

Research article

EFFECTIVENESS OF CLOUD TECHNOLOGIES IN SOCIAL MEDIA MARKETING AND ITS IMPACT ON CUSTOMER BUYING BEHAVIOUR

Pratiksha Subramaniyan, and Kavitha Muthuraman

Abstract. The study addresses the broad question of how cloud computing is reshaping data management and marketing practices. It aims to understand the transformative impact of cloud technology on social media marketing and its influence on customer behaviour and decision-making processes. Specifically, the research seeks to analyse the effectiveness of cloud-based strategies in enhancing customer perceptions and preferences. The study explores the scalability, efficiency, and global accessibility benefits of cloud computing in marketing, with the overarching goal of providing practical insights for businesses navigating the evolving digital landscape. The research sets hypotheses to investigate systematically the relationships between cloud-based social media marketing and various aspects of consumer engagement. Data is collected cross-sectionally in this quantitative study. A systematic consumer survey and secondary source analysis for cloud-based social media marketing context and trends are used. The core survey data is analysed using frequency distribution, ANOVA, and one-sample t-test to determine customer opinions and preferences for cloud-based social media marketing. The study reveals that cloud-based social media marketing significantly impacts customer buying behaviour, with the frequency of social media activity influencing its perceived effectiveness. Additionally, variations in effectiveness are observed based on demographic factors, emphasizing the need for tailored strategies in this dynamic digital landscape. The study leads to the conclusion that cloud-based social media marketing has a substantial impact on the behaviour of customers, which in turn influences their decisions to make purchases. To maximize the efficiency of marketing efforts in a digital world that is always changing, it emphasises the significance of ongoing involvement and the development of individualized tactics.

Keywords: cloud technologies; social media marketing; customer buying behaviour; digital marketing.

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1. Introduction

The paradigm shift caused by cloud computing is directly accountable for the changes occurring in the field of data management. The use of cloud computing as the major computing platform is the main driving force behind these shifts. The word "cloud" is commonly used to describe virtualized settings that enable remote access to these environments. This particular use of the term has significant importance [1]. The term "clouds" is used to characterise the environment discussed in this context. This state-of-the-art technology enhances global accessibility to data and programmes, effectively removing any prior geographical constraints. Minimise the restrictions placed on locations and facilitate the ability of individuals to secure employment that necessitates remote labour. This will enable the attainment of the previously indicated objective. There is a relaxation of restrictions on regions. The hybrid method refers to the integration of public and private clouds, which, when combined, aim to provide advantages in terms of both flexibility and data protection. The hybrid method entails the integration of both public and private clouds. There is a high anticipation that the execution of this plan will result in the cultivation of both of these attributes. One of the most notable differences between public and private cloud computing systems is the increased level of autonomy provided by public clouds. The two types of clouds are differentiated by several essential characteristics, and this is but one of them. This technical breakthrough encompasses data protection and offers significant benefits to smaller marketing organisations for several reasons. This is due to its ability to promote the preservation of data. This is because it enables the retention of data for an acceptable duration. Hence, it is especially beneficial for organisations involved in marketing endeavours [2]. Cloud computing enables small firms to reduce costs, improve efficiency, and optimise operations, hence enhancing their competitiveness and agility in their particular markets. The existence of this specific circumstance is a crucial factor that greatly influences the competitiveness and flexibility of small businesses.

In terms of marketing, the ability of cloud technology to scale is the defining characteristic that sets it apart from other technologies. Cloud technology can be smoothly integrated with the goals of the firm because of its potential to grow. This feature is one of the reasons why cloud computing is so intriguing. As a result of the aforementioned factors, the academic discipline that is known as cloud computing is extremely fascinating. The usage of cloud computing has seen a substantial increase in popularity over the past several years due to this particular feature. The utilisation of software as a service (SaaS) and analytics that are hosted in the cloud has made it much simpler to work towards obtaining better levels of efficiency. As a consequence of this, it is now feasible to make adjustments to the lead monitoring technique. This is an effect that is directly a consequence of the action that was taken. To add insult to injury, as a consequence of this pattern, it is now possible to extend lead monitoring with more complex functions. When the costs of remote system access are substituted with the costs of on-site infrastructure, the economic gains become easily apparent in comparison to the scenario that was shown earlier. There is an extra benefit that comes along with storage, in addition to the traditional advantages that are typically associated with it. In addition to the benefits that are linked with storage, this added benefit is also advantageous. Cloud storage is scalable, which means that there is no longer a requirement to engage in the process of calculating the quantity of storage space that will be required. This eliminates the need for the process. Specifically, this is due to the fact that cloud storage may be scaled up or down according to the requirements of the situation or those of the user [3]. The fact that cloud storage is a scalable infrastructure that

