be opinion leaders on these new online channels, as well as the characteristics they employ to influence others and the psychological motivations they pursue. Political interest and personality strength were found to be significant predictors of perceived Facebook opinion leadership in a study of 527 Facebook users, but extraversion had no effect. Those that send private messages on political disputes do so to increase awareness about certain issues, although public status updates are also closely linked to self-presentational goals (impression motivation). Furthermore, for those with high personality strength, the motivations of favorable self-presentation and persuasion are particularly significant. The current findings expand on prior research by redefining opinion leadership in new media contexts and describing motivating relationships between people's predispositions and their efforts to influence others' opinions. On a practical level, self-presentational motives' prominent involvement is expected to have significant repercussions for the dynamics of public debates in social media. (Winter & Neubaum, 2016)

For focused marketing efforts, opinion leaders are an important consumer segment. This study studies the psychological profile of 417 German customers and includes opinion leadership into a hierarchical framework of human psychology by splitting opinion leadership into a generalized and domain-specific component. The findings highlight two important sources of domain-specific opinion leadership: personality in the form of a general, domain-independent influencer attribute and product-specific knowledge in the form of competences. Furthermore, the study identifies a variety of personality qualities, such as the Big Five, usual intellectual engagement, and general self-efficacy, that combine to generate a distinct domain-specific opinion leadership personality profile. Generalized opinion leadership and objective knowledge modulate the impact of these personality factors on domain-specific opinion leadership. (Gnambs & Batinic, 2012)

Previous studies have been undertaken based on the expansion of influencer marketing, and the topic is well-represented in the literature. However, the phenomena have mostly been studied in a broad sense or in relation to low-involvement products. There is a paucity of literature addressing empirical proof of how efficient influencer marketing is in other product categories, such as high-involvement products. Previous findings may not be applicable in different circumstances because there is a variation in consumer behavior between low- and high-involvement items. (Halin, 2020)

This study looked at how a personality feature called public individuation can help us better comprehend opinion leadership. The importance of this new psychological component is examined, as well as previous results on the qualities of opinion leaders. Apart from personal participation and product acquaintance, discriminant analysis found that public individuation was the only other characteristic that distinguished opinion leaders from non-leaders. Though risk inclination, open-mindedness, and media exposure were found to be associated with opinion leadership, they were not found to be significant predictors. (Chan & Misra, 2013)

The research looks at how opinion leadership manifests itself in today's media contexts, as communication networks have expanded and begun to pervade relational interactions. Some researchers believe that under these conditions, opinion leadership becomes more crucial and thus greater orientation is required. Others think that opinion leadership is becoming less important as online media directly targets consumers without the involvement of opinion leaders. This research shows that in today's media landscapes, opinion leadership still exists. Three clusters were identified through cluster analysis in Germany: Opinion Leaders, Followers, and In actives. Another group, Mediatized Opinion Leaders, was identified as well.

Individuals belonging to this group have powerful and distinctive personalities. (Schafer & Taddicken, 2015)

Consumer views, their experiences, and product assessments have all become important information sources in consumer buying choices. Prior studies of the online word of mouth effect have largely focused on low-engagement products. For these products, internal word of mouth through retailer has a vital influence on sales. Consumers undertake pre-purchase exploration for high-engagement products and visit external word of mouth websites during the exploration process, according to numerous polls. The researchers have used a panel of sales and word of mouth data from Amazon.com and three external word of mouth websites to examine the influence of external and internal word of mouths on sales of retailer for high-engagement products. (Gu, Park, & Konana, 2012)

In spite of the hike of and enthusiasm for social-media marketing, there is a paucity of theoretical and empirical understanding about social media advertising's cross-border efficiency and influence on customer behavior in the social-media landscape. To comprehend the function of social media advertising, value and attitude represent how consumers respond to social-media advertising across cultures and types of social-media worldwide. This study builds a four-stage paradigm (behavior–value–belief–attitude). The findings reinforce the mediation impact of value and attitude, unfurling that having a good attitude toward social media advertising leads to more social media–centric activities like message and social interplay behaviors. In global content community sites, entertainment has a greater impact on social media advertising value and attitude, while credibility has a reverse moderating effect. The findings contribute to an improved theoretical comprehension of customer's responses to social media marketing in global markets. (Johnston, Khalil, Le, & Cheng, 2018)

