

The Impact of Social Media Marketing on Consumer Decision-Making: A Thematic Analysis

Dr. Ch Siddharth Nanda¹, Dr. Kaushik Mishra²

¹Associate Professor, School of Business, Woxsen University, Telangana, Hyderabad, India.

²Professor and Head of Department Media Studies, Chandigarh University, India.

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KEYWORDS <i>Consumer Behavior, Social Media Marketing, Thematic Analysis, Interview, Purchase Decision, Online Shopping.</i>	ABSTRACT <p>This research explores the impact of social media platforms, particularly Facebook, on businesses' marketing strategies and consumer relationships, focusing on its significant influence on customers' decision-making processes during purchase decisions. By in-depth interviews and an extensive review of secondary data, the research employed "thematic analysis" using NVivo Qualitative Analysis software.</p> <p>The findings shed light on a variety of subjects, highlighting the significant link between social media marketing initiatives, particularly those on Facebook, and consumer purchasing choices. In addition to its academic consequences, this study is managerially relevant since it identifies factors critical for capturing target consumers and driving purchasing choices. It also represents a larger research trajectory, providing further insights into the complex dynamics of consumer behavior in the changing world of online shopping</p> <p>Summary Statement of Contribution</p> <p>This study explores the impact of social media on marketing, particularly Facebook's influence on customer choice. It reveals a direct correlation between purchase intentions and social media marketing activities. The findings offer valuable insights for managers seeking efficient marketing strategies and contribute to academic research, laying the groundwork for further research on customer behavior in online shopping</p> <p>...</p>
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1. INTRODUCTION

Social media is a rapidly growing phenomenon that has led to the creation of websites and mobile apps by organizations to allow people, groups, and society to engage with one another based on their needs and interests. Social media includes various online communication technologies, such as social networking sites (SNSs), blogs, wikis, podcasts, content aggregators, and content communities. The growth of social media has made it easier for individuals to connect with others and share information. Marketers have seen social media as a more effective and profitable way to stay in touch with current consumers and attract new ones, leading to the emergence of social media marketing as a viable choice. Today's youth use platforms like Facebook, Twitter, and Instagram to find friends, interact, and share information

Thematic analysis

It is a technique for analyzing qualitative data. Typically, it refers to a group of texts, such as interview transcripts. The data is thoroughly examined by the researcher to uncover recurring themes - subjects, ideas, and meaning patterns. The most popular method for doing thematic analysis consists of six steps: familiarization, coding, topic generation, theme assessment, theme definition and labeling, and theme write up. It is a beneficial research approach



for learning about people's beliefs, opinions, knowledge, experiences, or values from a collection of qualitative data, such as interview transcripts, social media profiles, or survey results.

Thematic Analysis data pertains to the specific piece of the material that must be studied (which might be the full book, a collection of poems, a short tale, etc.)

Research methodology and design

This section discusses the research technique used in a qualitative study, focusing on the use of primary and secondary data collection, processing, and interpretation methodologies. The study aims to investigate the impact of social media marketing campaigns on customers' purchase intentions using Thematic and NVivo Qualitative analysis tools. The primary data was gathered through interviews and a series of questions, while secondary data was gathered through literature studies and journal articles. The sample size is 32 people, and thematic analysis was carried out using NVivo Qualitative analysis software. The research aims to provide insights into the impact of social media marketing campaigns on customer purchase intentions.

2. LITERATURE REVIEW

According to (Arafah & Hasyim, 2022), the digital age has changed humans in accessing information from offline media to online media. The presence of digital media, such as

smartphones, help people get current issues quickly without limits of time and place. With advances in information technology, internet users not only can receive information but also send information in the form of comments and share information. The current internet media that has become a gateway for information is social media. Fan page profiles are made on a particular social media platform and used to engage with purchasers (or brand/company fans) and enable consumers to exchange information (Pavlov, Melville, & Pllice, 2008).

(Wong, Ho, Olusanya, Antonini, & Lyness, 2021): The utilization of social media as a tool for professional communication and education in healthcare is on the rise; the advantages and downsides of such platforms have been thoroughly explored in recent years with varying outcomes. During the COVID-19 pandemic, social media use has increased to the point that it has become an integral component of contemporary healthcare systems. As with any healthcare instrument, its risks and benefits must be carefully evaluated. This essay examines the use of social media during the current epidemic. Importantly, we will demonstrate this with examples from the standpoint of huge medical organizations, as well as highlighting the typical hazards.

As stated, (Yadav, 2017), It has been noticed that Internet technologies and web- based applications continue to expand, and in the present day, technology is more concerned with connecting people than with connecting consumers. In recent years, social media use has increased, making it simpler for enterprises and consumers to interact with one another and their friends, as well as communicate with a big audience. According to the conclusions of research done by the McKinsey Global Institute, 1.5 billion individuals use social networking sites, and of them, 80% communicate with other social media users daily. The popularity of social media has led 70% of businesses to actively use social media. The social and commercial use of social media has reached the point where it is seen as a way of life. However, in addition to being an excellent communication tool, social media carries with it some disadvantages. This article introduced the essential vocabulary, ideas, relevance, advantages, and risks associated with using social media as a marketing tool. It also intended to examine how social media influences the performance and marketing strategy of a business. With the aid of a few case studies, this study emphasized the difficulties that businesses may have while using social media as a marketing tool, as well as its management consequences. Social networking networks nowadays give people the chance to economically preserve their digital information. (Hosain & Mamun, 2023)

For destination marketing firms, the prevalence of social media (e.g., social networking sites, and microblogging websites) brings both possibilities and obstacles (DMOs). DMOs must build social media marketing strategies to increase their marketing effectiveness and satisfy stakeholder expectations. Contextualized in mainland China, this research investigates the social media marketing strategies and results of DMOs by analyzing their adoption and use of social media platforms. It then analyses and assesses many social media marketing methods that have been employed by international DMOs (Yang & Wang, 2015).

(Abiola-Oke & Aina, 2019) discussed that Information and Communication Technologies (ICTs) have a major influence on tourist development and marketing. The research focuses on Online Travel Booking in the tourism business in Nigeria, which has several tourist locations. This research employed primary and secondary data. The main data questionnaire was created. Randomly selected 222 Redeemer's University students of both genders completed the survey. Data analysis using Chi-square. 200 of 222 surveys were completed. Online flight and hotel bookings assist in decreasing or eliminating the previous system's time-wasting procedures. Adopting it is crucial for gaining these advantages and ensuring tourism's sustainability.

As per (Ahmad & Murad, 2020): The study focused on social media influences self- reported mental health and COVID-19 panic in Iraq's Kurdistan Region. In Iraqi Kurdistan, 516 social media users were sampled using an online questionnaire. This data analysis used content analysis. Data were examined using SPSS.



(AL-Hawari, Balasa, & Slimi, 2021) stated that the future of electronic grocery in Oman is bright, particularly with the surge of online shoppers in Oman caused by Covid-19. The findings suggested that COVID-19 had altered the purchase habits of consumers. Participants recommended that Omani electronic supermarkets enhance the effectiveness of their services to attract more clients. Additionally, they suggested offering and incorporating a variety of things that clients may desire in all Omani cities, as opposed to merely a select few.

As per the study by (Alves, Fernandes, & Raposo, 2016) Forty-four papers were evaluated using a synthesis- and interpretation-based evaluation method that is a variant of the systematic review method. The findings show that most of the research included has a consumer- centric view of

social media in terms of use, sharing, and impact on consumer choices and views. While hoarding on social media has garnered a lot of attention from people, there are certain concerns involved. To get a deeper comprehension of the phenomena, it is important to investigate the factors that both facilitate and impede the accumulation of social media material (Vinoi, et al., 2024)

The proliferation of Information and Communication Technology (ICT) has resulted in a rise in the volume and efficiency of course material transmission, which encourages the growth of Digital Learning Communities (DLCs). Individual and geographically dispersed e-learners attained their e-learning objectives in a web area dominated by information technology (IT) throughout the millennium and naughtiness era. The Educause Center for Applied Research [ECAR] (2012) surveyed students in higher education and found that students are pouring the acceptance of mobile computing devices (cell phones, smartphones, and tablets) in Higher Education Institutions (HEIs). Approximately 67% of surveyed students acknowledged that mobile devices and social media play a significant role in their academic performance and career enhancement. (Ansari & Khan, 2020). According to (Ansari, Ansari, Ghori, & Kazi, 2019), social media content marketing has a moderate positive significant relationship with the consumer purchase decision.

Social media has become an inclusive tool that may be used with consumers who are at the Bottom of the Pyramid (BOP) to offer a variety of services, from shopping to education (Kumar, et al., 2024).

Research from the past has shown that brands should focus on keeping a social presence on all social channels with content that is fresh, updated often, and offers incentives for consumers to get involved (Ashley & Tuten, 2015). According to (Assimakopoulos, Antoniadis, Kayas, & Dvizac, 2017). Facebook can also be used as an efficient marketing tool to improve marketing campaigns at universities.

Facebook was originally designed as a social network for college students, but in today's digital era, almost everyone with an internet connection uses Facebook. It has become the biggest social network on the planet and has daily users in the billions.

Facebook's capabilities include Facebook Pages, Facebook Advertising and Publicity, and Facebook Groups. This may be used to advertise goods, services, organizations, and events, among

other things. Each of these instruments may be employed for a different purpose, depending on the situation, or they can all be utilized simultaneously for the best results. Facebook marketing is creating and actively utilizing a Facebook account for market and marketing-related operations, as well as for connecting with and attracting clients (Valand & Gaur, 2020).

The introduction of social media has transformed how FMCG businesses do business. With approximately 45 million users in India and a strong growth rate, enterprises are compelled to join social media to interact with their consumers and promote sales. According to some estimates, social networking now accounts for forty percent of the time Indians spend online. Roughly one in ten Internet visits leads to a social network, and nearly one in four page views occurs on a social networking site, making social networking a profitable choice for brand managers seeking to express their brand and establish a brand identity (Banerjee & Bj, 2013).

