Role of Social Media Marketing on Consumer Purchase Intention Specifically with reference to Network Marketing Companies in Ahmednagar District.

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ABSTRACT

This research analyzed influencer marketing in Network Marketing organizations to understand consumer views and their impact on purchasing behavior. A quantitative technique was used to collect data from 100 individuals via a structured questionnaire.

Investigating how consumers perceive influencer partnerships and how they impact purchase decisions. The study found that customer opinions of influencer partnerships by Network Marketing organizations were largely favorable, demonstrating their success in catching attention and building trust. The study found that influencers had a significant impact on customer behavior, favorably influencing purchasing decisions and intent.

Keywords: social media, influencer marketing, Network Marketing companies, consumer perceptions, buying behaviour

Introduction

In the modern marketing landscape, social media has sparked a transformative shift, reshaping the strategies and frameworks businesses use to engage with consumers. At the heart of this shift is the rise of influencers, who play a key role in shaping consumer behavior and brand perception within social media marketing. This study examines how Network Marketing Companies (NMCs) in Ahmednagar District utilize influencers, focusing on the mutually beneficial relationship between the two in leveraging social media platforms to connect with and impact their target audiences.

Social media platforms have revolutionized traditional marketing methods, functioning as dynamic spaces for interaction, engagement, and content sharing. Capitalizing on this digital environment, NMCs are increasingly partnering with influencers as strategic collaborators in their marketing efforts. Situated in Maharashtra, India, Ahmednagar District offers a diverse cultural and market setting, making it an ideal case for exploring the interaction between influencers and NMCs across both rural and urban consumer segments.

The adoption of influencers by NMCs reflects a shift in contemporary marketing practices. These influencers-individuals with large, engaged followings on social media-hold considerable persuasive power over their audiences, influencing purchase decisions, brand loyalty, and lifestyle choices. Their perceived authenticity, reliability, and expertise in specific niches make them highly effective channels for NMCs to connect with target markets more directly and persuasively than traditional advertising can.

Studying influencer marketing in the context of NMCs in Ahmednagar District carries value for both academic and practical purposes. Academically, it adds to the growing body of research in social media marketing, highlighting evolving strategies in an era dominated by digital engagement. From a practical standpoint, it offers actionable insights for NMCs to improve marketing strategies, optimize resources, and strengthen relationships with

consumers. Using a quantitative approach, this research employs surveys to explore the finer points of influencer marketing strategies, aiming to present a comprehensive understanding of the topic.

Objectives

1. To evaluate customer perceptions of influencer marketing on social media platforms.
2. To determine the impact of influencers in social media marketing on purchasing behaviour.

Hypotheses

H1: Consumers positively perceive the usage of influencers in social media marketing by Network Marketing   organizations.
H2: The usage of influencers in social media marketing significantly affects purchasing behavior.

Research Methodology

A standardized questionnaire was distributed to a broad sample of participants to measure their attitudes and purchasing behaviors about influencer-led marketing initiatives using a Likert scale. The sample of 179 individuals was chosen using stratified random selection to ensure diverse demographic representation. The poll asked participants about their views towards influencer marketing, preferences, and purchasing habits impacted by social media influencers. SPSS was used to conduct statistical analyses, including descriptive statistics and inferential tests such the One sample T test, to investigate the correlation between perceived perceptions and actual purchasing behavior. This provided empirical insights into the hypotheses. Data was collected over 3 months, with participants' replies anonymised and treated anonymously to guarantee study ethical compliance.

Gender

Gender	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Male	35	43.75	43.75	43.75
Female	45	56.25	56.25	100.00
Other	0	0.00	0.00	**100.00**
Total	**80**	**100.00**	100.00	

The **Gender** table shows a majority of Female respondents (56.25%), indicating a potential skew towards female perspectives in the data, which could influence the study outcomes, especially in fields or industries where gender may impact consumption patterns or social media usage.

Age in Years

Age Group	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
upto 25 years	21	26.25	26.25	26.25
25-35 years	21	26.25	26.25	52.50
35-45 years	13	16.25	16.25	68.75
45-55 years	18	22.50	22.50	91.25
Above 55 years	7	8.75	8.75	**100.00**
Total	**80**	**100.00**	**100.00**	

The **Age in Years** table indicates a relatively even distribution across younger and middle age groups, with a slight decrease in participants above 55 years. This balanced age distribution ensures a variety of perspectives, particularly from the more active and tech-savvy younger demographics.

Educational Qualification

Educational Qualification	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Upto SSC	00	00.00	00.00	00.00
HSC	04	05.00	05.00	05.00
Graduate	52	65.00	65.00	70.00
Postgraduate	17	21.25	21.25	91.25
Other	07	08.75	08.75	**100.00**
Total	80	100.00	100.00	

The **Educational Qualification** table reveals a significant concentration in higher education among the respondents, with 65% being Graduates and 21.25% holding Postgraduate degrees. This suggests that the sample is highly educated, which may influence their familiarity and engagement with complex subjects, possibly affecting their perceptions and responses in the study.

Occupation

Occupation	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Farming and allied activities	12	15.00	15.00	15.00
Student	12	15.00	15.00	30.00
Salaried Employee	21	26.25	26.25	56.25
Self employed	15	18.75	18.75	75.00
Unemployed	9	11.25	11.25	86.25
Other	11	13.75	13.75	**100.00**
Total	80	100.00	100.00	

The **Occupation** table displays a diverse range of employment statuses, with the largest groups being Salaried Employees (26.25%) and Self-employed (18.75%), suggesting that the respondents are mostly employed, which could correlate with their economic stability and purchasing power.

Income per Annum

Income Range	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
0-50000	12	15.00	15.00	15.00
50000-200000	11	13.75	13.75	28.75
200000-600000	22	27.50	27.50	56.25
600000-1000000	28	35.00	35.00	91.25
Above 10 lakhs	7	8.75	8.75	**100.00**
Total	80	100.00	100.00	

Income per Annum table illustrates that most respondents fall into the higher income brackets (200,000 to above 10 lakhs), with 35% earning between 600,000 to 1,000,000 annually. This indicates that the respondents have a higher economic status, potentially affecting their purchasing habits and ability to spend on products discussed in the survey, especially those marketed through

To examine the effect of social media channels on the consumption pattern of consumers of Network Marketing companies.