can be expanded to better accommodate a greater number of users is one possible reason for this phenomenon. As a result of the adaptability of cloud storage, which enables scalability to meet the particular requirements of your organisation, it is an important aspect to take into consideration. It is for this reason that we are taking into consideration this topic. At this point in time, it is possible to acquire marketing data simultaneously from every area without any limitations. As this is now achievable, this is a direct result of the situation. The collecting of data promptly is essential for digital marketing professionals because it enables them to develop customised interactions with customers based on the specific requirements of each customer. Digital marketing professionals have an advantage over their competitors as a result of this positively affecting factor.

In the context of the process of social media marketing, the purpose of this study is to investigate the role that cloud computing plays as a technological instrument. It is planned to do this activity within the context of marketing through social media environments. In order to ensure that this study is carried out effectively, a customer-centric business model will be utilised. Computing in the cloud offers answers to problems that arise as a result of the dynamic nature of this industry, which is typified by technology advancements and changes in regulatory policies. These challenges include the use of innovative technology as well as the revision of the laws that are now in place. Accelerating product development and improving customer happiness are two benefits that may be achieved through the usage of cloud services, DevOps methodology, and analytics capabilities. In addition to this, it brings about a substantial change in the supervision of client interactions. The article places a large emphasis on the capability of cloud computing to not only facilitate sustainable growth but also to offer solutions to problems that are faced by a variety of economic sectors [4]. Countless factors contribute to the accomplishment of this goal, and the book places a significant amount of attention on the possibilities of this outcome. To answer this question more explicitly, this is because cloud computing is capable of performing both of these tasks.

Within the scope of this inquiry, an analysis will be conducted to determine the possible substantial influence that cloud computing may have on the information and communication technology (ICT) sector. Throughout the course of the study, this will be carried out. After careful consideration, it has been decided that this step will be put into effect for the duration of the investigation [5]. As a result of the exponential growth of the World Wide Web and social media, there has been a surge in the number of different platforms that may be used to evaluate a brand. These two platforms have seen significant expansion, which has allowed for the successful completion of this improvement. To achieve this aim, it is very necessary to carry out a speedy examination of the data by scrutinising it from several different perspectives. This is a requirement that must be satisfied in order to complete the process. Through the process of extending channels, which is the method that is applied for this aim, brands are examined. While this study is being conducted, additional alternative methods of sentiment analysis are being investigated [6]. These methods are gaining inspiration from more advanced research strategies. The cloud-based digital marketing system that it offers, which stems from the concept of segmentation, is an extra benefit that it offers.

Cloud computing is becoming increasingly widespread, as seen by the widespread use of services such as Gmail and Dropbox. This phenomenon, which poses concerns over privacy and control, is an exciting development. This component is outstanding in its own right. Given this particular reason, the matter is of the utmost significance. It has been demonstrated through

research that there are benefits connected with increasing usage of marketing automation, lead tracking, and cloud services, all of which promote operational efficiency. There are, on the other hand, benefits associated with increased accessibility. In particular, the research emphasises the advantages that are experienced by the person who is responsible for writing the work. These advantages are significant for several reasons, one of which is that they have the capacity to simplify operations, which is one of the reasons why they are advantageous. The operations are simplified, which increases their overall utility. An inquiry is going to be carried out to shed light on the several ways in which cloud computing has influenced a variety of industries and companies [7]. As an additional benefit, it offers a more in-depth comprehension of the ways in which cloud computing has the potential to dramatically improve innovation, efficiency, and competitiveness in the market. More precisely, it sheds light on the abilities that were previously mentioned. To recap, the findings of the study shed light on the numerous ways in which cloud computing has revolutionised the industries that were previously brought up in the conversation.

This study aims to examine the influence of cloud-based social media marketing on customer purchasing behaviour by evaluating the efficacy of contemporary marketing tactics along the customer journey. The study seeks to offer significant insights into the complex impacts of cloud technologies on several aspects of consumer decision-making, such as brand awareness, consideration, and purchase intent, by utilizing both primary survey data and secondary research. Furthermore, the study aims to provide practical insights for organizations in the industry, including strategic methods to maximize digital assets and improve sales effectiveness within the framework of cloud-based social media marketing.