Consumer reviews on the internet, which serve as recommenders and notifiers, are critical in purchase judgements and sales. Their convincing power is determined by both their quantity and quality. The Elaboration Likelihood Model is used in this research to explain how product engagement moderates these correlations. The study concludes that the caliber of online reviews has a positive consequence on consumers' purchasing aims, that purchasing intention is positively correlated to the number of reviews, and that low-engagement consumers are more affected by quantity of review than by review quality and high-engagement consumers are primarily impacted by review quantity when quality of review is high. These findings have ramifications for how online businesses manage online customer reviews. (Park, Lee, & Han, 2007)

11. Impact of social media on behavioral decision-making

Due to improved technological infrastructure, social media is becoming omnipotent in everyday life making it easier to communicate with friends, share information and resources with social networks. Thus, social media can have a massive influence on managerial and personal decision-making. Empirical information identifies that social media is impacting the attitudes and choices by regulating consumer and company decisions as well as building theories to elucidate how real-time communications from others in social networks shape consumer behavior. Metcalfe's Law for social networks was created by George Gilder in 1993. He claimed that the number of interactive individuals is a measure of a social network's worth, and that the importance of a social network rises as more members are appended. Individuals' value of social networks increases exponentially as technology evolves and more people join a network at a quick rate. (Shapiro & Varian, 1999)

The impact of the extensive use of social media on decision making is significant to theories connected to social and media phenomena and communication. Social networking services that link a diverse group of individuals who have common interests and activities may benefit from one or more theories from traditional media platforms. Social views, clarity of communication, and the skill to assess others, according to media richness theory, influence how media richness affects choice quality. When the consumers task-relevant knowledge is high, richer media has a great effective impact on the quality of decision. (Kahai & Cooper, 2003).In addition, social media leads to new forms of peer pressure that are more instant and broader in scope than anything encountered in person. Since the decision maker seeks trust-worthy information from members of his or her social network, informational conformance has an impact on decision making. Since the decision maker complies to be accepted by members of his or her social networks, normative conformity may result in biased conclusions.

Crowd or mob behavior, which can be harmful, is encouraged by social media. People in a crowd respond differently and are less aware of the true nature of their behaviors, according to Sigmund Freud's contagion crowd behavior hypothesis. Convergence theory, on the other extreme, maintains that crowd behavior is not a result of the crowd itself, but rather is brought into the mob by certain individuals; hence, crowds reflect a gathering of similar-minded people. People use social media to generate crowds and influence behavior. (Power & Wren, 2011)

Another potential drawback of social media is the saturation effect, which may shape decision-making. "In communications networks, saturation refers to the communication overflow experienced by group members in centralized positions." The more saturated a group is, the less efficient it is and the less satisfied its members are, however saturation probably has a higher impact on efficacy than satisfaction. (Shaw, 1976)

12. Broad Gaps

There is a need to understand the research nuances of the decision-making process (pre, during and post purchase) and the customer's involvement and psychological resources that enable online purchase decisions for high involvement products by integrating a few social media platforms like Facebook, Instagram and YouTube.

It is important to address the situational factors (e.g., time of purchase) impacting offline purchase and whether they are relevant for online purchase of high involvement products or not.

The key question remains unanswered which has hampered the research on involvement is determining how to define and assess involvement.

It is indistinct how opinion leaders influence their network environment and opinion climate when they have ambivalent attitudes publicly.

There is insufficiency of study on the self-presentational motives (impression motivation) and involvement of opinion leaders to influence consumer behavior in the context of high involvement products.

There is paucity of literature on addressing empirical proof of how efficient social media influencers are with regard to high involvement products.

Prior studies of the online word of mouth effects, consumer reviews, product assessments and their experiences have largely focused on low involvement products thus neglecting the high involvement products which needs to be examined thoroughly.

There is a dearth of theoretical and empirical understanding about social media's cross-border efficiency and influence on consumer behavior in the context of high involvement products.

Studies on involvement with the product has found significant importance but involvement with the buying process, and communication is not defined elaborately.

