

**A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR IN
LANSON MOTORS PRIVATE LIMITED, CHENNAI**

Submitted in partial fulfillment of the requirements for the award of Degree in

MASTER OF BUSINESS ADMINISTRATION

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **N D Ramabhadran 41410247** who carried out the project entitled "**A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR IN LANSON MOTORS PRIVATE LIMITED, CHENNAI** " under my supervision from January 2023 to May 2023.

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DECLARATION

I **N D Ramabhadran (41410247)** hereby declare that the Project Report entitled "**A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR IN LANSON MOTORS PRIVATE LIMITED, CHENNAI**" done by me under the guidance of **Dr.YASMEEN BANO** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 05.05.2023

PLACE: CHENNAI



N D RAMABHADHAN

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TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	ABSTRACT	(i)
	LIST OF TABLES	(iii)
	LIST OF CHARTS	(iv)
	LIST OF ABBREVIATIONS	(v)
1	INTRODUCTION	1
	1.1 .Introduction	1
	1.2.Industry Profile	2
	1.3.Company Profile	3
	1.4.Statement of the problem	5
	1.5.Objectives of the Study	7
	1.6.Need for the study	9
	1.7.Scope & Significance of the study	10
2	REVIEW OF LITERATURE	11
	2.1 Review of Literature	11
3	RESEARCH METHODOLOGY	13
	3.1 Methodology	14
	3.2.Research Design	15
	3.3. Sources of Data	17
	3.4. Questionnaire Development	19
	3.5. Sample Size	21
	3.6.Period Of Study	23
	3.7.Profile area of the Study	24
	3.8.Hypothesis	26
4	DATA ANALYSIS AND INTERPRETATION	28
	4.1 Percentage Analysis	28
	4.2.ANOVA	40
	4.3.CHI SQUARE	44
	4.4.REGRESSION	48
5	FINDINGS,SUGGESTIONS AND CONCLUSION	50
	5.1.Findings of the Study	52

	5.2.Suggestions & Recommendations	55
	5.3. Limitations of the study	58
	5.4.Conclusion	65
	REFERENCES	69
	ANNEXURE I – QUESTIONNAIRE	70
	ANNEXURE II – RESEARCH ARTICLE	75

ABSTRACT

This study aims to assess the impact of support groups on the financial inclusion of microfinance companies in the Adyar zone. The main purpose of this study is to empower people with the role of microfinance and the influence of self-help groups, achieve financial inclusion and bring disadvantaged people into the scope of formal financial institutions. .. In this survey, we used a quantitative survey method using a Google Forms survey from the target individuals. H. A self-help group woman with a sample of 120 respondents. The survey found that 60% of the country's population is not in banks. This study attempted to use formal savings and access to credit lines as indicators of the prevalence of financial inclusion. Participation in SHG increased formal savings and borrowing of rural women who were disadvantaged in several respects. Finally, this study recommends self-help groups. Because they are working well, they are still lacking in education, training, lack of agency, family restrictions, doubts about women's achievements, and restrictions on women's household chores. Governments should make efforts to curb gender discrimination in order to ensure gender equality. Rural women need to be more important to reduce differences between locations.

LIST OF TABLES

TABLE NO.	TABLE NAME	PAGE NO.
4.1	GENDER OF THE RESONDENTS	44
4.2	AGE OF THE RESONDENTS	46
4.3	EDUCATIONAL QUALIFICATION OF THE RESONDENTS	48
4.4	WORKING IN THE DEPARTMENT	50
4.5	NO.OF YERAS OF WORKING IN THE COMPANY	52
4.6	LEVEL OF SATISFACTION IN SIX SIGMA PRACTICES	54
4.7	INCREASES CAREER ADVANCEMENTS FOR EMPLOYEES	56
4.8	INCREASES LEADERSHIP ABILITY AMONG EMPLOYEES	58
4.9	LEADS TO EMPLOYEE INVOLVEMENT	60
4.10	REDUCING ATTRITION RATE IN THE COMPANY	62
4.11	LEAD TO EMPLOYEES COMPETENCIES	64
4.12	INCREASES EMPLOYEES MORALE	66
4.13	REDUCES RECRUITMENT CST FOR HR DEPARTMENT	68
4.14	INCREASES FIRM'SFINANCIAL PERFORMANCE	70