The novelty of this study is the criteria-based approach to studying coverage problems in the two data sources (Primary Data and Secondary Data). This new study examines cloud computing's transformational impact on small business social media marketing. This study analyses how cloud technology in a customer-centric industry handles changing technology and laws. Cloud services, DevOps, and analytics affect product development, customer satisfaction, and CRM, according to the report. Through an interdisciplinary lens, the study investigates cloud computing's wider effects on the ICT sector and its sustainable growth prospects. Social media sentiment analysis is being addressed in cloud computing. The report shows numerous ways cloud computing enhances marketing processes.

2. Literature Review

2.1. Behaviour Impact

The user satisfaction and performance in a cloud-based marketing system are influenced by the quality of the system, services, and information provided. To achieve efficiency and financial success, they prioritise innovation and highlight the role of cyber-physical system technology in facilitating real-time adjustments to production and marketing cycles to suit client demands [8]. Smart manufacturing is transformed by the integration of cloud computing, social media, and cyber-physical systems. Their study investigates the utilisation of cloud-based SaaS infrastructure to store and analyse extensive consumer data to make real-time adjustments to the production cycle, with a focus on "retention" marketing. CRM is essential for achieving competitiveness. Their peer-to-peer cloud-based Integrated Data Analytic Model (IDAM) uses

RFM-based k-means clustering, analytical hierarchy processing, and fuzzy logic to assess client purchasing patterns [9]. The cloud technology and analytic tools provided by IDAM enhance customer satisfaction and facilitate the establishment of enduring connections for trade organisations through targeted marketing efforts [10]. Research on cloud-based social media marketing and customer purchasing behaviour helps businesses and politicians enhance their strategies.

H0-1: There is no significant impact of cloud-based social media marketing strategies on customer buying behaviour.

H1-1: There is a significant impact of cloud-based social media marketing strategies on customer buying behaviour, with variations in effectiveness observed across different demographic groups.

2.2. Decision Relationship

Cloud-enabled social media marketing facilitates the examination of client decision-making and the use of cloud computing. The study emphasises the necessity of encrypting and securely processing social media and cloud computing data [11]. Given the impact on internet security, clients have a significant effect on data protection legislation. The CRM and CKM case study utilises social big data. The implementation of cloud computing signifies the utilisation of data-driven innovation to enhance understanding of social big data, customer relationship management (CRM), knowledge management (CKM), value creation, and competitiveness [12]. The study on the significance of social media discovered significant correlations between social influence, product selection, range of options, convenience, and consumer intention to purchase. This was achieved by factor analysis and the examination of 370 questionnaire responses. Multiple regression analysis reveals that factors such as social influence, product selection, diversity, and simplicity have a positive impact on 71% of individuals' intentions to make online purchases [13]. These studies demonstrate the impact of cloud-enabled social media advertising on consumer decision-making.

H0-2: There is no significant relationship between cloud-enabled social media campaigns and customer decision-making processes.

H1-2: A significant relationship exists between cloud-enabled social media campaigns and customer decision-making processes, but this relationship may vary based on the frequency of social media activity.

2.3. Marketing Effectiveness

The investigation examines how cloud-based social media marketing affects client preferences. Big data and cloud computing affect mobile terminal customer behaviour [14]. Innovative methods and collaborative filtering algorithms were used to create consumer-oriented mobile terminal systems. Social network behaviour and human traits were incorporated into consumer behaviour analysis. The goal is to improve human-based recommendation systems by managing information overload and anticipating user behaviour. Analyses genderless fashion buyers' tastes and opinions using text-mining and time-series linear regression [15]. The research increases interest in scent, fashion, and cosmetics, affecting marketing and customer decisions. To meet evolving client tastes, emphasise scent, style, and beauty items in merchandising.

Predicts social media activity using big data [16]. Decision trees and machine learning predict customer behaviour from social media interactions with 98.29% accuracy. These insights can help social media marketers improve product promotion and interaction and adapt to changing client preferences. Advanced social media advertising influences client decisions.

H0-3: There is no significant effectiveness of cloud-driven social media marketing in influencing customer perceptions and preferences.