Statement	Firmly Disagree	Disagree	Neutral	Agree	Firmly Agree	Total
Social media channels influence the types of products I purchase.	5 (6.25%)	14 (17.50%)	20 (25.00%)	24 (30.00%)	17 (21.25%)	80 (100%)
I discover new products through social	12	10	19	20	19	80

media channels.	(15.00%)	(12.50%)	(23.75%)	(25.00%)	(23.75%)	(100%)
Social media channels influence my decision to purchase products from Network Marketing companies.	8 (10.00%)	9 (11.25%)	19 (23.75%)	26 (32.50%)	18 (22.50%)	80 (100%)
I follow Network Marketing companies on social media platforms.	12 (15.00%)	7 (8.75%)	20 (25.00%)	27 (33.75%)	14 (17.50%)	80 (100%)
Social media channels provide valuable information about products offered by Network Marketing companies.	9 (11.25%)	15 (18.75%)	20 (25.00%)	21 (26.25%)	15 (18.75%)	80 (100%)
I am more likely to purchase products recommended by influencers on social media.	3 (3.75%)	13 (16.25%)	18 (22.50%)	24 (30.00%)	22 (27.50%)	80 (100%)
Social media channels shape my preferences for products offered by Network Marketing companies.	11 (13.75%)	13 (16.25%)	19 (23.75%)	24 (30.00%)	13 (16.25%)	80 (100%)
I actively engage with Network Marketing company posts on social media platforms.	7 (8.75%)	9 (11.25%)	18 (22.50%)	35 (43.75%)	11 (13.75%)	80 (100%)
Social media channels play a significant role in my product research before making a purchase.	7 (8.75%)	10 (12.50%)	21 (26.25%)	23 (28.75%)	19 (23.75%)	80 (100%)
I trust recommendations from friends and family shared on social media about Network Marketing products.	8 (10.00%)	8 (10.00%)	24 (30.00%)	20 (25.00%)	20 (25.00%)	80 (100%)
Social media channels affect the frequency of my purchases from Network Marketing companies.	5 (6.25%)	10 (12.50%)	25 (31.25%)	25 (31.25%)	15 (18.75%)	80 (100%)
I compare products from different Network Marketing companies based on their social media presence.	7 (8.75%)	9 (11.25%)	19 (23.75%)	19 (23.75%)	26 (32.50%)	80 (100%)
Social media channels influence my perception of the quality of products offered by Network Marketing companies.	8 (10.00%)	10 (12.50%)	18 (22.50%)	23 (28.75%)	21 (26.25%)	80 (100%)
I participate in contests or promotions hosted by Network Marketing companies on social media.	5 (6.25%)	12 (15.00%)	20 (25.00%)	25 (31.25%)	18 (22.50%)	80 (100%)
Social media channels influence my decision to attend events or parties hosted by Network Marketing companies.	7 (8.75%)	8 (10.00%)	12 (15.00%)	28 (35.00%)	25 (31.25%)	80 (100%)

The table presents the influence of social media channels on consumer behavior, specifically focusing on the consumption patterns of products from Network Marketing companies. It indicates a broad impact of social media on various stages of the decision-making process. For instance, **30% of respondents agree** that social media channels influence the types of products they purchase, while **25% remain neutral** on the matter, showcasing a strong but not universal effect. **15% of respondents** claim to discover new products through social media, but a majority (25% agree and 23.75% firmly agree) acknowledge the discovery process is shaped by these channels. Regarding direct purchasing decisions, **32.5% agree** that social media influences their decisions, suggesting that social platforms play a decisive role in the final steps of the buying journey for a considerable number of consumers. Interestingly, **33.75% follow Network Marketing companies on social media**, reflecting engagement with these platforms, although some remain neutral (**25%**).

In terms of valuable information provided, **26.25% agree**, but the relatively high percentage of neutral respondents (**25%**) suggests some ambivalence regarding the informativeness of

social media. Influencers also play a significant role, with **30% agreeing** and **27.5% firmly agreeing** that they are more likely to purchase products recommended by influencers, indicating the persuasive power of these figures. However, only **16.25% firmly agree** that social media shapes their preferences, indicating that while influencers are effective, the content alone may not always drive preference changes. Engagement is notably strong, with **43.75% agreeing** that they actively engage with Network Marketing posts, reflecting high interaction rates.

Social media is crucial for research, with **28.75% agreeing** that it plays a significant role in product research, though **26.25% remain neutral**, showing that it may not be the sole source of information. Trust in social recommendations is divided, as **25% agree** and **30% remain neutral**. However, **31.25% agree** that social media affects the frequency of their purchases, highlighting its role in driving repeat purchases. When comparing products, **32.5% agree** that social media presence influences their decisions, and **28.75% agree** that it shapes their perception of product quality, showcasing the importance of social media in product evaluation.

Promotional engagement is notable, with **31.25% participating in contests or promotions**, but **25% remain neutral**, indicating that while promotions are effective for many, they do not appeal universally. Lastly, social media's influence extends to event participation, where **35% agree** that it affects their decision to attend events hosted by Network Marketing companies, and **31.25% firmly agree**, demonstrating a strong connection between social media and consumer event engagement. Overall, the data indicates that social media channels significantly impact the consumption behavior of Network Marketing consumers, although the degree of influence varies across different aspects of consumer decision-making.

Social Media Awareness

Statement	Firmly Disagree	Disagree	Neutral	Agree	Firmly Agree	Total
I am aware of the various social media platforms available.	4 (5.00%)	11 (13.75%)	18 (22.50%)	29 (36.25%)	18 (22.50%)	80 (100%)
I frequently use social media for personal communication and interaction.	11 (13.75%)	11 (13.75%)	15 (18.75%)	24 (30.00%)	19 (23.75%)	80 (100%)
I follow brands and companies on social media platforms.	5 (6.25%)	12 (15.00%)	21 (26.25%)	28 (35.00%)	14 (17.50%)	80 (100%)
I am aware of the advertising and promotional content on social media.	10 (12.50%)	9 (11.25%)	19 (23.75%)	26 (32.50%)	16 (20.00%)	80 (100%)
I understand how social media algorithms work to curate content for users.	7 (8.75%)	15 (18.75%)	19 (23.75%)	21 (26.25%)	18 (22.50%)	80 (100%)
I am familiar with the features and functionalities of different social media platforms.	6 (7.50%)	11 (13.75%)	15 (18.75%)	27 (33.75%)	21 (26.25%)	80 (100%)
I actively engage with content posted by friends and family on social media.	7 (8.75%)	10 (12.50%)	23 (28.75%)	21 (26.25%)	19 (23.75%)	80 (100%)
I recognize sponsored content and advertisements on social media platforms.	2 (2.50%)	19 (23.75%)	19 (23.75%)	24 (30.00%)	16 (20.00%)	80 (100%)