LIST OF CHARTS

CHART NO.	CHART NAME	PAGE NO.
4.1	GENDER OF THE RESONDENTS	45
4.2	AGE OF THE RESONDENTS	47
4.3	EDUCATIONAL QUALIFICATION OF THE RESONDENTS	49
4.4	WORKING IN THE DEPARTMENT	51
4.5	NO.OF YERAS OF WORKING IN THE COMPANY	53
4.6	LEVEL OF SATISFACTION IN SIX SIGMA PRACTICES	55
4.7	INCREASES CAREER ADVANCEMENTS FOR EMPLOYEES	57
4.8	INCREASES LEADERSHIP ABILITY AMONG EMPLOYEES	59
4.9	LEADS TO EMPLOYEE INVOLVEMENT	61
4.10	REDUCING ATTRITION RATE IN THE COMPANY	63
4.11	LEAD TO EMPLOYEES COMPETENCIES	65
4.12	INCREASES EMPLOYEES MORALE	67
4.13	REDUCES RECRUITMENT CST FOR HR DEPARTMENT	69
4.14	INCREASES FIRM'SFINANCIAL PERFORMANCE	70

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	ABSTRACT	(i)
	LIST OF TABLES	(iii)
	LIST OF CHARTS	(iv)
	LIST OF ABBREVIATIONS	(v)
1	INTRODUCTION	
	1.1 .Introduction	
	1.2 .Industry Profile	
	1.3 .Company Profile	
	1.4 .Statement of the problem	
	1.5 .Objectives of the Study	
	1.6 .Need for the study	
	1.7 .Scope& Significance of the study	
2	REVIEW OF LITERATURE	
	2.1 Review of Literature	
3	RESEARCH METHODOLOGY	
	3.1 Methodology	
	3.2.Research Design	
	3.3. Sources of Data	
	3.4. Questionnaire Development	
	3.5. Sample Size	
	3.6.Period Of Study	
	3.7.Profile area of the Study	
	3.8.Hypothesis	
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage Analysis	
	4.2.ANOVA	
	4.3.CHI SQUARE	
	4.4.REGRESSION	
5	FINDINGS,SUGGESTIONS AND CONCLUSION	

	5.1.Findings of the Study	
	5.2.Suggestions& Recommendations	
	5.3. Limitations of the study	
	5.4.Conclusion	
	REFERENCES	
	ANNEXURE I –QUESTIONNAIRE	
	ANNEXURE II – RESEARCH ARTICLE	

ABSTRACT

Social media marketing has become the most powerful mode for companies seeking to reach out to their prospects and consumers. Given the wide reach of Social media marketing, firms are increasingly relying on it, In order to achieve their marketing & branding objectives. By replacing the traditional ways of marketing, social media has provided new opportunities to firms to engage consumers in social interaction on the internet. This project is designed mainly to identify and evaluate the impact of social media on consumer behaviour in Lanson Motors Private Limited, Chennai. The objective of the current study is to investigate the potential of social media marketing as an effective marketing tool that helps them to affect perception of consumers & ultimately influence their purchase decisions. The study aims to highlight the advantages that companies gain by effective use of Social media marketing. The research suggests that the engagement with Social media marketing has a positive effect on consumers brand awareness & purchase intentions. Thus the study provides a mode for uncovering managerial challenges & for planning better responses to consumers' social media activities. Descriptive research method and convenience sampling technique have been adopted in the study. Primary data and secondary data have been used to collect the data. Questionnaire has been framed to collect the primary data. The sample of this study is 120. Anova, chi-square, regression analysis tools are used. It concluded that, Social media has considerably affected both consumers and businesses. The most important feature of social media marketing is that it has created a new landscape by supporting socialization of information and has thereby forced marketers to give up their old mindset in dealing with mass media marketing. social media marketing is more about creating high quality contents that are consumer relevant and as such more focused towards building relationships between consumers and companies. The research shows that the position of consumer in this new marketing approach is more consumers centric because consumers are empowered.