H1-3: The effectiveness of cloud-driven social media marketing in influencing customer perceptions and preferences is significant; however, this effectiveness may be contingent on factors such as the place of purchase, marital status, and annual family income.

3. Methodology

3.1. Research Design and Method

The chosen research methodology for this study is quantitative, as it aims to measure and analyse the relationships between variables and their effects on customer buying behaviour. The study will employ both primary and secondary data sources, utilizing statistical techniques such as frequency distribution, ANOVA (Analysis of Variance), and one-sample t-test for data analysis.

The research design will adopt a cross-sectional strategy, involving the collection of data at a specific moment in time. The research will utilize a survey technique to acquire primary data from a selected group of customers. The survey questionnaire will be meticulously crafted to elicit insights into customers' viewpoints, actions, and inclinations concerning cloud-based social media marketing.

Frequency distribution will be employed to summarize and analyse categorical data, providing insights into the distribution of responses regarding customer perceptions and preferences. ANOVA will be utilized to examine variations in customer buying behaviour and perceptions across different demographic groups or segments, helping identify significant differences in means. The one-sample t-test will assess whether there are significant differences between customers' perceptions and preferences and a hypothesized mean value, potentially derived from industry standards or prior research.

3.2. Data

A structured survey instrument will be formulated to gather firsthand information from customers. This questionnaire will encompass inquiries related to their purchasing tendencies, evaluations of cloud-based social media marketing, and predilections. The survey will be disseminated among a varied pool of participants, potentially employing online avenues or face-to-face interactions, chosen for their practicality and ease. Secondary data will be collected from various sources, including academic journals, industry reports, and online databases. This data will provide context, trends, and existing knowledge about cloud-based social media marketing and customer behaviour.

Variables Used: 1) Cloud Computing: Cloud computing refers to the delivery of computing services, including storage, processing power, and applications, over the internet. It enables remote access to data and programs, eliminating geographical limitations; 2) Social Media Marketing: Social media marketing involves the use of social media platforms to connect with the audience, build brand awareness, and promote products or services. It leverages online communities to enhance marketing strategies; 3) Software as a Service (SaaS): SaaS is a cloud computing service model where software applications are provided over the internet on a subscription basis. It allows users to access and use software without the need for local installations; 4) Information and Communication Technology (ICT): ICT encompasses technologies used to manage telecommunications, broadcast media, audio-visual processing, and network-based control and monitoring functions. It plays a crucial role in various industries, including cloud computing; 5) Marketing Automation: Marketing automation involves using software to streamline marketing processes, automate repetitive tasks, and analyse customer interactions. It enhances efficiency and helps businesses deliver personalized and targeted content; 6) Innovation: Innovation refers to the introduction of new ideas, methods, or technologies that bring about positive change. In the context of this study, innovation is explored concerning how cloud computing influences business practices and efficiency.

Table 1 offers an insightful snapshot of the respondents' demographic characteristics within the study. The distribution of participants across different categories reveals that the largest age group falls within 20-30 years (42.7%), followed closely by those aged 31-40 (37.1%). Females constitute a majority of respondents (67.1%), whereas males account for 32.9%. In terms of education, the highest number of participants hold undergraduate degrees (36.7%), while school-level education comprises 19.6%. When considering annual family income, a notable proportion falls within the 2,00,001 – 5,00,000 range (46.2%). The marital status data shows that the majority of participants are married (69.9%), with the remaining respondents being unmarried (30.1%).

Table 1. The demographic profile of the respondents

Category	Variables	Frequency	Valid Percent	Cumulative Percent
Age	Less than 20	29	10.1	10.1
	20-30	122	42.7	52.8
	31-40	106	37.1	89.9
	41-50	12	4.2	94.1
	51-60	17	5.9	100
	Total	286	100	
Gender	Male	94	32.9	32.9
	Female	192	67.1	100
	Total	286	100	

Category	Variables	Frequency	Valid Percent	Cumulative Percent
Educational Qualification	School	56	19.6	19.6
	UG	105	36.7	56.3
	PG	24	8.4	64.7
	Diploma	23	8	72.7
	Prof.	24	8.4	81.1
	Ph.D.	54	18.9	100
	Total	286	100	
Annual Family Income	Less than 2,00,000	14	4.9	4.9
	2,00,001 – 5,00,000	132	46.2	51
	5,00,001 – 7,00,000	100	35	86
	Above 7,00,000	40	14	100
	Total	286	100	
Marital Status	Married	200	69.9	69.9
	Unmarried	86	30.1	100
	Total	286	100	

Source: developed by the authors.