According to (Bansal & Kumar, 2018), the definition of an impulse purchase or motivated buy is a purchase when the decision to acquire an item is formed now before the actual purchase and is not pre-planned. Online merchants are in an advantageous position since they can reach customers at any time via content, email, promotional events, and web-based social media. Web-based social networking is one of the most important means by which a merchant may influence customers and increase their purchase motivation. Technology allows customers to examine products to identify and criticize them in accordance with their dimensions, and the sky is the limit from there.

Further (Barijan, Ariningsih, & Rahmawati, 2021), is of view that the development of technology in the automobile industry has advanced quite fast in recent years. Thus, automotive businesses in Indonesia must fight for market share. Companies that compete in the marketplace provide things that customers need and desire.

(Chusnaini & Rasyid, 2022), performed a quantitative study by distributing a questionnaire to 150 participants. The study's findings indicate that social media marketing, social media content, brand image, and brand awareness have a positive and statistically significant impact on purchase intentions.

As per (Constantinides, 2014), social media are a new generation of online apps, tools, and networking possibilities that have been made available by Web 2.0, often known as the current stage of the Internet's growth. This has increased the customer's



purchasing power. While consumer empowerment provides a significant challenge for marketers, there are several ways in which marketers may use the Social Media domain to their advantage and recover control of the marketing process. A fundamental requirement is that they comprehend the new market realities and adopt new attitudes: rather than seeing their consumers as a huge and passive audience, they must regard them as smart and creative people, or even as prospective business partners. Social Media may play a very significant and decisive role in this context; they can serve as alternatives for conventional marketing tools, enabling marketers to carry out a variety of marketing operations efficiently and cost-effectively, often with consumer engagement.

Research Gap

Following a review of the literature, it is obvious that multiple studies on social media marketing have been conducted in different states, but there is a scarcity of study on qualitative analysis based on Themes.

After transcribing the interviews and creating themes, "thematic analysis" was performed using NVivo qualitative analytic software.

Data Findings, Analysis, and Interpretation

Data analysis involves gathering, modeling, and modifying data to extract relevant information, draw conclusions, and support decision-making. Thematic analysis is used to identify patterns in qualitative data from 32 participants, ranging from 20 to 48 years from Odisha.

"Themes" were created for thematic analysis using NVivo Qualitative analysis software. The 'Themes' created are as follows:

1. Action Option
2. Target Audience
3. Brand Awareness
4. Purchase Decision
5. Social Media Marketing Platforms
6. Social Media Platforms
7. Traditional Marketing Platforms
8. Effective Ways

"Thematic analyses" were carried out using the NVivo Qualitative Analysis software. The analyses performed are listed below.

- A. Themes Presence status
- B. Theme presence %
- C. Comparing two themes.

A. Themes Presence status

It reflects the presence or absence of themes based on the responses of the participants. Here Participants are represented as (PT). Refer Table 1 and Figure 1 for detailed information.

Table 1. Theme Presence status in % a numbers (Source: Authors own depiction based on NVivo Analysis software).

Participants	A Action Option	B Target Audience	C Brand Awareness	D Purchase Decision	E Social Media Marketing Platforms	F Social Media Platforms	G Traditional Marketing Platforms	H Effective Ways
PT1	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
PT2	Yes	No	Yes	Yes	Yes	Yes	Yes	No



PT3	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
PT4	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PT5	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PT6	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
PT7	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
PT8	Yes	No	Yes	Yes	Yes	Yes	Yes	No
PT9	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
PT10	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PT11	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
PT12	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
PT13	Yes	No	No	Yes	Yes	No	No	Yes
PT14	Yes	Yes	No	Yes	No	No	Yes	Yes
PT15	Yes	Yes	Yes	Yes	No	No	Yes	Yes
PT16	Yes	No	No	Yes	No	No	Yes	Yes
PT17	Yes	No	No	Yes	No	No	Yes	Yes
PT18	Yes	No	No	Yes	No	Yes	Yes	No
PT19	Yes	No	No	Yes	No	No	Yes	Yes
PT20	Yes	No	No	Yes	No	Yes	Yes	Yes
PT21	Yes	No	No	Yes	No	Yes	Yes	Yes
PT22	Yes	No	No	Yes	No	Yes	Yes	Yes
PT23	Yes	No	No	Yes	No	Yes	Yes	Yes
PT24	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
PT25	Yes	No	Yes	Yes	Yes	No	Yes	No
PT26	Yes	No	No	Yes	No	Yes	Yes	No
PT27	Yes	No	Yes	Yes	No	Yes	Yes	Yes
PT28	Yes	No	Yes	Yes	Yes	Yes	Yes	No
PT29	Yes	Yes	No	Yes	No	Yes	Yes	Yes
PT30	Yes	Yes	No	Yes	Yes	Yes	Yes	No
PT31	Yes	No	Yes	Yes	Yes	Yes	Yes	No
PT32	Yes	No	No	Yes	No	Yes	Yes	Yes
Count	32	13	18	32	16	25	31	20
% Of Participants	100	40.63	56.25	100	50	78.13	96.88	62.5



Figure 1. Theme Presence status among participants in numbers (source: Authors own depiction) based on NVivo analysis software.

As per the 'themes presence' analysis done using NVivo Qualitative analysis software.

- ✓ Action Option theme was present in 32 participants, for a rate of presence of 100%.
- ✓ Target Audience theme was present with PT3, PT4, PT5, PT6, PT7, PT9, PT10, PT11, PT12, PT14, PT15, PT29 and PT30 with 13 in total and 40.63% coverage.
- ✓ Brand Awareness theme was found with PT1, PT2, PT3, PT4, PT5, PT6, PT7, PT8, PT9, PT10, PT11, PT12, PT15, PT24, PT25, PT27, PT28 and PT31 with a count of 18 and 56.25% of coverage.
- ✓ Purchase Decision theme was present in all participant responses.
- ✓ Social Media Marketing Platforms theme was found in PT1, PT2, PT3, PT4, PT5, PT7, PT8, PT9, PT10, PT12, PT13, PT24, PT25, PT28, PT30 and PT31 with 16 participants covering 50%.
- ✓ Social Media Platforms theme was present apart from PT13, PT14, PT15, PT16, PT17, PT19 and PT25 with 25 participants covering 78.13%.
- ✓ Traditional Marketing Platforms were present in all 31 participants apart from PT13 covering 96.88%.
- ✓ The Effective Ways theme was not present in PT2, PT3, PT7, PT8, PT9, PT12, PT18, PT25, PT26, PT28, PT30 and PT31 and present with 20 participants covering 62.5%. As purchase decision and action option theme had presence of 100 It suggests that the 'action option' theme on the Facebook platform while marketing will boost the possibilities of converting prospective customers into customers and improve impulsive purchasing behavior.

However, themes such as brand awareness, target audience, and effective ways demonstrate that if social media platforms effectively design their marketing campaigns and connect with their target market, they can generate widespread brand awareness, which will influence consumer preferences and purchase decisions. Traditional and social media

platform themes demonstrate that the influence of both platforms has an effect; however, social media platforms have a broad reach and appeal, as well as a rapid reaction and feedback opportunity for customers.

B. Themes Presence coverage % in each participant

The Theme existence % displays the existence of themes as a proportion of the Participants responses.



- **Action Option presence %:** The highest percentage was 6.85% for PT31, followed by 6.21% for PT32. PT17 had the lowest percentage of theme presence (1.41%). The proportion of coverage of the theme is solely based on the respondents' opinions and assertions. In the case of PT31, the action option received a lot of attention and importance, which might impact the consumer decision-making process since it had the highest percentage of coverage, followed by PT32. The fact that PT17 had the lowest theme prominence indicates that action options are not the sole criteria impacting decisions. The varying percentage coverage of various participants represents the degree of acceptance of this theme's function in influencing customer purchasing behavior, as demonstrated. Refer Figure 2 and Table 2 that show the proportion of action option theme presence in further depth.

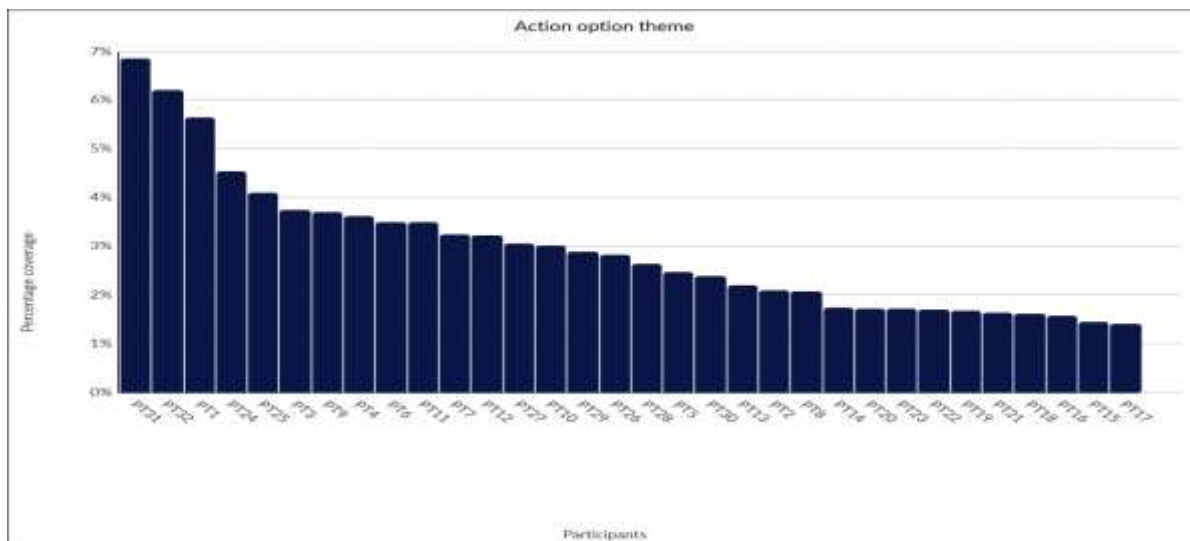


Figure 2: Highest to lowest Action option theme presence (Source: Authors own depiction) based on NVivo analysis software.