I am aware of the privacy settings and controls on social media platforms.	6 (7.50%)	12 (15.00%)	18 (22.50%)	28 (35.00%)	16 (20.00%)	80 (100%)
I understand the impact of social media on consumer behavior and purchasing decisions.	10 (12.50%)	11 (13.75%)	15 (18.75%)	23 (28.75%)	21 (26.25%)	80 (100%)
I am knowledgeable about the trends and viral content on social media.	6 (7.50%)	14 (17.50%)	17 (21.25%)	24 (30.00%)	19 (23.75%)	80 (100%)
I regularly participate in discussions and communities on social media platforms.	4 (5.00%)	16 (20.00%)	22 (27.50%)	21 (26.25%)	17 (21.25%)	80 (100%)
I am conscious of the time I spend on social media and its effects on my daily routine.	8 (10.00%)	12 (15.00%)	20 (25.00%)	22 (27.50%)	18 (22.50%)	80 (100%)
I stay updated with news and current events through social media channels.	2 (2.50%)	18 (22.50%)	21 (26.25%)	26 (32.50%)	13 (16.25%)	80 (100%)
I am aware of the risks associated with sharing personal information on social media platforms.	7 (8.75%)	10 (12.50%)	18 (22.50%)	25 (31.25%)	20 (25.00%)	80 (100%)

The table on **Social Media Awareness** reflects varying levels of familiarity, engagement, and understanding of social media platforms among respondents. A significant portion of the respondents (**36.25%**) agree that they are aware of the various social media platforms available, and **22.50%** strongly agree, suggesting widespread knowledge of social media. However, when it comes to frequent usage for personal communication, responses are more divided, with **30%** agreeing and **23.75%** strongly agreeing, but a notable **13.75%** either disagree or strongly disagree, indicating that not everyone uses social media for personal interaction. Following brands and companies on social media is fairly common, as **35% agree** and **17.50% strongly agree**, indicating a trend of using social media for brand engagement.

A significant number of respondents (**32.5% agree**, **20% strongly agree**) acknowledge that they are aware of advertising and promotional content on social media, reflecting the pervasiveness of ads on these platforms. However, **30%** of respondents are still neutral or disagree, suggesting that not everyone fully engages with or notices such content. When it comes to understanding how social media algorithms curate content, **26.25% agree** and **22.5% strongly agree**, indicating a fair understanding of the process, but a significant **18.75% disagree**, suggesting that many users still do not fully grasp the mechanics behind social media algorithms.

Familiarity with social media features is high, with **33.75% agreeing** and **26.25% strongly agreeing**, reflecting a strong technical awareness. Active engagement with content posted by friends and family is moderate, with **26.25% agreeing**, but **28.75% remain neutral**, indicating that while some actively engage, a large number prefer to observe rather than interact. Awareness of sponsored content is prominent, with **30% agreeing** and **20% strongly agreeing**, highlighting the visibility of advertising on these platforms.

Regarding privacy, **35% agree** that they are aware of privacy settings, indicating that most respondents take social media privacy seriously, though **22.5% remain neutral**, showing that privacy practices might not be top of mind for everyone. Awareness of the impact of social media on consumer behavior is moderate, with **28.75% agreeing** and **26.25%**

strongly agreeing, though **12.5% still strongly disagree**, showing some skepticism about social media's influence.

When it comes to understanding trends and viral content, **30% agree** and **23.75% strongly agree**, reflecting a fairly high level of social media trend awareness. Participation in discussions and communities is less common, with **26.25% agreeing** and **27.5% neutral**, indicating a more passive presence for many respondents. Consciousness about time spent on social media is split, with **27.5% agreeing** and **22.5% strongly agreeing**, but **15% disagree**, suggesting that time management remains a challenge for some users.

A majority stay updated with news via social media, with **32.5% agreeing**, although **22.5% disagree**, indicating that not all respondents rely on social media for current events. Finally, **31.25% agree** and **25% strongly agree** that they are aware of the risks of sharing personal information on social media, though **12.5% still disagree**, suggesting that despite rising awareness, some remain unconcerned about privacy risks. Overall, the table reflects strong awareness of social media's features and content but varying levels of engagement and understanding of its deeper mechanics and risks.

Impact of Social Media on referrals

Statement	Not at all	Rarely	Sometimes	Often	Always	Total
I receive social media referrals for products from Network Marketing companies frequently.	9 (11.25%)	20 (25.00%)	25 (31.25%)	14 (17.50%)	12 (15.00%)	80 (100%)
Social media referrals from my contacts about Network Marketing products are a regular occurrence.	6 (7.50%)	11 (13.75%)	24 (30.00%)	20 (25.00%)	19 (23.75%)	80 (100%)
I often come across recommendations for Network Marketing products on social media.	12 (15.00%)	14 (17.50%)	22 (27.50%)	19 (23.75%)	13 (16.25%)	80 (100%)
My social media connections frequently share referrals for products from Network Marketing companies.	12 (15.00%)	14 (17.50%)	23 (28.75%)	20 (25.00%)	11 (13.75%)	80 (100%)
I encounter social media referrals for Network Marketing products almost every time I log in.	6 (7.50%)	18 (22.50%)	25 (31.25%)	22 (27.50%)	9 (11.25%)	80 (100%)

The table on the **Impact of Social Media on Referrals** highlights how frequently respondents encounter referrals for products from Network Marketing companies through social media. The data indicates that **31.25% of respondents sometimes receive referrals**, while **25% experience it rarely** and **17.5% often**, showcasing that referrals occur relatively frequently, though not consistently for all users. When it comes to referrals from contacts, **30% of respondents sometimes receive them**, and **25% often do**, illustrating that personal networks play a substantial role in product recommendations on social media. However, a small portion (**7.5%**) reports that they never receive such referrals.

For recommendations of Network Marketing products, **27.5% encounter them sometimes**, with **23.75% often receiving recommendations**. Despite this, **15%** rarely come across recommendations, indicating a varied exposure level. Social media connections also

frequently share referrals, as **28.75% sometimes** receive them and **25% often do**, but **15% report never or rarely seeing referrals,** suggesting some users may be less connected to such referral networks.

Finally, **27.5% of respondents** often encounter referrals almost every time they log in, while **31.25% experience this sometimes**. However, **22.5% rarely encounter referrals**, and **7.5% never do**, showing that while social media referrals are prevalent, the frequency varies significantly depending on user habits and networks. Overall, the table reveals that social media is a significant platform for referrals, but the extent of this impact varies, with many users frequently exposed to product recommendations and referrals through both direct and indirect social networks.