LIST OF TABLES

TABLE NO.	TABLE NAME	PAGE NO.
4.1	GENDER OF THE RESPONDENTS	
4.2	AGE OF THE RESPONDENTS	
4.3	OCCUPATION OF THE RESPONDENTS	
4.4	EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	
4.5	FAMILY INCOME OF THE RESPONDENTS	
4.6	TYPE OF SOCIAL MEDIA USING	
4.7	NO. OF PRODUCTS PURCHASED BY SOCIAL MEDIA	
4.8	STAGE OF BUYING DECISION BY SOCIAL MEDIA	
4.9	PAYING ATTENTION TO SOCIAL MEDIA ADVERTISEMENT	
4.10	TRUSTING SOCIAL MEDIA FOR BUYING DECISION	
4.11	INFLUENCED BY SOCIAL MEDIA FOR BUYING DECISION	
4.12	SOCIAL MEDIA HELPS TO FIND NEW PRODUCTS	
4.13	SOCIAL MEDIA STIMULATES TO BUY MORE PRODUCTS	
4.14	SOCIAL MEDIA HELPS TO BUYING DECISION AT LEAST COST	
4.15	SOCAL MEDIA MAKES BUYING DECISION MORE COMPLEX	
4.16	BEFORE BUYING A PRODUCT, COLLECTING	

	INFORMATION VIA SOCIAL MEDIA	
4.17	INITIAL PURCHASE PREFERENCE AFTER SEARCHING VIA SOCIAL MEDIA	
4.18	INFORMATION SEARCHING VIA SOCIAL MEDIA IS EASIER	
4.19	PURCHASE AFTER WATCHING SOME SORT OF REVIEW IN SOCIAL MEDIA	
4.20	FEEDBACKS ON SOCIAL MEDIA AFFECT PURCHASE DECISION	
4.21	SOCIAL MEDIA IS A GOOD PLATFORM TO SEARCH ALTERNATIVE DECISION	
4.22	SOCIAL MEDIA HELPS TO CHOOSE THE RIGHT PRODUCTS	
4.23	SOCIAL MEDIA HELPS TO COMPARE THE PRODUCTS FOR PURCHASE	

LIST OF CHARTS

CHART NO.	CHART NAME	PAGE NO.
4.1	GENDER OF THE RESPONDENTS	
4.2	AGE OF THE RESPONDENTS	
4.3	OCCUPATION OF THE RESPONDENTS	
4.4	EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	
4.5	FAMILY INCOME OF THE RESPONDENTS	
4.6	TYPE OF SOCIAL MEDIA USING	
4.7	NO. OF PRODUCTS PURCHASED BY SOCIAL MEDIA	
4.8	STAGE OF BUYING DECISION BY SOCIAL MEDIA	
4.9	PAYING ATTENTION TO SOCIAL MEDIA ADVERTISEMENT	
4.10	TRUSTING SOCIAL MEDIA FOR BUYING DECISION	
4.11	INFLUENCED BY SOCIAL MEDIA FOR BUYING DECISION	
4.12	SOCIAL MEDIA HELPS TO FIND NEW PRODUCTS	
4.13	SOCIAL MEDIA STIMULATES TO BUY MORE PRODUCTS	
4.14	SOCIAL MEDIA HELPS TO BUYING DECISION AT LEAST COST	
4.15	SOCAL MEDIA MAKES BUYING DECISION MORE COMPLEX	
4.16	BEFORE BUYING A PRODUCT, COLLECTING	

	INFORMATION VIA SOCIAL MEDIA	
4.17	INITIAL PURCHASE PREFERENCE AFTER SEARCHING VIA SOCIAL MEDIA	
4.18	INFORMATION SEARCHING VIA SOCIAL MEDIA IS EASIER	
4.19	PURCHASE AFTER WATCHING SOME SORT OF REVIEW IN SOCIAL MEDIA	
4.20	FEEDBACKS ON SOCIAL MEDIA AFFECT PURCHASE DECISION	
4.21	SOCIAL MEDIA IS A GOOD PLATFORM TO SEARCH ALTERNATIVE DECISION	
4.22	SOCIAL MEDIA HELPS TO CHOOSE THE RIGHT PRODUCTS	
4.23	SOCIAL MEDIA HELPS TO COMPARE THE PRODUCTS FOR PURCHASE	

CHAPTEER I

INTRODUCTION

1.1. INTRODUCTION

Consistently in present-day, 100,000 tweets are sent, 684,478 bits of substance are shared on Facebook, 2 million inquiry inquiries are made on Google, 48 hours of video are transferred to YouTube, 3,600 photographs are shared on Instagram, and 571 sites are made (James 2018).

In this paper, an investigation is settled on of the choice cycle of consumers for complex buys, with an exceptional accentuation on how this cycle is affected by conceivable utilization of social media. Complex purchasing conduct in this setting alludes to costly rare buys with high purchaser inclusion, critical brand contrasts, and high danger.