Table 2: Total number of Participants and % of coverage of Action option theme in participant responses (Source: Authors own depiction) based on NVivo analysis software.

	Participants	Percentage coverage
Total (32)		
1	PT1	5.65%
2	PT2	2.10%
3	PT3	3.74%
4	PT4	3.61%
5	PT5	2.46%
6	PT6	3.49%
7	PT7	3.25%
8	PT8	2.08%



9	PT9	3.69%
10	PT10	3.02%
11	PT11	3.48%
12	PT12	3.21%
13	PT13	2.19%
14	PT14	1.74%
15	PT15	1.44%
16	PT16	1.57%

• **Target Audience %** The highest was 30.27% for PT7, followed by 29.95% for PT12.

PT15 had the lowest percentage of theme presence, at 5.18%. According to respondents, seven Facebook social media marketing campaigns may impact and entice customers the most if communication and advertising reach the correct target group. The other participants have also stressed the importance of selecting the correct target customer group, with the proportion varied according to the degree of its importance. The specifics of each % presence is shown in Figure 3 and Table 3.

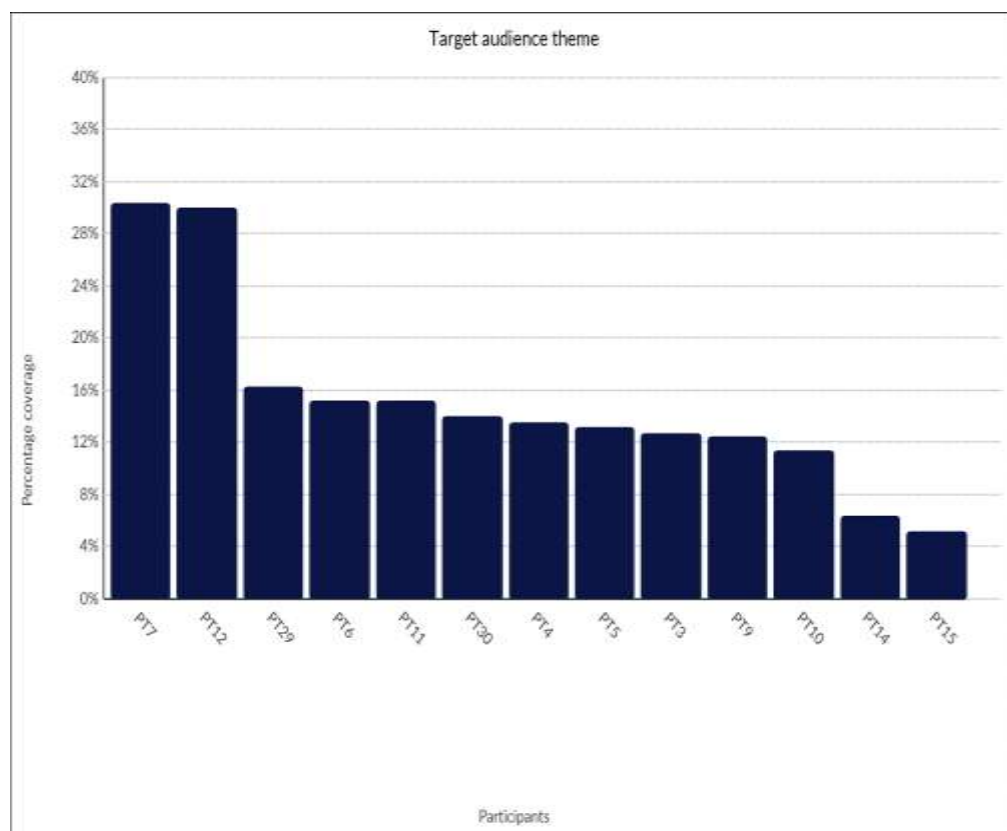


Figure 3: Highest to lowest Target audience theme presence (Source: Authors own depiction) based on NVivo analysis software.



Table 3. Target audience theme presence % coverage Participant wise (Source: Authors own depiction) based on NVivo analysis software.

Total (13)	Participants	Percentage coverage
1	PT3	12.60%
2	PT4	13.54%
3	PT5	13.18%
4	PT6	15.19%
5	PT7	30.27%
6	PT9	12.43%
7	PT10	11.33%
8	PT11	15.17%
9	PT12	29.95%
10	PT14	6.27%
11	PT15	5.18%
12	PT29	16.26%
13	PT30	13.94%

- **Brand Awareness %:** It was 32.49% in the case of PT7, followed by 32.14% in the case of PT12. PT15 had the lowest percentage of theme presence (1.00%). According to PT7's reaction, brand awareness is one of the key variables that may influence customer decision-making, and Facebook develops a lot of brand awareness via frequent marketing activities. The specifics are shown in Figure 4 and Table 4.

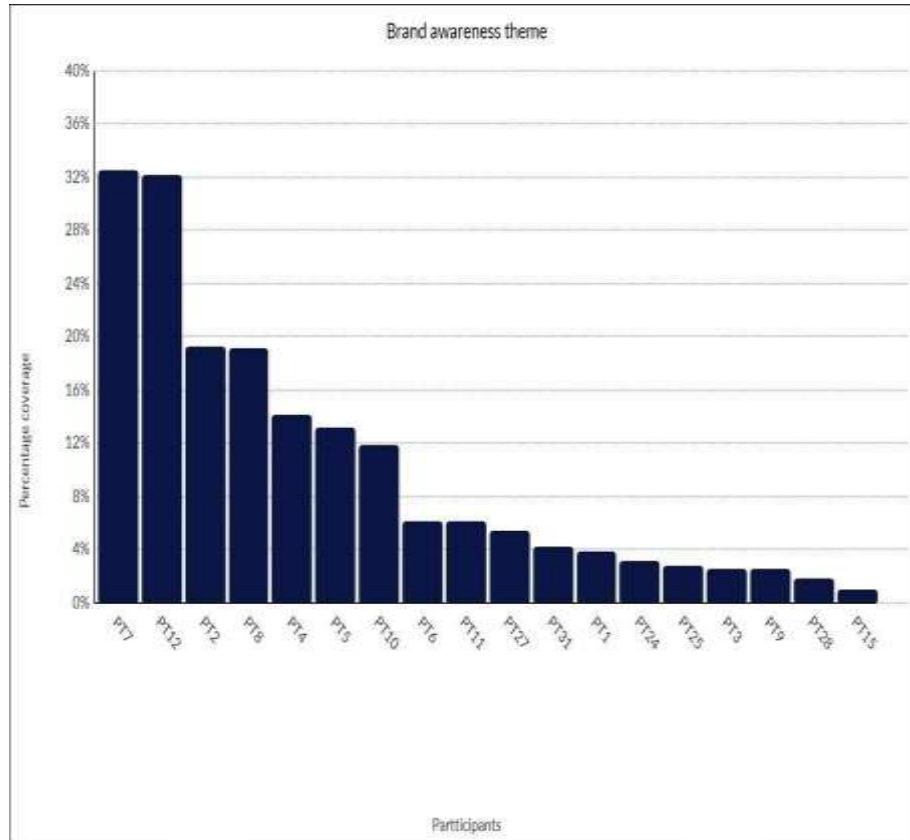


Figure 4 Highest to lowest Brand awareness theme presence (Source: Authors own depiction) based on NVivo analysis software.



Table 4. Brand awareness theme presence % coverage Participant wise (Source: Authors own depiction) based on NVivo analysis software.

Total 18	Participants	Percentage coverage
1	PT1	3.86%
2	PT2	19.22%
3	PT3	2.56%
4	PT4	14.07%
5	PT5	13.18%
6	PT6	6.13%
7	PT7	32.49%
8	PT8	19.06%
9	PT9	2.52%
10	PT10	11.77%
11	PT11	6.12%
12	PT12	32.14%
13	PT15	1.00%
14	PT24	3.09%
15	PT25	2.80%
16	PT27	5.36%
17	PT28	1.80%
18	PT31	4.21%

• **Purchase Decision** It was greatest for PT26 at 20.87%, followed by PT5 at 16.00%.

PT16 had the lowest percentage of themes present, with 3.37%. According to participant 26, social media marketing initiatives on Facebook have a significant effect and influence on customer decision-making. All of the other participants agreed, however some put a greater emphasis on this issue than others. The specifics are shown in Figure 5 and Table 5.