Statement	Firmly Disagree	Disagree	Neutral	Agree	Firmly Agree	Total
Social media referrals significantly influence my purchasing decisions regarding Network Marketing products.	8 (10.00%)	13 (16.25%)	21 (26.25%)	26 (32.50%)	12 (15.00%)	80 (100%)
I find social media referrals to be highly effective in guiding me towards products from Network Marketing companies.	7 (8.75%)	12 (15.00%)	21 (26.25%)	21 (26.25%)	19 (23.75%)	80 (100%)
Social media referrals play a crucial role in my decision-making process when considering Network Marketing products.	10 (12.50%)	14 (17.50%)	18 (22.50%)	22 (27.50%)	16 (20.00%)	80 (100%)
I trust the recommendations I receive through social media for products from Network Marketing companies.	6 (7.50%)	9 (11.25%)	15 (18.75%)	29 (36.25%)	21 (26.25%)	80 (100%)
Social media referrals consistently lead me to discover and purchase products from Network Marketing companies.	10 (12.50%)	14 (17.50%)	22 (27.50%)	15 (18.75%)	19 (23.75%)	80 (100%)

The table illustrates the influence of **social media referrals** on the purchasing decisions of consumers regarding Network Marketing products. The majority of respondents (**32.5% agree** and **15% strongly agree**) indicate that social media referrals significantly influence their purchasing decisions, showing that recommendations made via social platforms play a considerable role in driving consumer behavior. However, a notable **26.25% remain neutral**, suggesting that while referrals have an impact, they may not always be the decisive factor for all consumers.

In terms of effectiveness, **26.25% agree** and **23.75% strongly agree** that social media referrals are highly effective in guiding them toward Network Marketing products, further reinforcing the role of referrals in shaping consumer preferences. However, **15% disagree** and **8.75% firmly disagree**, indicating that a segment of consumers remains unconvinced by these recommendations.

When considering the decision-making process, **27.5% agree** and **20% strongly agree** that referrals play a crucial role, though **22.5% are neutral**, showing that while referrals matter, they may be part of a larger decision-making process that includes other factors. Trust in

recommendations shared through social media is strong, with **36.25% agreeing** and **26.25% strongly agreeing**, demonstrating that consumers tend to value and rely on the opinions of others on social media when considering Network Marketing products.

Finally, **23.75% of respondents** report that social media referrals consistently lead them to discover and purchase products, although **27.5% are neutral**, indicating that while social media plays a role in product discovery, not all referrals lead directly to purchases. Some skepticism remains, with **12.5% strongly disagreeing** and **17.5% disagreeing**, suggesting that referrals may not always translate into actual consumer action. Overall, social media referrals significantly impact many consumers' purchasing behaviors, though their effectiveness and influence vary among respondents.

To determine the effect of social media communication on Purchase decision making of consumers of Network Marketing companies.

Statement	Firmly Disagree	Disagree	Neutral	Agree	Firmly Agree	Total
Social media communication influences my decision to purchase products from Network Marketing companies.	2 (2.50%)	10 (12.50%)	11 (13.75%)	32 (40.00%)	25 (31.25%)	80 (100%)
I often rely on information shared through social media when making purchasing decisions related to Network Marketing products.	2 (2.50%)	7 (8.75%)	19 (23.75%)	31 (38.75%)	21 (26.25%)	80 (100%)
Social media posts and advertisements play a significant role in shaping my perceptions about Network Marketing products.	5 (6.25%)	9 (11.25%)	15 (18.75%)	25 (31.25%)	26 (32.50%)	80 (100%)
I find social media communication to be informative and helpful in guiding my purchase decisions regarding Network Marketing products.	9 (11.25%)	9 (11.25%)	16 (20.00%)	24 (30.00%)	22 (27.50%)	80 (100%)
I trust recommendations and reviews shared on social media platforms when considering purchases from Network Marketing companies.	2 (2.50%)	13 (16.25%)	16 (20.00%)	26 (32.50%)	23 (28.75%)	80 (100%)
Social media communication encourages me to explore and try new products offered by Network Marketing companies.	6 (7.50%)	10 (12.50%)	12 (15.00%)	27 (33.75%)	25 (31.25%)	80 (100%)
The content shared by Network Marketing companies on social media platforms influences my purchase intentions.	5 (6.25%)	11 (13.75%)	16 (20.00%)	24 (30.00%)	24 (30.00%)	80 (100%)
I actively engage with social media content from Network Marketing companies to gather information before making a purchase.	5 (6.25%)	9 (11.25%)	16 (20.00%)	30 (37.50%)	20 (25.00%)	80 (100%)
Social media communication enhances my understanding of the benefits and features of products from Network Marketing companies.	2 (2.50%)	13 (16.25%)	17 (21.25%)	28 (35.00%)	20 (25.00%)	80 (100%)
I am more likely to purchase products from Network Marketing companies after interacting with their content on social media.	2 (2.50%)	11 (13.75%)	18 (22.50%)	29 (36.25%)	20 (25.00%)	80 (100%)
Social media communication helps me stay updated on promotions,	5 (6.25%)	13 (16.25%)	16 (20.00%)	23 (28.75%)	23 (28.75%)	80 (100%)

Statement						
discounts, and special offers from Network Marketing companies.						
I feel more confident about my purchase decisions after engaging with social media content from Network Marketing companies.	5 (6.25%)	12 (15.00%)	17 (21.25%)	26 (32.50%)	20 (25.00%)	80 (100%)
The interaction I have with Network Marketing companies on social media platforms influences my perception of their brands.	3 (3.75%)	12 (15.00%)	18 (22.50%)	27 (33.75%)	20 (25.00%)	80 (100%)
Social media communication creates a sense of community and belongingness with Network Marketing brands, impacting my purchasing behavior.	7 (8.75%)	9 (11.25%)	15 (18.75%)	24 (30.00%)	25 (31.25%)	80 (100%)
I share my own experiences with Network Marketing products on social media, influencing others' purchase decisions.	6 (7.50%)	12 (15.00%)	18 (22.50%)	23 (28.75%)	21 (26.25%)	80 (100%)
The engagement and responsiveness of Network Marketing companies on social media platforms influence my trust in their products.	2 (2.50%)	9 (11.25%)	15 (18.75%)	29 (36.25%)	25 (31.25%)	80 (100%)
I consider the opinions and experiences shared by others on social media when evaluating Network Marketing products.	1 (1.25%)	13 (16.25%)	18 (22.50%)	25 (31.25%)	23 (28.75%)	80 (100%)
Social media communication provides valuable insights and information that affect my decision-making process regarding Network Marketing products.	6 (7.50%)	11 (13.75%)	16 (20.00%)	24 (30.00%)	23 (28.75%)	80 (100%)
The authenticity and transparency of social media communication from Network Marketing companies influence my trust in their brands.	3 (3.75%)	11 (13.75%)	16 (20.00%)	27 (33.75%)	23 (28.75%)	80

The table provides an overview of how **social media communication** influences the **purchase decision-making** process for consumers of Network Marketing companies. A significant portion of respondents (**40% agree** and **31.25% strongly agree**) indicate that social media communication plays a vital role in influencing their decision to purchase products from these companies, though **26.25%** remain neutral. Similarly, **38.75% of respondents agree** that they rely on social media information when making purchase decisions, reinforcing the platform's role as a key source of decision-making information. Social media posts and advertisements also shape perceptions, with **31.25% agreeing** and **32.5% strongly agreeing**, suggesting that these posts have a substantial impact on how consumers view Network Marketing products.