Social media is a moderately late marvel. Throughout the most recent decade, the World Wide Web has seen a multiplication of client driven web advances, for example, websites, informal communities and media sharing stages. All things considered called social media, these advances have empowered the development of client created content, a worldwide network, and the distributing of shopper suppositions (Smith, 2009). This development presently overwhelms the manner in which we utilize the web and has offered ascend to mainstream stages like Facebook, YouTube, Instagram and Twitter, where individuals interface, produce and offer substance.

The social media upheaval has prompted better approaches for looking for and acquiring data on the huge number of items and administrations in the market. It has empowered consumers to interface and talk about brands with one another rapidly and without any problem. Purchaser conclusions on items and administrations are currently progressively overwhelmed by outsiders in computerized spaces, which thusly impact assessments in the disconnected space (Smith, 2009). Web-based media have enabled shoppers, as advertisers have no control over the substance, timing or recurrence of online discussions among buyers.

The utilization of web-based media by shoppers is tensely trailed by advertisers, however very little is thought about how it impacts the buyers' dynamic. Numerous

examinations center around consumer behaviour in the web based shopping condition, however without thought of the impacts of the web on the various periods of purchasers' choice cycle (Darley et al., 2010). This exploration investigates how the nearness and plenitude of these new data sources is affecting the choice cycle of shoppers for complex buys.

- **Consumers**

Consumers are entertainers on the commercial center stage. Shoppers, all in all, can be alluded as people who buy or expend items and administrations; in any case, regarding purchaser and consumer, there is a slight distinction. Purchasers are the individuals who are acting either as extreme, mechanical, or institutional buyers. The last one, purchaser, alludes to people who buy for simply extreme use, which is more prohibitive as far as importance (Sternthal and Craig 1982); that is, the end-clients for whom the items or administrations are eventually intended for.

- **Buyer behavior**

It is the study about individual, gathering of individual and the technique individuals use to buy and utilize the item or administration to fulfill their needs. The research consolidates different subjects which incorporate financial matters, human science, brain research and advertising. Consumer behaviour will make an endeavor to discover the different elements which are behind the purchaser dynamic cycle for acquisition of item. It additionally examines the segment and mental qualities of shoppers and how consumers are impacted by different factors, for example, companions, family members, individuals in the family, collaborators, individuals living in the general public.

Buyer conduct, otherwise called consumer behaviour, gives data concerning consumer and his/her utilization designs. An association will even now endure on the off chance that it will offer consumer wants and requests with a complete comprehension of them. This shows the significance of considering consumer behaviour. This requires understanding consumer behaviour that isn't consequently simple. A gathering or individual in a gathering can make an impact on the conduct of buyer. The gathering can be little or enormous in number. A portion of the gatherings which will make an impact over an individual conduct are individuals have a place with family, laborers in the association, people living near the consumer. Other gathering which may influence the individual purchaser conduct are laborers

association, affiliations, believes, local gathering and so on.. These gatherings don't have ordinary correspondence with the individual client.

OPERATIONAL DEFINITION OF THE CONCEPTS

Consumer

A consumer is an individual or a gathering who expects to request, requests, or uses bought merchandise, items, or administrations fundamentally for individual, social, family, family unit and comparable needs, not straightforwardly identified with enterprising or business exercises.

Consumer behavior

Consumer behavior is the activities and the choice cycles of individuals who buy merchandise and ventures for individual utilization" – as per Engel, Blackwell, and Mansard, Buyer purchasing behavior alludes to the investigation of clients and how they act while choosing to purchase an item that fulfills their requirements. It is an investigation of the activities of the buyers that drive them to purchase and utilize certain items. Shopper behavior is the investigation of how individuals settle on choices about what they purchase, need, need, or act with respect to an item, administration, or organization. It is basic to comprehend purchaser conduct to realize how potential clients will react to another item or administration. It likewise assists organizations with recognizing openings that are not at present met.

Social media

Social media are intuitive PC intervened advances that encourage the creation or sharing of data, thoughts, vocation interests and different types of articulation by means of virtual networks and systems. Social media alludes to sites and applications that are intended to permit individuals to share content rapidly, effectively, and progressively. While numerous individuals access web-based media through cell phone applications, this specialized instrument began with PCs, and web-based media can allude to any web specialized apparatus that permits clients to comprehensively share content and draw in with people in general. The capacity to share photographs, conclusions, and occasions progressively has changed the manner in which we live and the manner in which we work together. Here are

the nuts and bolts of understanding social media and how it very well may be utilized to help advance your business.