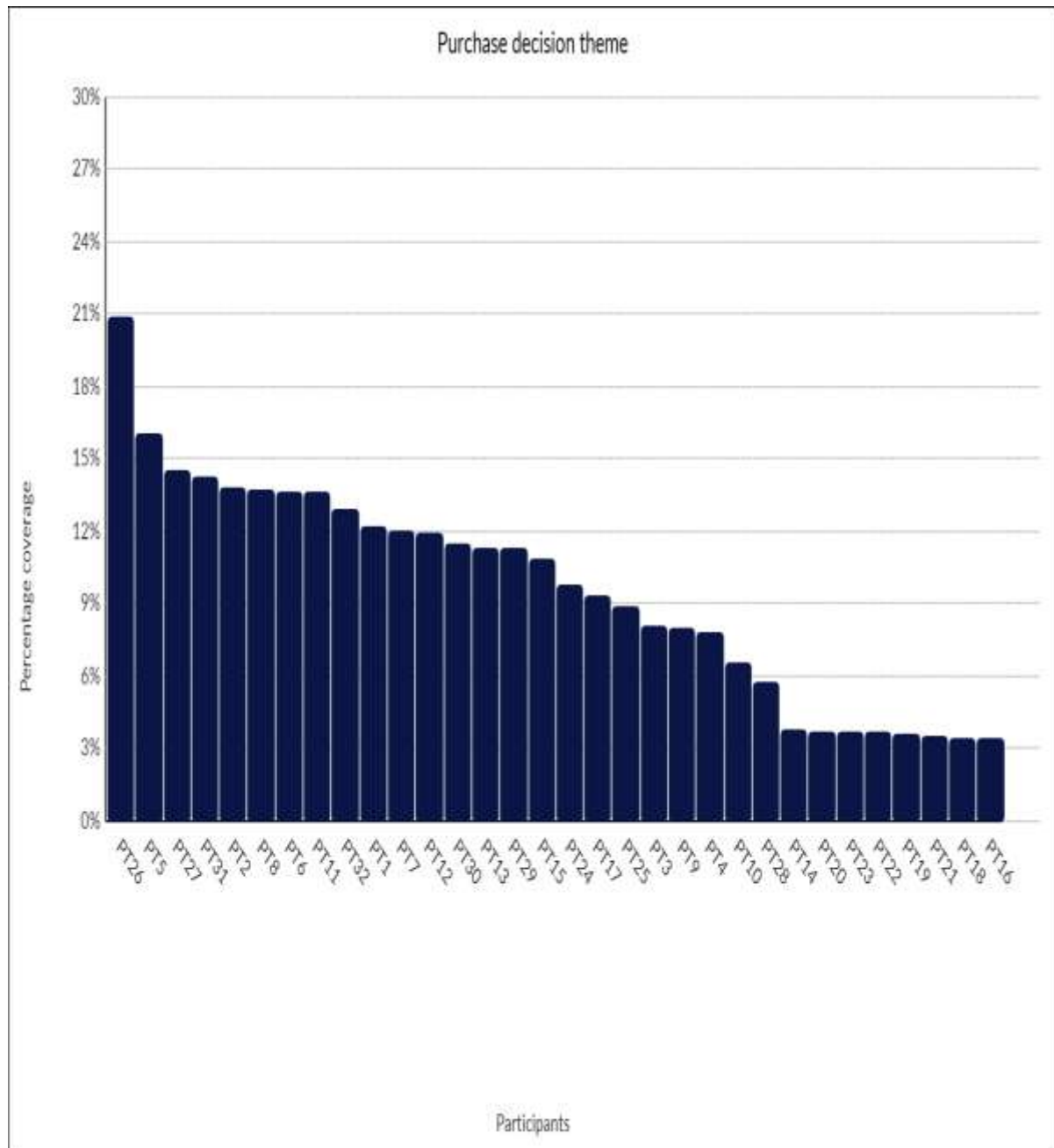


Figure 5. Highest to lowest Purchase decision theme presence (Source: Authors own depiction) based on NVivo analysis software.



Table 5. Purchase decision theme presence % coverage Participant wise (Source: Authors own depiction) based on NVivo analysis software.

Total (32)	Participants	Percentage coverage
1	PT1	12.20%
2	PT2	13.83%
3	PT3	8.08%
4	PT4	7.78%
5	PT5	16.00%
6	PT6	13.61%
7	PT7	12.00%
8	PT8	13.71%
9	PT9	7.97%
10	PT10	6.51%
11	PT11	13.59%
12	PT12	11.88%
13	PT13	11.29%
14	PT14	3.72%
15	PT15	10.81%
16	PT16	3.37%
17	PT17	9.29%
18	PT18	3.43%
19	PT19	3.56%



20	PT20	3.68%
21	PT21	3.50%
22	PT22	3.64%
23	PT23	3.68%
24	PT24	9.77%
25	PT25	8.84%
26	PT26	20.87%
27	PT27	14.53%
28	PT28	5.70%
29	PT29	11.26%
30	PT30	11.43%
31	PT31	14.22%
32	PT32	12.89%

- **Social Media Marketing Platforms %:** It was most significant for PT30 at 20.65%, followed by PT5 at 13.81%. PT8 had the lowest percentage of theme presence (2.23%). According to participant 30, social media marketing activities on Facebook affect

customer decision making, with many firms promoting and selling their various goods and services, as well as engaging with their target audience. All the other participants had similar opinions, but some valued them more than others. The specifics are shown in Figure 6 and Table 6.

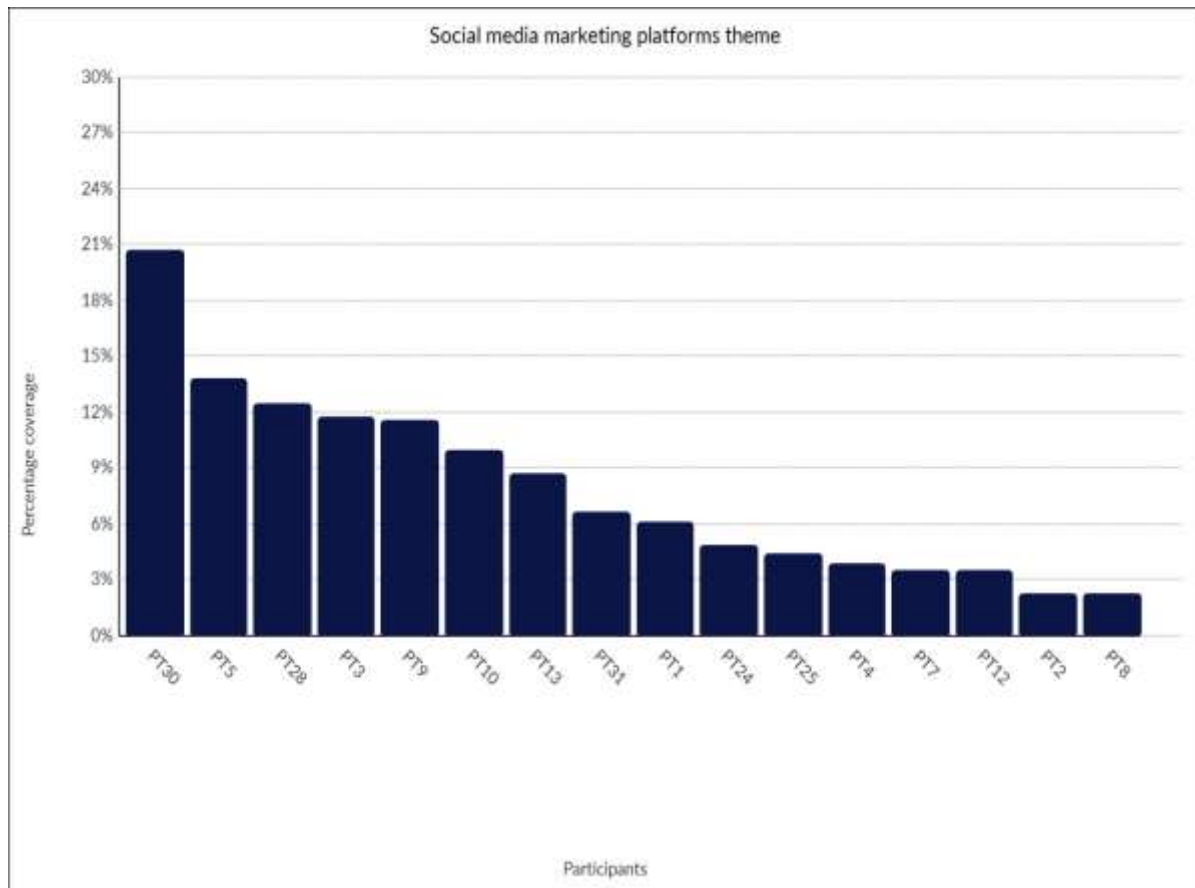


Figure 6. Highest to lowest social media marketing platform theme presence (Source: Authors own depiction) based on NVivo analysis software.

Table 6. Social media marketing platform theme presence % coverage Participant wise (Source: Authors own depiction) based on NVivo analysis software.

Total (16)	Participants	Percentage coverage
1	PT1	6.06%
2	PT2	2.25%
3	PT3	11.74%
4	PT4	3.87%
5	PT5	13.81%
6	PT7	3.49%
7	PT8	2.23%
8	PT9	11.57%
9	PT10	9.93%
10	PT12	3.45%
11	PT13	8.66%



12	PT24	4.86%
13	PT25	4.40%
14	PT28	12.44%
15	PT30	20.65%
16	PT31	6.62%

- **Social Media Platforms %:** It was 15.40% in the case of PT5, and 6.06% in the case of PT1. PT8 had the lowest percentage of theme presence (2.41%). As firms constantly reach out to and engage with their customers, social media marketing platforms like Facebook have a significant effect on their purchasing decisions. All of the other participants had the same opinions, although to varied degrees. The specifics are shown in Figure 7 and Table 7.