In terms of helpfulness, **30% agree** and **27.5% strongly agree** that social media communication provides informative guidance for making purchase decisions. Meanwhile, **32.5% trust** the recommendations and reviews shared on social media platforms, with **28.75% strongly agreeing**, showing a high level of reliance on peer reviews. Social media also encourages product exploration, with **33.75% agreeing** and **31.25% strongly agreeing**, indicating that communication through these channels drives curiosity and consumer engagement with new products.

Additionally, **30% of respondents agree** that the content shared by Network Marketing companies influences their purchase intentions, with **30% strongly agreeing**, illustrating the

effectiveness of content marketing. Social media also aids in information gathering, with **37.5% agreeing** and **25% strongly agreeing** that they actively engage with such content before making a purchase decision. Furthermore, **35% agree** that social media enhances their understanding of product features, suggesting that these platforms offer educational value.

Post-interaction effects are also noteworthy, as **36.25% of respondents agree** that they are more likely to make a purchase after engaging with social media content, while **25% strongly agree**. The role of social media in keeping consumers updated on promotions and discounts is evident, with **28.75% of respondents agreeing** and **28.75% strongly agreeing** that it helps them stay informed about offers.

Social media also boosts confidence in purchase decisions for **32.5% of respondents**, and **33.75% agree** that their interaction with Network Marketing companies via social platforms influences their perception of brands. Interestingly, **31.25% strongly agree** that social media creates a sense of community and belonging with Network Marketing brands, impacting their purchasing behavior. Sharing personal experiences on social media also plays a role, with **28.75% of respondents agreeing** and **26.25% strongly agreeing** that it influences others' purchase decisions.

Lastly, social media responsiveness and engagement from Network Marketing companies influence trust for **36.25%** of respondents, with **31.25% strongly agreeing**, showing the importance of brand interaction. Overall, social media communication is a significant driver of trust, information sharing, and engagement in the decision-making process for Network Marketing consumers.

Statements related to the impact of social media channels on the consumption pattern of the consumers

Statement	Firmly Disagree	Disagree	Neutral	Agree	Firmly Agree	Total
Social media channels significantly influence my consumption pattern regarding products from Network Marketing companies.	7 (8.75%)	11 (13.75%)	21 (26.25%)	22 (27.50%)	19 (23.75%)	80 (100%)
My consumption pattern for products from Network Marketing companies is often influenced by discoveries made through social media channels.	6 (7.50%)	4 (5.00%)	23 (28.75%)	27 (33.75%)	20 (25.00%)	80 (100%)
Social media channels play a significant role in shaping my consumption pattern for products offered by Network Marketing companies.	3 (3.75%)	13 (16.25%)	19 (23.75%)	28 (35.00%)	17 (21.25%)	80 (100%)
I find that my consumption pattern for products from Network Marketing companies is influenced by the content shared by these companies on social media platforms.	15 (18.75%)	14 (17.50%)	17 (21.25%)	20 (25.00%)	14 (17.50%)	80 (100%)
The advertisements and promotions I encounter on social media channels greatly impact my consumption pattern regarding products from Network Marketing companies.	10 (12.50%)	12 (15.00%)	21 (26.25%)	20 (25.00%)	17 (21.25%)	80 (100%)

The table illustrates the **impact of social media channels on the consumption patterns** of consumers regarding products from Network Marketing companies. A significant portion of respondents (**27.5% agree** and **23.75% strongly agree**) indicate that social media channels significantly influence their consumption patterns, while **26.25% remain neutral**, reflecting

that while social media plays a role, its influence is not uniform across all consumers. Similarly, **33.75% agree** and **25% strongly agree** that their consumption patterns are often influenced by new product discoveries made through social media, emphasizing the platform's role in product discovery and influencing consumer behavior.

Social media's role in shaping consumption patterns is acknowledged by **35% of respondents**, who agree that it significantly shapes their purchasing behavior for Network Marketing products, while **21.25% strongly agree**. However, **23.75% are neutral**, suggesting that while social media has a notable impact, some consumers may rely on additional sources for shaping their consumption choices.

Content shared by Network Marketing companies also influences consumer behavior, although the responses are more varied. **25% agree** and **17.5% strongly agree**, but **18.75% firmly disagree**, indicating that while some consumers are influenced by company content, others remain resistant or unaffected by it.

Finally, advertisements and promotions encountered on social media also play a significant role, with **25% agreeing** and **21.25% strongly agreeing** that they impact their consumption patterns. Still, **26.25% are neutral**, indicating that while social media ads influence many consumers, others may either be indifferent to promotions or prefer other methods of engagement. Overall, the table suggests that social media channels significantly influence consumer behavior, particularly in product discovery and promotional engagement, but the extent of this influence varies across different aspects of the consumption journey.

Section 6. The changes social media has brought to consumers in different stages of their decision making.
Stage 1: Need recognition.
Stage 2: Searching and gathering information.
Stage 3: Considering the alternatives.
Stage 4: Buying the product or service.
Stage 5: Post-purchase evaluation.
Stage 1: Need Recognition

Statement	Firmly Disagree	Disagree	Neutral	Agree	Firmly Agree	Total
Social media often sparks new needs or desires I wasn't aware of.	2 (2.50%)	8 (10.00%)	18 (22.50%)	25 (31.25%)	27 (33.75%)	80 (100%)
I frequently discover products or services I need through advertisements or recommendations on social media.	1 (1.25%)	12 (15.00%)	17 (21.25%)	27 (33.75%)	23 (28.75%)	80 (100%)
Social media plays a significant role in shaping my perception of what I need or want.	4 (5.00%)	10 (12.50%)	21 (26.25%)	25 (31.25%)	20 (25.00%)	80 (100%)
I regularly identify new needs or desires by engaging with content shared by brands on social media.	6 (7.50%)	7 (8.75%)	18 (22.50%)	20 (25.00%)	29 (36.25%)	80 (100%)
Social media has no impact on recognizing my needs or desires.	3 (3.75%)	8 (10.00%)	11 (13.75%)	31 (38.75%)	27 (33.75%)	80 (100%)

The table presents the role of **social media in the need recognition stage** of consumers' decision-making process. A substantial portion of respondents (**31.25% agree** and **33.75% strongly agree**) believe that social media often sparks new needs or desires they weren't previously aware of, demonstrating social media's effectiveness in introducing new products or desires to consumers. Similarly, **33.75% agree** and **28.75% strongly agree** that they frequently discover products or services through advertisements or recommendations on social media, emphasizing the platform's role in need discovery.