4. Results and Discussion

Table 2 presents the results of the one-sample t-test assessing the level of satisfaction derived from Cloud Social-Media Marketing (SMM) across various dimensions. The respondents, consisting of 286 participants, exhibited a notably high mean satisfaction score of 4.37 for "SMM Influence," implying a strong positive sentiment towards the impact of cloud-based social media marketing on their decision-making processes. Similarly, the mean score of 4.39 for "Perception & Preference" signifies a robust sense of contentment concerning the influence of SMM on customer perceptions and preferences. The dimension "Overall Satisfaction" achieved a mean score of 4.29, reaffirming the respondents' high level of contentment with cloud-based social media marketing. Additionally, the "SMM Effectiveness" and "Service Providing" dimensions attained mean scores of 3.40 and 3.98, respectively. These results suggest that respondents perceive cloud-driven social media marketing as effective, contributing to their satisfaction, even though there might be scope for enhancement in effectiveness and service provision.

Table 2. One sample t-test of the level of satisfaction caused by Cloud Social-Media Marketing

	N	Mean	Std. Deviation	Std. Error Mean	T-value	Sig.
SMM Influence	286	4.37	0.698	0.041	105.935	0.000
SMM Effectiveness	286	3.40	1.566	0.093	36.744	0.000
Perception & Preference	286	4.39	0.744	0.044	99.693	0.000
Service Providing	286	3.98	1.170	0.069	57.533	0.000
Overall Satisfaction	286	4.29	0.868	0.051	83.551	0.000

Table 3 presents the outcomes of the one-way ANOVA conducted to assess the relationship between the frequency of social media (SM) activity and the influence of Cloud Social Media

Marketing (SMM). The results indicate a statistically significant difference among the groups, with a p-value of 0.000. The sum of squares value of 21.620 for the "Between Groups" factor demonstrates substantial variation in the influence of Cloud SMM across different levels of SM activity frequency. This suggests that the extent of engagement with social media impacts how customers perceive the influence of Cloud SMM on their decisions. The F-value of 26.070 indicates a significant difference between the groups, reinforcing the notion that the frequency of SM activity plays a role in shaping the perceived impact of Cloud SMM. Therefore, this analysis underscores the importance of social media engagement as a factor that can affect customers' perceptions of the influence of Cloud SMM on their decision-making processes.

Table 3. One-way ANOVA between Frequency of SM activity and influence of Cloud SMM

Factors		Sum of Squares	Df	Mean Squares	F	Sig.
Frequency of SM Activity	Between Groups	21.620	2	10.810	26.070	0.000
	Within Groups	117.348	283	0.415		
	Total	138.969	285			

Table 4 presents the outcomes of the one-way ANOVA conducted to examine the relationship between the place of purchase and the effectiveness of Cloud Social Media Marketing (SMM). The findings reveal a highly significant difference among the groups, as indicated by the p-value of 0.000. The sum of squares value of 648.525 for the "Between Groups" factor underscores substantial variation in the effectiveness of Cloud SMM across different places of purchase. This suggests that where customers choose to make their purchases has a profound impact on their perception of the effectiveness of Cloud SMM in influencing their decision-making. The remarkable F-value of 1826.798 underscores the significant distinction between the groups, underscoring the influence of the place of purchase on customers' perceived effectiveness of Cloud SMM.

Table 4. One-way ANOVA between Place of Purchase and Effectiveness of Cloud SMM

Factors		Sum of Squares	Df	Mean Squares	F	Sig.
Place of Purchase	Between Groups	648.525	2	324.263	1826.798	0.000
	Within Groups	50.233	283	0.178		
	Total	698.759	285			

Table 5 presents the outcomes of the one-way ANOVA analyses examining the relationship between marital status, annual family income, and the perception and preference of Cloud Social Media Marketing (SMM). For marital status, the results indicate a statistically significant difference among the groups with a p-value of 0.020. The sum of squares value of 2.976 for the "Between Groups" factor suggests notable variability in the perception and preference of Cloud SMM across different marital statuses. This suggests that marital status influences how individuals perceive and prefer Cloud SMM. Similarly, for annual family income, the results reveal a highly significant difference among the groups with a p-value of 0.000. The sum of squares value of 23.860 for the "Between Groups" factor emphasizes substantial variation in perception and preference of Cloud SMM across different income brackets. These findings collectively imply that both marital status and annual family income play integral roles in shaping individuals' perceptions and preferences of Cloud SMM.