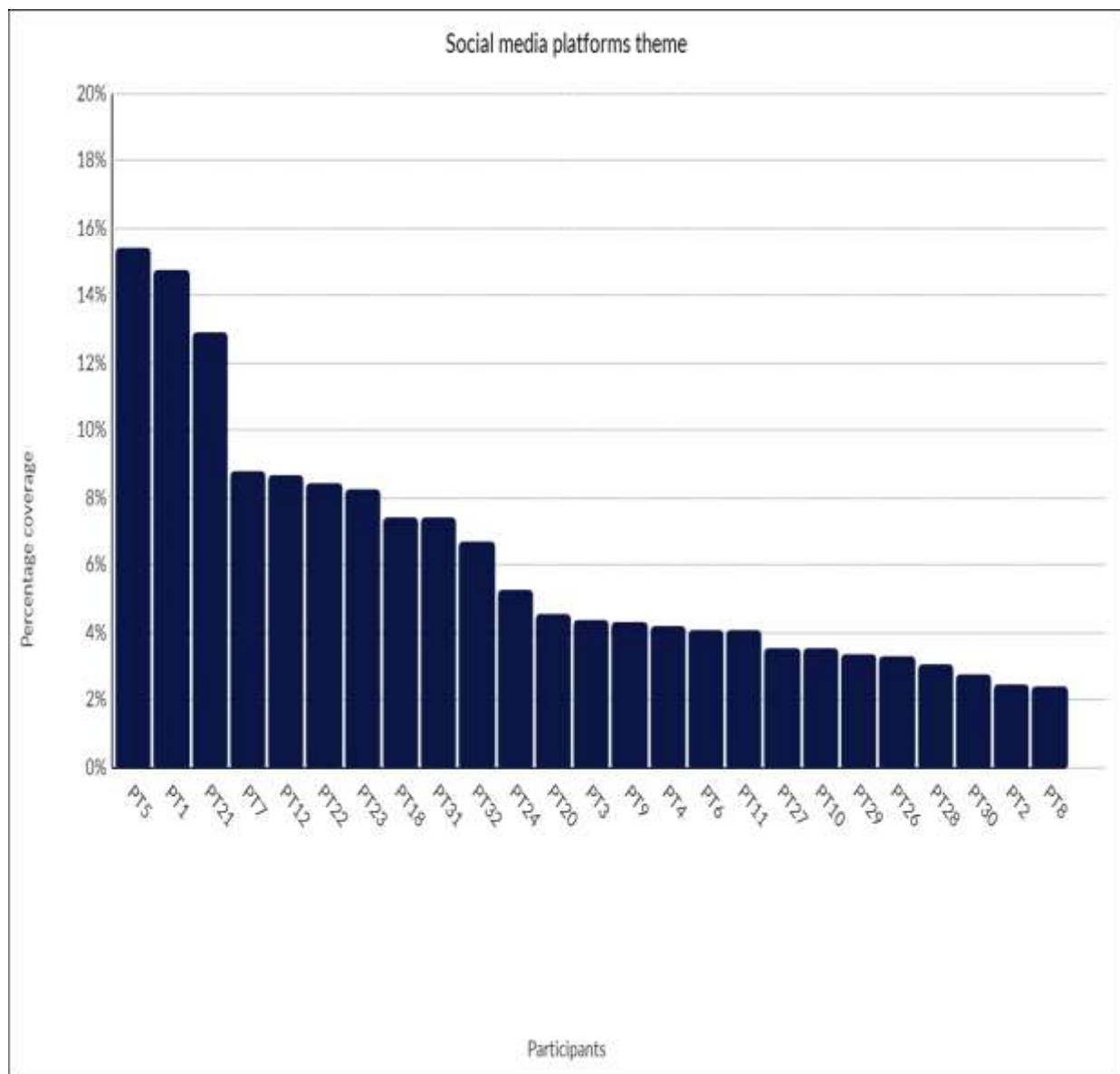


Figure 7. Highest to lowest social media platform theme presence (Source: Authors own depiction) based on NVivo analysis software.



Table 7. Social media platform theme presence % coverage Participant wise (Source: Authors own depiction) based on NVivo analysis software.

Total (25)	Participants	Percentage coverage
1	PT1	14.75%
2	PT2	2.43%
3	PT3	4.34%
4	PT4	4.18%
5	PT5	15.40%
6	PT6	4.04%
7	PT7	8.76%
8	PT8	2.41%
9	PT9	4.28%
10	PT10	3.50%
11	PT11	4.04%
12	PT12	8.66%
13	PT18	7.42%
14	PT20	4.54%
15	PT21	12.93%
16	PT22	8.43%
17	PT23	8.26%
18	PT24	5.25%
19	PT26	3.26%
20	PT27	3.54%
21	PT28	3.06%
22	PT29	3.34%
23	PT30	2.77%
24	PT31	7.37%
25	PT32	6.68%

- **Traditional Marketing Platforms %:** It was most significant for PT30 at 20.65%, followed by PT29 at 14.29%. PT8 had the lowest percentage of theme presence (2.23%). Traditional marketing channels have an influence on consumer decision- making since firms reach out to and communicate with their customers on a daily basis, but not to the same level as social media. Figure 8 and Table 8 show the percentages of all participants.

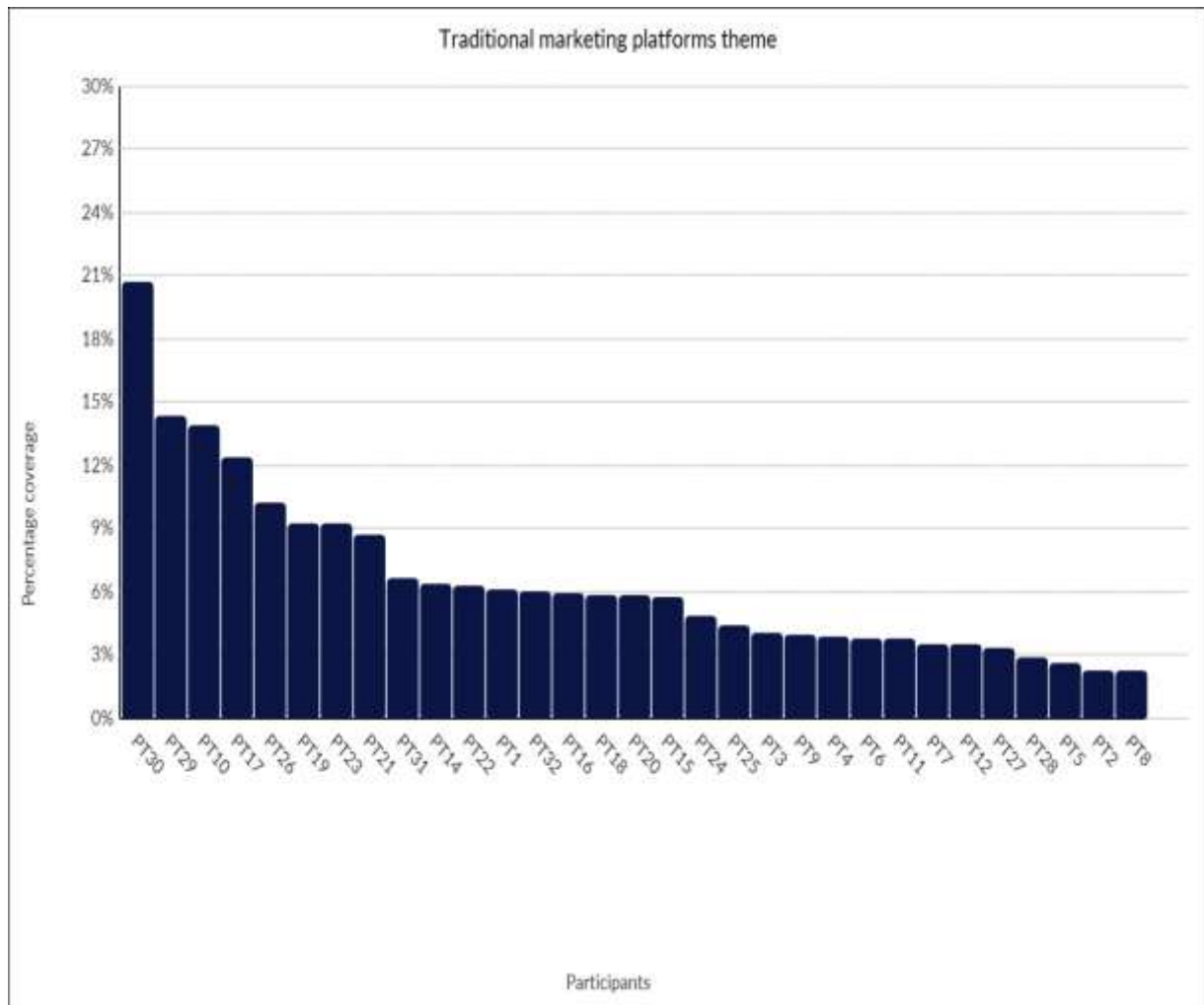


Figure 8. Highest to lowest Traditional marketing theme presence (Source: Authors own depiction) based on NVivo analysis software.

Table 8. Traditional marketing platform theme presence % coverage Participant wise (Source: Authors own depiction) based on NVivo analysis software.

Total (31)	Participants	Percentage coverage
1	PT1	6.06%
2	PT2	2.25%
3	PT3	4.02%
4	PT4	3.87%



5	PT5	2.64%
6	PT6	3.74%
7	PT7	3.49%
8	PT8	2.23%
9	PT9	3.96%
10	PT10	13.91%
11	PT11	3.74%
12	PT12	3.45%
13	PT14	6.37%
14	PT15	5.70%
15	PT16	5.93%
16	PT17	12.36%
17	PT18	5.85%
18	PT19	9.27%
19	PT20	5.80%
20	PT21	8.69%
21	PT22	6.26%
22	PT23	9.19%
23	PT24	4.86%
24	PT25	4.40%
25	PT26	10.20%



26	PT27	3.28%
27	PT28	2.84%
28	PT29	14.29%
29	PT30	20.65%
30	PT31	6.62%
31	PT32	6.00%

- **Effective Ways %:** The highest was 13.17% for PT32, followed by 6.13% for PT1.