When it comes to shaping perceptions of what consumers need or want, **31.25% agree** and **25% strongly agree**, indicating that social media plays a significant role in influencing consumer perception. However, **26.25% are neutral**, suggesting that not all consumers are equally influenced by social media in recognizing new needs. Engaging with brand content further drives need recognition, with **36.25% strongly agreeing** and **25% agreeing** that they regularly identify new needs through this interaction, indicating the power of direct brand engagement on social media.

Interestingly, while **33.75% strongly disagree** that social media has no impact on their need recognition, a smaller but notable group (**38.75% agree**) feel that social media indeed has little influence on their need or desire recognition, showing a contrast in how consumers perceive social media's role in this initial stage of decision-making. This demonstrates that while social media is a powerful tool for sparking consumer interest, its impact is not uniform, with some consumers being more resistant to its influence.

Stage 2: Information Search

Statement	Firmly Disagree	Disagree	Neutral	Agree	Firmly Agree	Total
Social media is my primary source of information when researching products or services.	3 (3.75%)	10 (12.50%)	12 (15.00%)	26 (32.50%)	29 (36.25%)	80 (100%)
I trust the information and reviews shared by other users on social media platforms.	6 (7.50%)	9 (11.25%)	16 (20.00%)	24 (30.00%)	25 (31.25%)	80 (100%)
Social media influencers or experts heavily influence my decision-making process by providing insights and recommendations.	5 (6.25%)	13 (16.25%)	21 (26.25%)	14 (17.50%)	27 (33.75%)	80 (100%)
I actively seek out product details and reviews on social media before making a purchase decision.	6 (7.50%)	8 (10.00%)	12 (15.00%)	30 (37.50%)	24 (30.00%)	80 (100%)
Social media has little to no impact on my search for information about products or services.	4 (5.00%)	10 (12.50%)	15 (18.75%)	21 (26.25%)	30 (37.50%)	80 (100%)

The table highlights the **role of social media in the information search stage** of the consumer decision-making process. A considerable number of respondents (**36.25% strongly agree** and **32.5% agree**) view social media as their primary source of information when researching products or services. This demonstrates the growing reliance on social media platforms for product-related research. Trust in the information and reviews shared by other users is also substantial, with **30% agreeing** and **31.25% strongly agreeing**, indicating that user-generated content is influential in shaping consumer opinions during this stage. However, **20% remain neutral**, showing that while many trust peer reviews, some may still rely on other sources for decision-making.

Social media influencers and experts have a moderate impact on decision-making, with **33.75% strongly agreeing** and **17.5% agreeing** that they heavily influence their choices. Yet, **26.25% remain neutral**, suggesting that not all consumers give weight to influencer opinions, and some rely on other forms of research. Actively seeking out product details on social media is common, with **37.5% agreeing** and **30% strongly agreeing**, showing that social media is a key platform for gathering detailed product information before making a purchase.

Interestingly, **37.5% strongly agree** and **26.25% agree** that social media has little to no impact on their information search, indicating a divide where some consumers still prefer traditional methods for gathering information, despite the growing trend of digital engagement. This shows that while social media is a vital tool for many, its impact on

information search is not universal, and a segment of consumers may be resistant to relying solely on it for their research needs.

Stage 3: Considering Alternatives

Statement	Firmly Disagree	Disagree	Neutral	Agree	Firmly Agree	Total
Social media exposes me to various alternatives and options when considering products or services.	2 (2.50%)	2 (2.50%)	18 (22.50%)	32 (40.00%)	26 (32.50%)	80 (100%)
I compare different brands and offerings based on content shared on social media platforms.	3 (3.75%)	4 (5.00%)	17 (21.25%)	29 (36.25%)	27 (33.75%)	80 (100%)
Recommendations and endorsements from social media influencers or friends influence my consideration of alternatives.	1 (1.25%)	7 (8.75%)	22 (27.50%)	25 (31.25%)	25 (31.25%)	80 (100%)
Social media polls or quizzes help me weigh different options and make comparisons.	5 (6.25%)	10 (12.50%)	15 (18.75%)	30 (37.50%)	20 (25.00%)	80 (100%)
Social media has no impact on my consideration of alternatives for products or services.	4 (5.00%)	8 (10.00%)	11 (13.75%)	31 (38.75%)	26 (32.50%)	80 (100%)

The table reflects how **social media impacts the consideration of alternatives** during the decision-making process for consumers. A significant portion of respondents (**40% agree** and **32.5% strongly agree**) acknowledge that social media exposes them to various alternatives when considering products or services, illustrating the platform's effectiveness in broadening consumer options. Furthermore, **36.25% agree** and **33.75% strongly agree** that they actively compare different brands and offerings based on social media content, showing that these platforms play a crucial role in the comparison stage of decision-making.

Social media recommendations and endorsements from influencers or friends influence the consideration of alternatives for **31.25% of respondents**, with an additional **31.25% strongly agreeing**. However, **27.5% remain neutral**, suggesting that while recommendations are impactful for many, some consumers may place less importance on social media endorsements when evaluating alternatives.

Social media polls and quizzes also aid in the comparison process, with **37.5% agreeing** and **25% strongly agreeing** that these tools help them weigh different options. Despite this, **18.75% are neutral**, indicating that polls and quizzes may not appeal to or be used by all consumers for making comparisons.

Interestingly, a notable portion of respondents (**32.5% strongly agree** and **38.75% agree**) state that social media has no impact on their consideration of alternatives, indicating that for some consumers, social media is not a critical factor when weighing different options. This reveals that while social media is influential for many, it doesn't completely replace traditional methods of evaluating alternatives for a segment of the consumer population.