VARIOUS FACTORS THAT AFFECTS CONSUMER BEHAVIOR

The variables that influence consumer behaviour are as per the following:-

Different Marketing Factors:-

There are different advertising factors which influencing purchaser conduct that is item, value, advancement and spot of dissemination.

1. Product:-

Products assumes a significant job. There are different highlights of products like in which influence market conduct.

- Physical Appearance.
- Packing and Packaging.

2. Pricing:

Cost is likewise significant factor which influence purchaser behavior that is,

- Target clients
- Price affectability

3. Promotion:-

There are different components segments of advancements that are promoting, exposure which influence shopper behavior. There are different components parts of advancements that are promoting, Publicity and so on, which influence buyer behavior.

4. Place:-

The channel of dispersion are essentially of two sorts that is immediate channel and aberrant channel which influence promoting conduct, advertisers make an endeavor to choose appropriate channel of dissemination.

Individual Factors:-

There are different elements which influencing buyer conduct that is.

1. Age :-

Age is the most significant factor which influence buyer conduct for instance when purchaser is more youthful that is adolescent he may lean toward in vogue materials where has an office chiefs may get a kick out of the chance to were formal apparel.

2. Gender:-

Sex is additionally significant factor which influencing buyer conduct like young ladies may lean toward certain great shading like pink, purple peach where as young men may like blue, dark, earthy colored, etc.

3. Education :-

The purchaser who are taught may get a kick out of the chance to spends on book, individual consideration items, etc.

4. Pay level:-

Pay is additionally a significant factor which influence purchaser conduct. Profoundly salary individual needs to spend more and the other way around.

Psychological Factors:

There are different Psychological Factors additionally which influences consumer

1. Learning:-

Learning implies change in singular conduct when a purchaser by item on the web or way like perform and in the event that he fulfilled, at that point he will consistently follow diverse social media Marketing.

2. Attitude:-

The reaction given by a person during a given circumstance. There exists an uplifting demeanor to a purchaser.

SOCIAL MEDIA

Definition of social media

It is named as the assortment of online correspondence of different information sources which might be network based or singular, communications, intercommunications, substance sharing, sites and a lot more among various clients". While different social media masters characterize the term Social Media and their definitions on the different focuses: it's,

- An on-line medium controlled by the net for social correspondence.
- A two-way correspondence medium.
- A medium that licenses creation and trade of data.
- A medium that is upheld by web innovation administrations.
- Are stages like Twitter, Facebook, Social Gaming, Blogs, Social
- Bookmarking, and so forth.

It is an idea about an item/thing by an individual. On the off chance that there is solid conviction about an item/individual/thing/technique then it will affect the conduct of the client in purchasing the item.

Group Factors:-

Social elements are additionally influencing Consumer behavior like:-

Reference groups:-

It might be little or large group which contains associates, companions and others.

Family:-

Individuals from the family will impact the conduct of the individual buyer and their commitment will be more when contrasted with others.

Social Factors:-

1. Culture.

Culture is likewise a significant factor which influencing purchaser conduct. For Example the way of life of South Indian is not quite the same as North Indian. Where as The way of life of Indian is not the same as different nations excessively like.

2. Sub-culture

Sub-culture is one more factor which influencing purchaser conduct. Elements of long range informal communication destinations. Long range informal communication Sites help individuals to keep up their current associations with loved ones and collaborate no sweat and rate. Despite the fact that the capacity of Social Networking Sites was accepted to invigorate genuine connections, clients regularly extricate the methods for companions and stretch out their systems to associates and outsiders.

Functions of social networking sites

Social Networking Sites assist people to maintain their existing relationships with friends and family and interact with them with ease and rapidity. Though the function of Social Networking Sites was believed to fortify real-world relationships, users often loosen the means of friends and extend their networks to acquaintances and strangers.



1. Categorizing Social Networks

Long range informal communication Sites can be characterized in a really assortment of the way, with explicit capacity. Digizen, an organization arranges the informal community, in view of various capacities.

2. Profile-based social networks

This depends on user's Profile pages. www.facebook.com, www.bebo.com and www.myspace.com, are models for profile based interpersonal organizations. The site page

created by clients remember an assortment of ways for which they regularly add to each other,,s regions – generally text, installed content, connections to different substance. A few destinations grant the clients to post video joins from different locales in their profile pages.