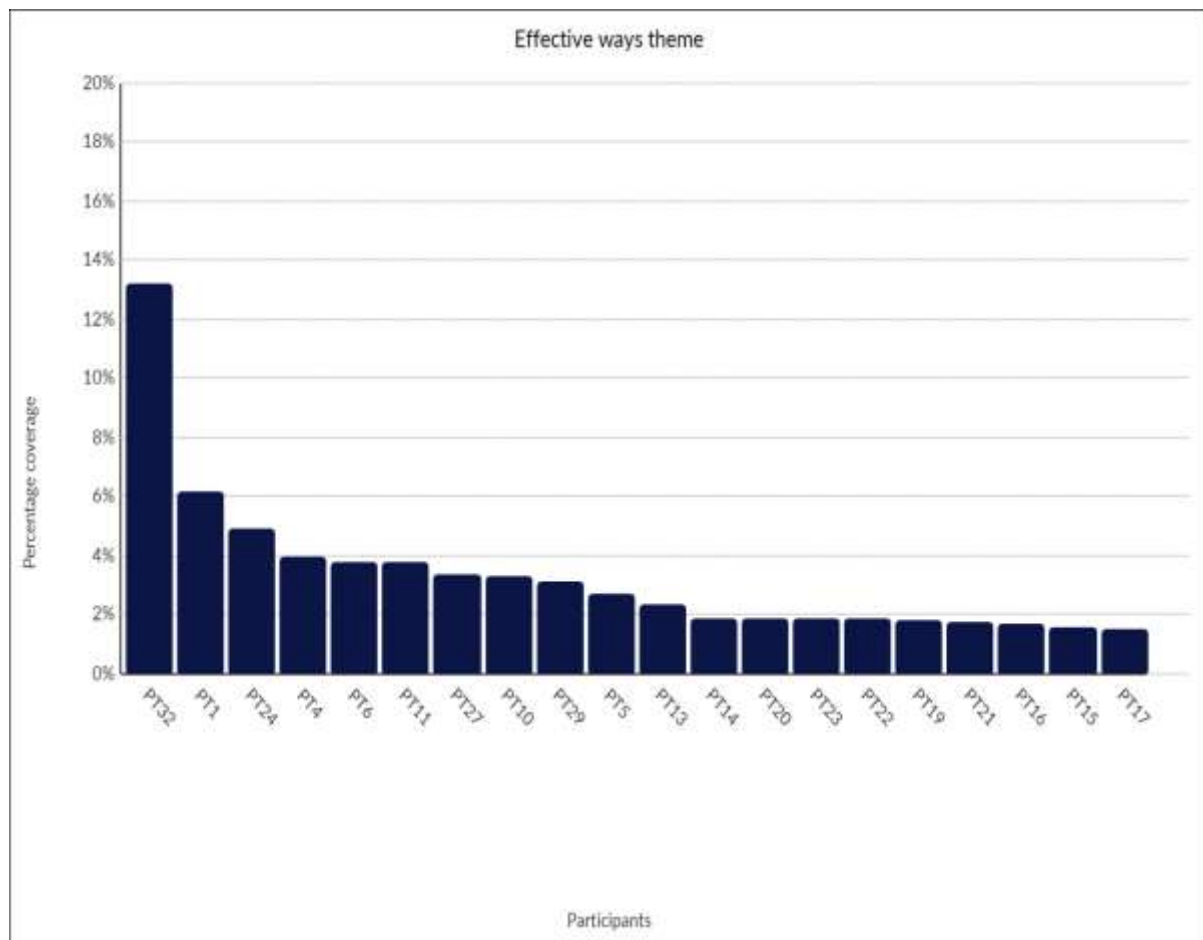


Figure 9. Highest to lowest Effective ways theme presence (Source: Authors own depiction) based on NVivo analysis software.

PT17 had the lowest percentage of theme presence, at 1.50%. Effective approaches refer to how popular social media platforms such as Facebook effectively connect and persuade users to purchase different items and services. This subject was regarded the most by participant 32, followed by the other participants. The percentage details are shown in Figure 9 and Table 9.



Table 9. Effective way's theme presence % coverage Participant wise (Source: Authors own depiction) based on NVivo analysis software.

Total (20)	Participants	Percentage coverage
1	PT1	6.13%
2	PT4	3.91%
3	PT5	2.67%
4	PT6	3.79%
5	PT10	3.27%
6	PT11	3.78%
7	PT13	2.34%
8	PT14	1.86%
9	PT15	1.54%
10	PT16	1.68%
11	PT17	1.50%
12	PT19	1.78%
13	PT20	1.84%
14	PT21	1.75%
15	PT22	1.82%
16	PT23	1.84%
17	PT24	4.91%
18	PT27	3.31%
19	PT29	3.13%
20	PT32	13.17%

C. Comparing two themes' presence.

- Target audience and Action option:

According to the analysis, the target Audience theme exists due to the responses of 13 participants, and the Action option theme exists due to the responses of 32. Both themes include a total of 13 PTs: PT3, PT4, PT5, PT6, PT7, PT9, PT10, PT11, PT12, PT14, PT15, PT29, and PT30. Both themes appear in the responses of 13 participants.

The details are below in Table 10 and Figure 10.



Table 10. Action option and Target audience theme presence in participant responses (Source: Authors own depiction) based on NVivo analysis software.

Participants	A: Action Option	B: Target Audience
PT3	Yes	Yes
PT4	Yes	Yes
PT5	Yes	Yes
PT6	Yes	Yes
PT7	Yes	Yes
PT9	Yes	Yes
PT10	Yes	Yes
PT11	Yes	Yes
PT12	Yes	Yes
PT14	Yes	Yes
PT15	Yes	Yes
PT29	Yes	Yes
PT30	Yes	Yes
Count	13	13

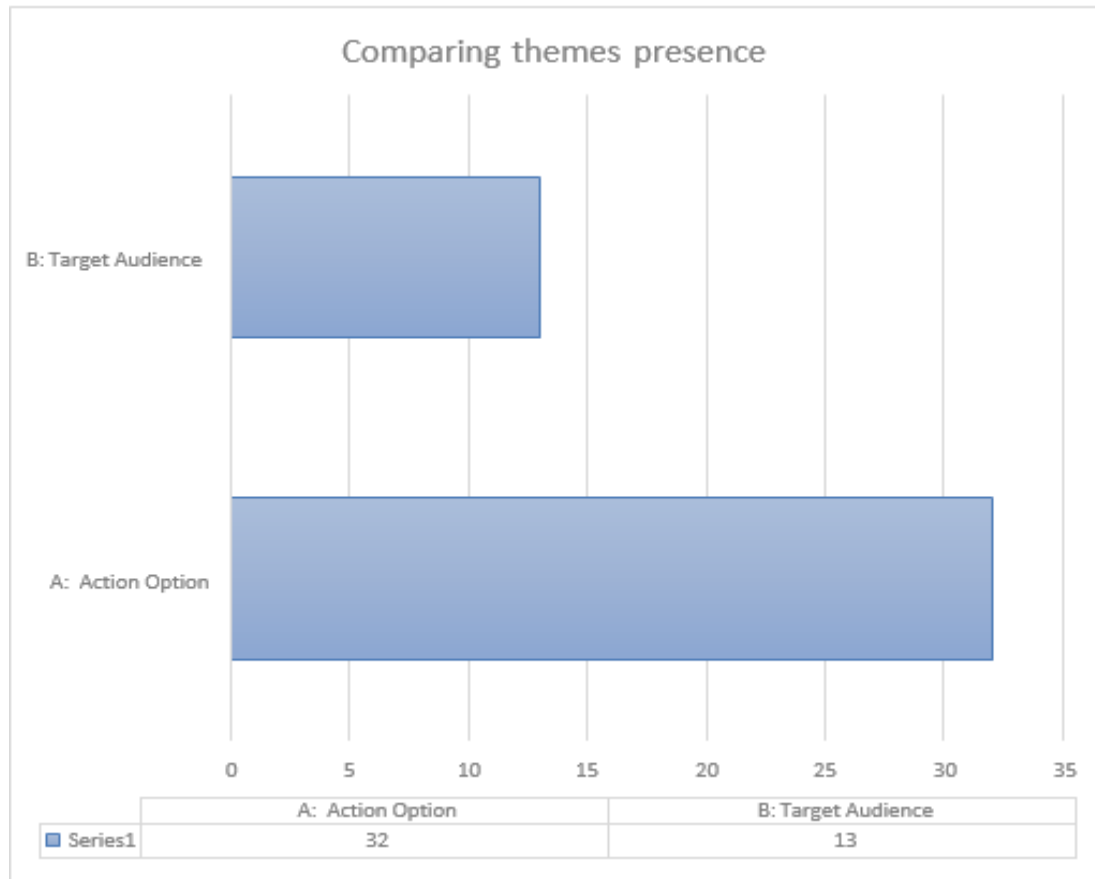


Figure 10. Comparison of Action option theme and Target audience theme presence status in numbers in participant responses (Source: Authors own depiction) based on NVivo analysis software.

- Brand awareness and Purchase decision:

According to the study, brand awareness exists based on the responses of 18 participants, and purchase decision exists based on the responses of all 32 participants. Both themes include a total of 18 PTs: PT1, PT4, PT5, PT6, PT10, PT11, PT14, PT15, PT16, PT17, PT19, PT20,

PT21, PT22, PT23, PT24, PT29, and PT32. Refer Table 11 and Figure 11 for detailed information.

Table 11. Brand awareness and Purchase decision theme presence in participant responses (Source: Authors own depiction) based on NVivo analysis software.