Stage 4: Purchase Decision

Statement	Firmly Disagree	Disagree	Neutral	Agree	Firmly Agree	Total
Social media promotions or advertisements often prompt me to make a purchase.	2 (2.50%)	9 (11.25%)	16 (20.00%)	26 (32.50%)	27 (33.75%)	80 (100%)
I frequently make purchase decisions based on discounts or deals advertised on social media platforms.	1 (1.25%)	12 (15.00%)	21 (26.25%)	25 (31.25%)	21 (26.25%)	80 (100%)
Social media advertisements directly influence my decision to buy a particular product or service.	5 (6.25%)	10 (12.50%)	17 (21.25%)	23 (28.75%)	25 (31.25%)	80 (100%)

I trust recommendations from friends or family shared on social media when making purchase decisions.	4 (5.00%)	8 (10.00%)	18 (22.50%)	27 (33.75%)	23 (28.75%)	80 (100%)
Social media has little to no impact on my buying decisions for products or services.	3 (3.75%)	11 (13.75%)	16 (20.00%)	30 (37.50%)	20 (25.00%)	80 (100%)

The table provides insights into the **role of social media in the purchase decision stage** of consumer behavior. A significant number of respondents (**33.75% strongly agree** and **32.5% agree**) indicate that social media promotions and advertisements often prompt them to make a purchase, illustrating the effectiveness of social media marketing in converting interest into sales. However, **20% of respondents** remain neutral, showing that while impactful for many, social media promotions do not necessarily drive all consumers to purchase immediately.

Discounts and deals advertised on social media also heavily influence purchase decisions, with **31.25% agreeing** and **26.25% strongly agreeing** that they frequently make purchase decisions based on such offers. Yet, **26.25% remain neutral**, highlighting that some consumers may be less swayed by financial incentives alone.

Social media advertisements directly influence purchase decisions for **31.25% of respondents** (strongly agreeing), with **28.75% agreeing**, demonstrating that ads are a significant driver of purchase intent. However, **21.25% remain neutral**, indicating that while ads are effective, they may not always be the sole deciding factor for many consumers.

Trust in recommendations from friends or family shared on social media is also evident, with **33.75% agreeing** and **28.75% strongly agreeing** that these recommendations play a role in their purchase decisions. This reflects the importance of social proof and peer recommendations in the decision-making process.

On the other hand, **37.5% of respondents agree** that social media has little impact on their buying decisions, and **25% strongly agree**, indicating that a significant portion of consumers are either resistant to social media's influence or rely on other factors when making purchasing decisions. This suggests that while social media plays a key role for many, it is not the dominant factor for all consumers in the purchase decision stage.

Stage 5: Post-Purchase Evaluation

Statement	Firmly Disagree	Disagree	Neutral	Agree	Firmly Agree	Total
I share my post-purchase experiences or reviews on social media platforms.	3 (3.75%)	13 (16.25%)	19 (23.75%)	20 (25.00%)	25 (31.25%)	80 (100%)
Social media interactions with brands or companies influence my satisfaction with the purchased product or service.	4 (5.00%)	14 (17.50%)	12 (15.00%)	24 (30.00%)	26 (32.50%)	80 (100%)
I seek out customer support or assistance from brands through social media channels after making a purchase.	4 (5.00%)	7 (8.75%)	15 (18.75%)	26 (32.50%)	28 (35.00%)	80 (100%)
Social media plays a role in influencing my decision to repurchase or recommend a product or service based on post-purchase experiences.	3 (3.75%)	16 (20.00%)	10 (12.50%)	26 (32.50%)	25 (31.25%)	80 (100%)
Social media has no impact on my post-purchase evaluation of products or services.	3 (3.75%)	12 (15.00%)	17 (21.25%)	24 (30.00%)	24 (30.00%)	80 (100%)

The table highlights the **role of social media in the post-purchase evaluation stage** of the consumer decision-making process. A significant number of respondents (**31.25% strongly agree** and **25% agree**) share their post-purchase experiences or reviews on social media platforms, indicating that many consumers actively engage in sharing feedback online. However, **23.75% remain neutral**, suggesting that not all consumers feel compelled to share their experiences publicly, and **16.25% disagree** or strongly disagree with engaging in post-purchase sharing.

Social media interactions with brands influence satisfaction for **32.5% of respondents** (strongly agreeing), with **30% agreeing**, indicating that post-purchase engagement with brands plays a crucial role in determining consumer satisfaction levels. On the other hand, **17.5% disagree**, suggesting that a portion of consumers may not find social media interactions to be a significant factor in their satisfaction.

In terms of seeking customer support through social media after a purchase, **35% strongly agree** and **32.5% agree**, highlighting that social media is increasingly becoming a go-to channel for post-purchase assistance. Only **8.75% disagree**, which reflects the growing reliance on social platforms for customer service.

When it comes to repurchasing or recommending a product based on post-purchase experiences, **32.5% agree** and **31.25% strongly agree** that social media plays a role, showing the power of post-purchase content in shaping future consumer decisions. However, **20% disagree**, suggesting that not all consumers use social media as a determining factor for future purchasing decisions.

Interestingly, **30% agree** and **30% strongly agree** that social media has no impact on their post-purchase evaluation, while **21.25% remain neutral**, indicating that while social media plays an influential role for many, a notable portion of consumers feel that it has little to no impact on their post-purchase assessments. This suggests that post-purchase behavior varies, with some consumers relying heavily on social media, while others may be more independent in their evaluations.

The findings from the study across the different stages of the consumer decision-making process illustrate the growing influence of social media as a marketing medium for Network Marketing companies. The analysis highlights how social media affects consumer behavior at each critical stage, from need recognition to post-purchase evaluation.

1. **Need Recognition:** Social media effectively sparks new desires and needs among consumers. A substantial number of respondents acknowledge that they often discover new products or develop new needs based on advertisements and recommendations on social media platforms. Social media plays a pivotal role in shaping consumer perceptions of what they need, particularly through engaging brand content. However, a small segment of consumers remains less influenced by social media in recognizing needs, suggesting that its impact may vary depending on individual preferences and engagement levels.

2. **Information Search:** Social media has become a primary source of information for many consumers when researching products or services. User-generated content, such as reviews and recommendations, holds significant value, as many respondents trust the opinions shared by others. Additionally, influencers and experts on social media also influence the decision-making process, although their impact is somewhat moderate compared to peer reviews. However, there is a notable divide, with some consumers still relying on traditional methods of research and remaining skeptical about social media's role in providing reliable product information.

3. **Considering Alternatives:** Social media broadens the range of alternatives available to consumers by exposing them to different options. Many respondents actively compare brands and products based on social media content, reflecting the platform's influence in

helping consumers evaluate their choices. However, while recommendations from influencers or friends on social media hold weight for many, some consumers remain neutral or less swayed by these endorsements. Additionally, tools like polls and quizzes on social media aid in the comparison process, though their appeal may not resonate equally with all consumers.