References

1. Retrieved from Commerce Mates: https://commercemates.com/hierarchy-of-effects-meaning-steps-and-criticism/
2. (2022, April 28). Retrieved from Statista: https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/#:~:text=In%202020%2C%20over%203.6%20billion,almost%204.41 % 20billion%20in%202025.
3. Anu, R. (2017, April 18). Shodhganga. Retrieved from http://hdl.handle.net/10603/190253
4. Ardiansyah, F., & Sarwoko, E. (2020). How social media marketing influences consumers' purchase decision? A mediation analysis of brand awareness. JEMA, 17(2), 156-168.
5. Banyai, E. (2016, June). The Integration of Social Media into Corporate Processes. Society and Economy, 38, 239-259.
6. Belch, G. E., Belch, M. A., & Purani, K. (2021). Advertising and Promotion an Integrated Marketing Communications Perspective. Mc Graw Hill.
7. Business Standard. (2020, October 9).
8. Chan, K. K., & Misra, S. (2013, May 29). Characteristics of the Opinion Leader: A New Dimension. Journal of Advertising, 53-60.
9. Corte, V. D., Lavazzi, A., & D'Andrea, C. (2015, September 4). Customer involvement through social media: the cases of some telecommunication firms. Journal of Open Innovation: Technology, Market, and Complexity.
10. Cox, S. L. (2012, 04 25). Retrieved from https://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1012 &context=cgttheses
11. D, A. (2018). Retrieved from Shodhganga: http://hdl.handle.net/10603/279775
12. Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017, January). Elements of strategic social media marketing: A holistic framework. Journal of Business Research, 70, 118-126.
13. Gibson, N. (2016, December). Retrieved from https://digitalcommons.odu.edu/cgi/viewcontent.cgi?article=1588&context=ots_masters_projects
14. Gnambs, T., & Batinic, B. (2012, July 5). Wiley Online Library. Retrieved from https://onlinelibrary.wiley.com/doi/10.1002/mar.20547
15. Gu, B., Park, J., & Konana, P. (2012, March). The Impact of External Word of Mouth Sources on Retailer Sales of High-Involvement Products. Information Systems Research, 23, 182-196.
16. Halin, J. (2020). Retrieved from https://www.diva-portal.org/smash/get/diva2:1445862/FULLTEXT01. pdf
17. Johnston, W. J., Khalil, S., Le, A. N., & Cheng, J. M.-S. (2018). Behavioral Implications of International Social Media Advertising: An Investigation of Intervening Contingency Factors. Journal of International Marketing, 26, 43-61.

18. Kwon, Y. S., & Song, H. R. (2014, December 31). The Role of Opinion Leaders in Influencing Consumer Behaviors with a Focus on Market Mavens: A Meta-analysis. Athens Journal of Mass Media and Communications, 1(1), 43-54.

19. LaCaille, L. (2013). Retrieved from https://link.springer.com/referenceworkentry/10.1007/978-1-4419-1005-9_1619

20. Laurent, G., & Kapferer, J. N. (1985, February). Measuring Consumer Involvement Profiles. Journal of Marketing Research, 22, 41-53.

21. Lenhart, A. (2015, April 9).

22. Marketing Communique. (2012, November 15). Retrieved from http://marketingcommunique.blogspot.com/2012/11/the-communication-process.html

23. Oueslati, W., Arrami, S., Dhouioui, Z., & Massaabi, M. (2020, April 14). Wiley Online Library. Retrieved from https://onlinelibrary.wiley.com/journal/15320634

24. Park, D. H., Lee, J., & Han, I. (2007). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. International Journal of Electronic Commerce, 11, 125-148.

25. Rochert, D., Cargnino, M., & Neubaum, G. (2022, April 26). Two sides of the same leader: an agent-based model to analyze the effect of ambivalent opinion leaders in social networks. Journal of Computational Social Science.

26. Santandreu, J., & Shurden, M. C. (2017). Purchase Decisions for High Involvement Products: The New Generation of Buyers. Journal of Marketing Development and Competitiveness, 11(2), 88-92.

27. Sarathy, P., & Patro, S. (2013, April 1). The Role of Opinion Leaders in High-Involvement Purchases: An Empirical Investigation. South Asian Journal of Management.

28. Schafer, M. S., & Taddicken, M. (2015, March 30). Opinion Leadership- Mediatized Opinion Leaders: New Patterns of Opinion Leadership in New Media Environments? International Journal of Communication.

29. Tsai, E. (n.d.). Retrieved from http://www.designdamage.com/the-secret-to-social-media-communication-success/#axzz7WCIFeMWh

30. UNCTAD. (2020, October 8). Retrieved from https://unctad.org/news/covid-19-has-changed-online-shopping-forever-survey-shows

31. Winter, S., & Neubaum, G. (2016, September 5). Examining characteristics of Opinion Leaders in social media: A Motivational Approach. Social media + Society.

32. Zabanga Marketing. (2020, December 4). Retrieved from https://www.zabanga.us/marketing-communications/the-fcb-planning-model.html