Participant's	C: Brand Awareness	D: Purchase Decision
PT1	Yes	Yes
PT4	Yes	Yes
PT5	Yes	Yes
PT6	Yes	Yes
PT10	Yes	Yes
PT11	Yes	Yes
PT14	Yes	Yes
PT15	Yes	Yes



PT16	Yes	Yes
PT17	Yes	Yes
PT19	Yes	Yes
PT20	Yes	Yes
PT21	Yes	Yes
PT22	Yes	Yes
PT23	Yes	Yes
PT24	Yes	Yes
PT29	Yes	Yes
PT32	Yes	Yes
Count	18	18

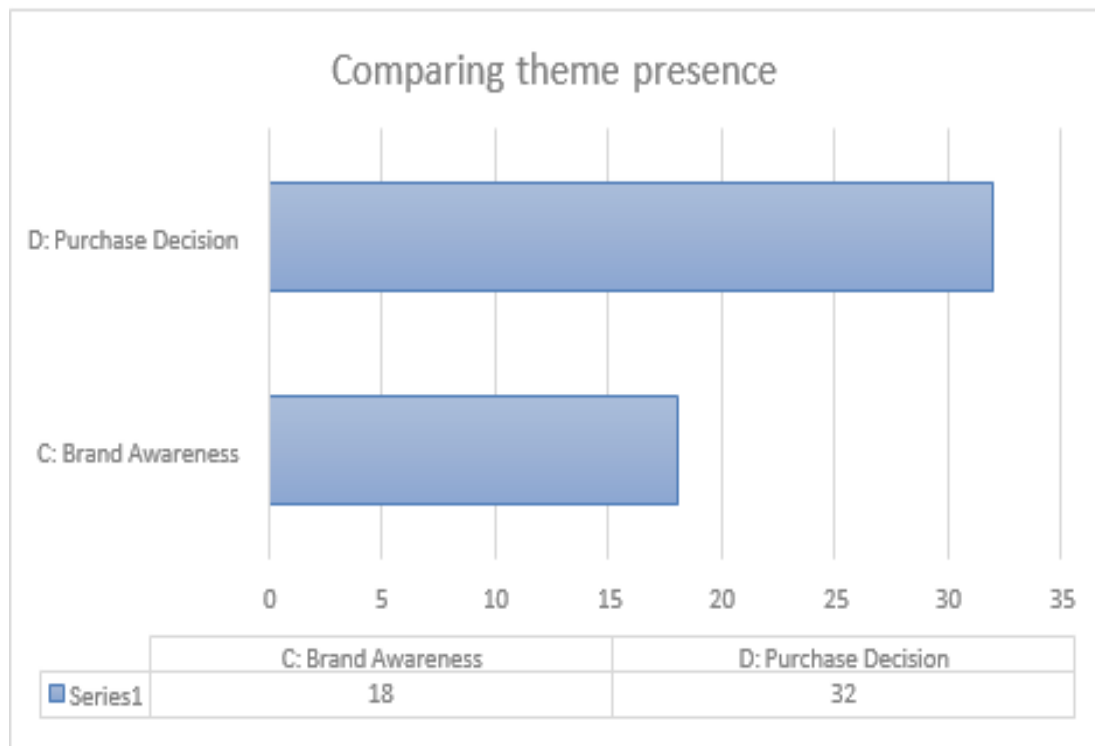


Figure 11. Comparison of Brand awareness and Purchase decision theme presence status in numbers in participant responses (Source: Authors own depiction) based on NVivo analysis software.

- **Social Media marketing platforms and social media platforms:** According to the study, social media marketing platforms exist based on the responses of 16 participants, and social media platforms exist based on the responses of 25 participants. Both motifs appear 14 times with PT1, PT2, PT3, PT4, PT5, PT7, PT8, PT9, PT10, PT12, PT24, PT28, PT30, and PT31. Refer Table 12 and Figure 12 for detailed information.



Table 12. Social Media marketing platforms and social media platform's theme presence in participant responses (Source: Authors own depiction) based on NVivo analysis software.

Participants	E: Social Media Marketing Platforms	F Social Media Platforms
PT1	Yes	Yes
PT2	Yes	Yes
PT3	Yes	Yes
PT4	Yes	Yes
PT5	Yes	Yes
PT7	Yes	Yes
PT8	Yes	Yes
PT9	Yes	Yes
PT10	Yes	Yes
PT12	Yes	Yes
PT24	Yes	Yes
PT28	Yes	Yes
PT30	Yes	Yes
PT31	Yes	Yes
Count	14	14

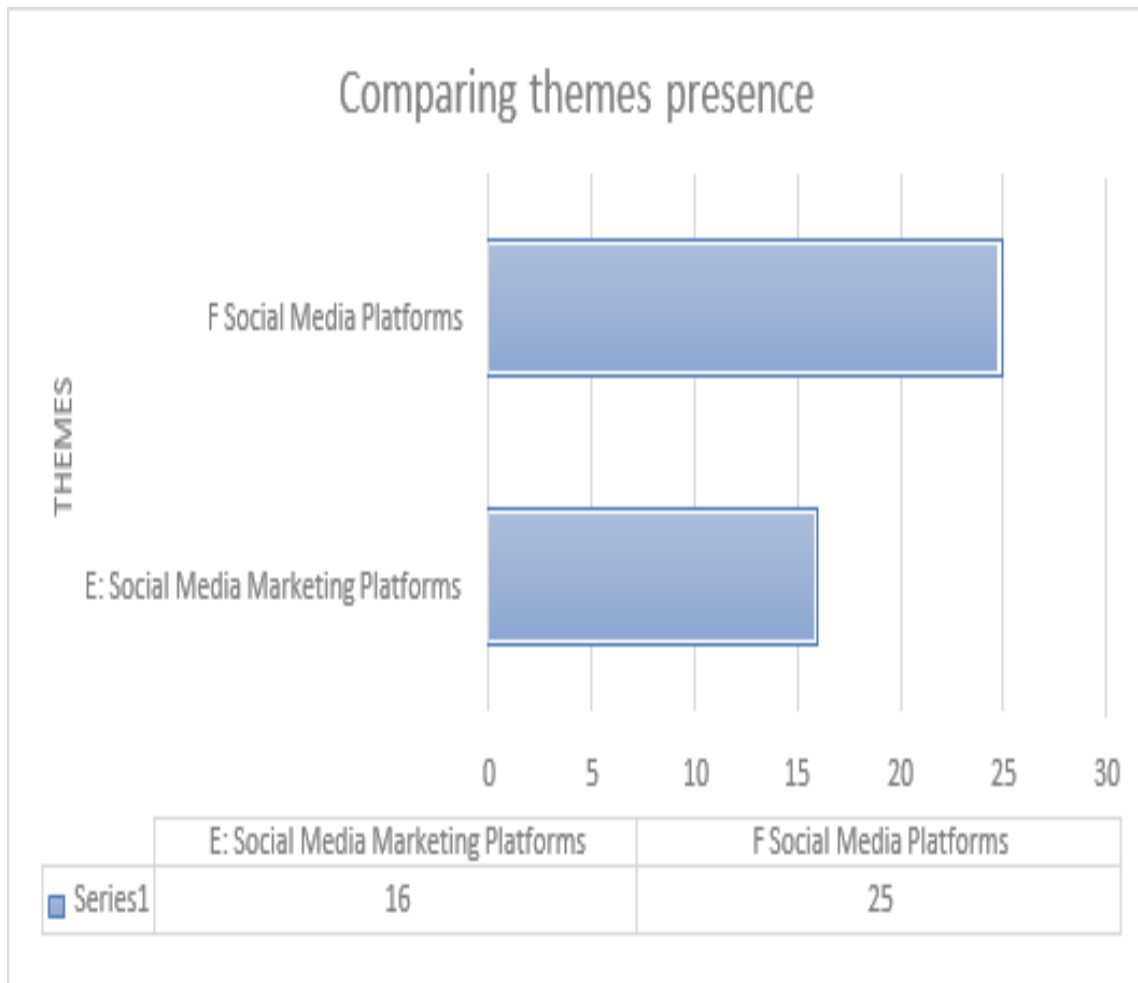


Figure 12. Comparison of Social Media marketing platforms and social media platform's theme presence status in numbers in participant responses (Source: Authors own depiction) based on NVivo analysis software.

- **Effective ways and Traditional marketing platforms:** According to the findings, the traditional marketing platform theme has 31 responses, while the effective way theme has 20. Both themes are featured in a total of 18 PTs: PT1, PT4, PT5, PT6, PT10, PT11, PT14, PT15, PT16, PT17, PT19, PT20, PT21, PT22, PT23, PT24, PT29,

and PT32. Refer Table 13 and Figure 13 for detailed information.

Table 13. Effective ways and Traditional marketing platform's theme presence in participant responses (Source: Authors own depiction) based on NVivo analysis software.

Participants	G: Traditional Marketing Platforms	H: Effective Ways
PT1	Yes	Yes
PT4	Yes	Yes
PT5	Yes	Yes
PT6	Yes	Yes
PT10	Yes	Yes
PT11	Yes	Yes



PT14	Yes	Yes
PT15	Yes	Yes
PT16	Yes	Yes
PT17	Yes	Yes
PT19	Yes	Yes
PT20	Yes	Yes
PT21	Yes	Yes
PT22	Yes	Yes
PT23	Yes	Yes
PT24	Yes	Yes
PT29	Yes	Yes
PT32	Yes	Yes
Count	18	18