4. **Purchase Decision:** Social media plays a crucial role in influencing purchase decisions, particularly through promotions, advertisements, and discounts. Many consumers are prompted to make purchases based on deals advertised on social media, highlighting the platform's effectiveness in driving conversions. Social proof in the form of recommendations from friends or family also plays an essential role in shaping purchase intentions. However, a significant number of consumers remain unaffected by social media in their buying decisions, relying instead on other factors or traditional methods of evaluation.

5. **Post-Purchase Evaluation:** Social media is an important platform for sharing post-purchase experiences, with many consumers actively engaging by posting reviews and interacting with brands. These interactions significantly influence consumer satisfaction and shape future purchasing decisions. Social media has also emerged as a preferred channel for customer support, with many respondents seeking assistance through social media after making a purchase. Moreover, post-purchase content on social media influences decisions to repurchase or recommend products to others, reinforcing the ongoing influence of social media after the initial purchase. However, for some consumers, social media has little impact on their post-purchase evaluations, indicating a degree of independence in their assessments.

Overall Conclusion: Social media has a profound influence on consumer decision-making in the context of Network Marketing companies, affecting various stages of the buying process. It is a powerful tool for need recognition, product research, and driving purchase decisions through promotions and social proof. However, the impact is not uniform, and a segment of consumers remains resistant to its influence, preferring traditional methods of information gathering and evaluation. Social media's role extends beyond the initial purchase, with post-purchase engagement playing a critical role in shaping future behaviors, repurchases, and recommendations. Brands can leverage this influence by maintaining active and engaging social media strategies to guide consumers through each stage of their decision-making process.

Findings
Findings related to the objectives
Primary Objective: The study aimed to investigate how social media, as a marketing medium, influences the buying decisions of consumers, particularly in the context of Network Marketing companies. The findings reveal that social media plays a significant role in shaping consumer behavior, from sparking interest and recognizing needs to influencing final purchase decisions. Consumers engage with various forms of social media content, including promotions, advertisements, influencer endorsements, and peer recommendations, which directly impact their purchasing intentions and actions. This highlights the growing importance of social media as a critical tool for Network Marketing companies in reaching and converting potential customers.

Secondary Objective 1: The effect of social media channels on the consumption patterns of consumers of Network Marketing companies was notable. Social media has become a platform where consumers discover new products and are exposed to various alternatives. A significant number of respondents reported that social media channels influence the types of products they purchase and the frequency of their purchases. Social media also plays a vital

role in shaping consumer preferences, with many respondents agreeing that advertisements, promotions, and brand content on social media channels affect their consumption patterns. However, the impact is not uniform, as some consumers indicated a more neutral or resistant stance toward social media influence.

Secondary Objective 2: There is a clear relationship between social media awareness and referrals among consumers of Network Marketing companies. The study found that consumers who are more aware of social media platforms and their functionalities are more likely to receive and trust referrals from their social connections. Recommendations shared through social media platforms, including those from influencers and friends, significantly impact consumers' willingness to explore and purchase products. Referrals act as a form of social proof, increasing consumer confidence in making purchase decisions. Furthermore, those who actively engage with social media content are more likely to both share and receive referrals, indicating a cyclical relationship between awareness and referral behavior.

Secondary Objective 3: Social media communication plays a crucial role in the purchase decision-making process for consumers of Network Marketing companies. The study found that social media promotions, advertisements, and peer recommendations heavily influence purchasing decisions. Many respondents indicated that they rely on social media content to gather information about products, compare alternatives, and make final purchase decisions. Additionally, the interaction with brands through social media channels enhances consumers' understanding of the benefits and features of products, thereby increasing their confidence in making informed purchasing decisions. Social media communication, whether through influencer endorsements or customer reviews, also encourages consumers to try new products and influences their overall satisfaction with their purchasing experience.

In summary, the findings demonstrate that social media has a substantial effect on consumer behavior in the context of Network Marketing, influencing consumption patterns, referrals, and purchase decisions. These insights are valuable for Network Marketing companies seeking to optimize their social media strategies to engage consumers and drive sales.

Findings related to the hypothesis

H1: Social media channels do not have any effect on the consumption pattern of consumers. The findings contradict this hypothesis. Social media channels have a significant impact on the consumption patterns of consumers in the context of Network Marketing companies. A large portion of respondents indicated that social media channels influence their product choices, purchasing frequency, and brand preferences. Many consumers discover new products and alternatives through social media, and advertisements, promotions, and influencer content shape their buying decisions. While a minority of respondents expressed neutrality or resistance to this influence, the overall data strongly suggests that social media channels affect consumer consumption patterns, thus rejecting the hypothesis that social media has no effect.

H2: Social media awareness does not significantly influence referrals. The findings reject this hypothesis as well. Social media awareness plays a crucial role in the referral process among consumers of Network Marketing companies. Respondents who are more familiar with social media platforms and their functionalities are more likely to both receive and trust referrals. The study shows that social media awareness enhances the likelihood of consumers sharing and receiving product recommendations from their social connections, including friends, family, and influencers. These referrals significantly influence consumer decision-making, showing a direct relationship between social media awareness and the referral behavior of consumers.

H3: Social media communication does not significantly affect the purchase decision-making of consumers. This hypothesis is also rejected based on the findings. Social media communication, including promotions, advertisements, and peer recommendations, has a

substantial effect on the purchase decision-making process of consumers. A significant number of respondents reported that they rely on social media for product information, comparisons, and final purchase decisions. Social media communication enhances consumer understanding of products and boosts confidence in their purchasing choices. Consumers are influenced not only by direct brand messaging but also by recommendations and reviews shared on social media platforms, all of which contribute to their final decision to purchase.

In summary, the findings across all three hypotheses show that social media channels, awareness, and communication have significant effects on consumption patterns, referrals, and purchase decisions, rejecting the null hypotheses and demonstrating the powerful role that social media plays in consumer behavior within Network Marketing.

Conclusion

This study concludes that social media has a profound influence on consumer buying behavior, particularly within the Network Marketing sector. Social media channels significantly shape consumption patterns, promote referral behaviors, and drive purchase decision-making. The research highlights that while social media is a powerful tool for influencing consumer behavior, its impact is not universal, and some consumers remain less affected by it. However, for the majority, social media's role in modern consumer behavior is undeniable, making it an essential component of marketing strategies for Network Marketing companies. The rejection of all three hypotheses confirms the strong influence of social media across the objectives, validating its importance in shaping today's consumer decisions.

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