The study decisively rejects the null hypothesis (H0-1) and proves that cloud-based Social Media Marketing (SMM) techniques have a noticeable effect on influencing client purchase choices. Significantly, there is a positive correlation between increased social media activity and varied opinions on the impact of Cloud SMM, highlighting the crucial significance of consumer participation in decision-making. The research provides further evidence to support the hypothesis (H1-3b) by revealing substantial differences in the efficacy of Cloud SMM depending on where it is purchased. The marital status and financial level of individuals play a significant role in influencing their thoughts and preferences when it comes to Cloud SMM. Participants report significant satisfaction across several dimensions, suggesting the beneficial impact of cloud-based solutions on customer experiences. The study uncovers a strong conviction among participants regarding the influence of cloud-based social media management on their decision-making procedures. Although there is a generally high level of satisfaction, there are certain areas where improvements may be made to increase the efficacy and quality of cloud-based SMM campaigns.

Table 5. One-way ANOVA between Marital Status, Annual Family Income, and Perception and Preference of Cloud SMM

Factors		Sum of Squares	Df	Mean Squares	F	Sig.
Marital Status	Between Groups	2.976	1	2.976	5.454	0.020
	Within Groups	154.944	284	0.546		
	Total	157.920	285			
Annual Family Income	Between Groups	23.860	3	7.953	16.730	0.000
	Within Groups	134.060	282	0.475		
	Total	157.920	285			

The research also emphasises that views of efficacy may change among demographic groupings, requiring focused methods for various audience segments. Different opinions of Cloud SMM efficacy and subsequent marketing tactics are influenced by higher yearly family income. Furthermore, research has shown that marital status has an impact on how people view and prefer cloud-based social media marketing. This highlights the need to use customised strategies to cater to different individuals. The selection of a purchasing venue greatly impacts consumers' opinion of the success of Cloud SMM, hence highlighting the complex interplay between consumer behaviour and marketing methods. The study highlights the crucial significance of regular social media engagement in influencing consumers' opinions of the impact of Cloud SMM.

5. Conclusions

The study rejected the null hypothesis and found that cloud-based SMM affects client purchase behaviour. Social media activity frequency influences Cloud SMM's impact on decision-making, emphasizing involvement. Cloud SMM's efficiency also varies by buy location, with various patterns. Marital status and yearly family income influence Cloud SMM views and choices. Despite good satisfaction, SMM effectiveness and service supply may be improved. Targeted methods are needed since demographic differences in SMM efficacy indicate that Cloud SMM may work better for particular socioeconomic groups. The study emphasizes the importance of marital status-specific SMM methods and the purchase location on customer

perceptions. Finally, Cloud SMM initiatives require constant client involvement and social media participation.

Cloud-based Social Media Marketing companies face several policy consequences from the research. Social media marketing (SMM) has a major influence on customer purchasing behaviour, thus enterprises should change their strategy accordingly. Companies should promote a constant and engaged online presence, acknowledging the importance of social media engagement frequency. The success of social media marketing (SMM) at various phases of the purchase process emphasizes the necessity to tailor marketing techniques to local client preferences and habits. Since marital status and money might impact SMM attitudes, businesses should advertise to broad demographic groups. To meet changing client needs, social media marketing must constantly improve its effectiveness and range.

The study is subject to many constraints. The cross-sectional form of the study hinders its ability to capture long-term patterns, and the predetermined duration restricts the scope of the research. The study's geographical reach is limited to certain places, which hinders the capacity to apply the findings to a wider audience. The survey distribution technique may introduce sample bias, which might affect the representation of varied opinions. Finally, limitations in resources may restrict the extensive examination of the efficiency of cloud-based social media marketing, thus affecting the overall comprehensiveness of the study. Subsequent investigations in this domain might explore the dynamic patterns in cloud technology and social media marketing, scrutinizing the enduring impacts on customer behaviour. It would be advantageous to investigate the incorporation of cutting-edge technology such as artificial intelligence into cloud-based marketing and do industry-specific analysis to gain detailed and nuanced insights. Moreover, comprehending the ever-changing characteristics of social media platforms and their impact on the efficacy of marketing over a while offers a viable path for further research.

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