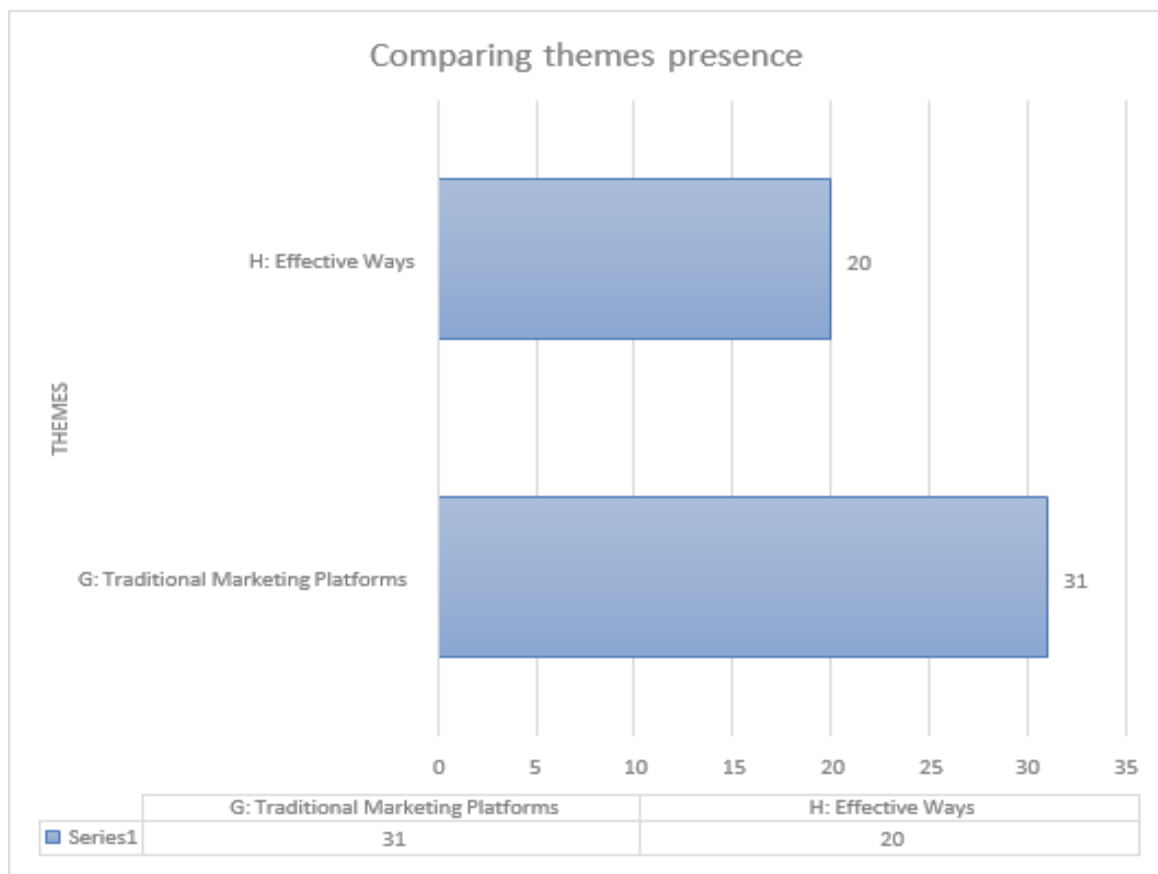


Figure 13. Comparison of Effective ways and Traditional marketing platform theme presence status in numbers in participant responses (Source: Authors own depiction) based on NVivo analysis software.



3. CONCLUSION

Data analysis is the process of obtaining, modeling, and altering data to extract usable information, draw conclusions, and give decision-making assistance. Data was gathered from 32 participants. Males constituted half of the respondents, while females constituted the other half. Everyone had a smartphone and used Facebook. They were between the ages of 20 and

48. Participants are from Cuttack, Odisha (India). Thematic analysis is a method for identifying themes in qualitative data, organizing them, and judging their relevance. The 'Themes' developed are as below,

- Action Option
- Target Audience
- Brand Awareness
- Purchase Decision
- Social Media Marketing Platforms
- Social Media Platforms
- Traditional Marketing Platforms
- Effective Ways

a. Theme Presence status: According to the 'theme' presence' analysis done using NVivo Qualitative analysis software, the Action Option theme was present in all 32 participants, producing a presence rate of 100%. The Target Audience issue was mentioned 13 times in PT3, PT4, PT5, PT6, PT7, PT9, PT10, PT11, PT12, PT14, PT15, PT29, and PT30, for a 40.63

percent presence. Brand Awareness was present in PT1, PT2, PT3, PT4, PT5, PT6, PT7, PT8, PT9, PT10, PT11, PT12, PT15, PT24, PT25, PT27, PT28, and PT31 with a total of 18 counts

and a frequency of 56.25 percent. Every participant covered every aspect of the Purchase Decision issue. The topic of Social Media Marketing Platforms was covered in PT1, PT2, PT3, PT4, PT5, PT7, PT8, PT9, PT10, PT12, PT13, PT24, PT25, PT28, PT30, and PT31, for

a total of 16 and covering 50% of the total number of PTs except for PT13, PT14, PT15, PT16, PT17, PT19, and PT25, the Social Media Platforms theme appeared in all, with a total count of 25 or 78.13%. Traditional Marketing Platforms were present in all categories except PT13, accounting for 96.88% of the total with a total of 31. Effective Ways was included in all but PT2, PT3, PT7, PT8, PT9, PT12, PT18, PT25, PT26, PT28, PT30, and PT31, with a

total count of 20 and 62.5% coverage. The 'action choices' theme on the Facebook platform would raise the probability of converting prospective customers into actual consumers and promote impulsive buy behavior since purchase decision and action option had a 100% presence. Furthermore, characteristics such as brand awareness, target audience, and successful techniques suggest that if social media platforms plan their marketing campaigns appropriately and interact with their target market, they may develop widespread brand awareness, affecting customers' purchasing choices. Themes from traditional and social media platforms demonstrate that the influence of both platforms has an effect; however, social media platforms have a wider reach and appeal and encourage customers to react swiftly and offer feedback.

b. Theme Presence %: PT31 has the greatest proportion of Action Option present (6.85%), followed by PT32 (6.21%). PT17 included 1.41 percent of the topic. The percentage of coverage of the issue is purely decided by the respondents' thoughts and assertions. As the action option with the largest percentage of coverage, PT31 received a lot of attention and importance, which might influence customer decision-making. The fact that PT17 had the

lowest theme presence suggests that action choices are not the sole factors influencing decisions. The importance of this subject on consumer buying behavior is acknowledged to differing degrees, as seen by the varying percentages of coverage by various participants. PT7 had the highest target audience% at 30.27 percent, followed by PT12 at 29.95 percent. PT15 included 5.18 percent of the topic. Respondent number seven believes that social media campaigns on Facebook may have the greatest impact and attract consumers if the message and promotion reach the desired demographic. According to the other respondents, the fluctuating percentages demonstrate the importance of the function of the proper target consumer group. Brand Awareness% was highest in PT7 (32.49%), followed by PT12 (32.11%). PT15 had the lowest proportion, with just 1.00% of the theme present. PT7's response illustrates that brand awareness is one of the most powerful variables in consumer decision-making, and Facebook produces a lot of brand awareness via constant marketing activity. Others said the same things, but their thoughts were more prominent. Purchase Decision percentage was highest for PT26 (20.87%), followed by PT5 (16.00%). At 3.37 percent, PT16 has the lowest proportion of theme. According to participant 26, social media marketing campaigns on Facebook had a considerable impact and influence on client decision-making. All of the other participants agreed; however, some were more focused on this issue than others. All of the other participants agreed, however the percentage of coverage varied. PT5 has the highest proportion of social media platforms (15.40%), followed by PT1 (6.06%). PT8 included 2.41 percent of the theme. Social media marketing platforms, such as Facebook, have a huge impact



on consumer decision-making since they allow businesses to engage with and contact their consumers on a constant basis. All of the other participants expressed similar thoughts, although to varied degrees. PT30 has the most

conventional marketing platforms (20.65%), followed by PT29 (14.29%). PT8 included 2.23 percent of the theme. Traditional marketing channels have less effect on customer decision-making than social media. Traditional marketing channels have an influence on consumer decision-making since businesses approach and connect with consumers on a regular basis. PT32 had the highest Effective Ways% at 13.17 percent, followed by PT1 at 6.13 percent. PT17 had the lowest proportion, with just 1.50% of the theme present. Successful ways refer to how successful social media platforms, such as Facebook, connect and encourage individuals to buy various products and services. This subject was more important to participant 32 than to the other participants.

- c. Comparing two themes:** The existence of two themes among all participants is shown via comparative analysis. According to the survey, there are 13 participants in the target Audience theme and 32 participants in the Action plan theme. There are 13 instances of both themes in PT3, PT4, PT5, PT6, PT7, PT9, PT10, PT11, PT12, PT14, PT15, PT29, and PT30.

18 participants indicated brand knowledge, and all 32 participants reported purchase choices. Both themes are present in PT1, PT4, PT5, PT6, PT10, PT11, PT14, PT15, PT16, PT17, PT19, PT20, PT21, PT22, PT23, PT24, PT29, and PT32. Social media marketing platforms exist, as shown by 16 participant replies, and social media platforms exist, as evidenced by 25 participant responses. Both themes are included in PT1, PT2, PT3, PT4, PT5, PT7, PT8, PT9, PT10, PT12, PT24, PT28, PT30, and PT31. According to the survey, 31 individuals supported the traditional marketing platform theme, whereas 20 backed the effective approach's theme. There are 18 occurrences of these two motifs in PT1, PT4, PT5, PT6, PT10, PT11, PT14, PT15, PT16, PT17, PT19, PT20, PT21, PT22, PT23, PT24, PT29, and PT32.

According to the study and conclusions shown above, all the replies of participants focused on the theme of Action Option (which stressed the need for 'action option' on social media platforms such as Facebook, which strongly affected purchasing choices). Furthermore, the theme of Target Audience appeared in participant replies, since many ad campaigns on Facebook concentrate on their target market for a stronger customer connection. Thematic study revealed that frequent marketing on a social media platform like Facebook produced a lot of brand exposure, and as a result, many prospects and customers were aware of the presence of brands and their advantages. The most frequent theme that emerged from all the participants' comments was purchase choices, and the majority of them stated that numerous marketing efforts on Facebook affected their shopping decisions. During the interviews, several participants admitted that Facebook and other social media marketing platforms had a significant effect on their purchasing decisions. One of the most significant and popular theme was Social Media Platforms, and many replies from participants underlined how they acquire a multitude of knowledge about different businesses due to the advent of social media. Traditional Marketing Platforms theme, as noticed during coding after transcribing from participant replies, requires significant development since it lacks a rapid feedback and review mechanism like social media and has a restricted reach. Effective Ways was one of the most liked topics, as many interviewees said that Facebook provides a variety of inventive marketing offerings to connect and interact with its target group.

Hence, thematic analysis through in-depth interview showed a clear relationship and impact of social media marketing and consumer buying decision which could not only help academicians in research but also have managerial implications by identifying significant factors like content, visual, image etc while marketing through social media that could trigger

consumer attention and motivation

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