3. Content-based social networks

Client profile assumes a significant function in setting up association with others. However, they have an almost no job when contrasted with posting of substance. The substance are generally as photographs, and these photographs are remarked by different clients in interpersonal organization.

4. White-name social networks

They offer their clients an opportunity to make and be a piece of networks which infers that clients can build up their own customized little Site worried to the informal organization with a significance to their region of topic of significance. Wetpaint is a site which shapes a gathering, where individuals become individuals from this site and they are allowed to make a substance regarding their matter intrigue and speak with others whose subject of intrigue is very much the same.

Portable social networks

At the point when individuals are associated through informal organization utilizing cell phones, that is named as versatile informal organization. Presently Face Book and bebo are offering the assistance and numerous different destinations are likewise taking a shot at this condition.

Multi-User Virtual Environments

Multi client Gaming destinations like Runescape and Second Life license clients to make virtual clients like different genuine symbols in the game to make them intriguing.

Micro blogging updates

This kind of system gives client to post short messages about the current mind-sets and considerations. It encourages the individuals to comprehend what the client of the gathering is thinking and discussing. Twitter is a genuine model.

5. Social Search

These sort of informal communities causes the individuals to look through different long range interpersonal communication destinations and profile pages of individuals and licenses the client to discover an individual by method of name, area or subject intrigue. Interpersonal interaction locales, for example, wink, spokedo are genuine models.

Local Forums

These sort of classification are not really going under the see of person to person communication, however it assume the function of interpersonal interaction by method of localised conversation through on the web and disconnected.

HISTORY AND CLASSIFICATION OF SOCIAL MEDIA

The making of interpersonal interaction locales like MySpace in 2003 and Facebook in 2004 prompted the ubiquity of the term 'web-based media'. The term 'Web 2.0' was likewise first utilized around this opportunity to depict the new utilization of the web as a stage where substance is did not make anymore and distributed by people, yet is constantly changed by numerous clients in a participatory and communitarian way (Kaplan and Haenlein, 2010). Web 2.0 prompted the presentation of collective undertakings, Wikis and intelligent websites; subsequently encouraging the production of client systems, and the progression of thoughts, data and information among clients.

Client produced content (UGC) alludes to media content that is openly accessible and made by end-clients (Kaplan and Haenlein, 2010) and, as indicated by OECD (2007), it ought to have been made external expert schedules, without a business market setting. The last alludes to the substance maker; the subject of the UGC can be (and frequently is) a business item or administration with respect to which the discussants volunteer their assessments.

From these ideas of Web 2.0 and UGC, social media can be characterized as a gathering of web put together applications that work with respect to the philosophical and mechanical establishments of Web 2.0 and that permit the creation and trade of UGC (Kaplan and Haenlein, 2010). Social media can be ordered into: shared undertakings (Wikipedia, websites), content networks (YouTube), long range informal communication (Facebook), virtual game universes (World of Warcraft), and virtual social universes (Second Life)

(Kaplan and Haenlein, 2010). These days, online business and expert survey locales additionally oblige UGC, for example, Amazon and dpreview.com.

SOCIAL MEDIA MARKETING

It is a strategy by utilizing social media website to accomplish the consideration of individuals. These projects focus on building up a substance which will pull in the consideration of the perusers in social media and make them to share the substance in their informal communication website. Any explanation that is partaken in the interpersonal organizations, which included short messages, data about an item or administration, brand or an organization is named as electronic informal. At the point when the data about an item/administration/brand/organization is partaken in an social media by a client, it is reshared by numerous clients in other informal communities and when the data is shared by a reliable source, it becomes appositve advancement for the item than the advancement done through paid sources. This shows the intensity of social media advertising.



What the significant web crawlers look for as far as social media signals are the source's definitiveness and trust. Definitiveness is not the same as Authorship. Origin is a capacity delivered by Google in 2011, which grants creators and distributors to include

fluctuated parts, including photographs, appraisals and more subtleties to web crawler results pages. Trust is crucial to social signs being perused by the web indexes. Those individuals, whose social media profiles have a trust score, are called as influencers. According to buyer socialization hypothesis, correspondence with clients assumes a significant job and its impact the mental component of client. It likewise has an effect of disposition of the client. Social media organizing destinations gives a domain that empowers the consumers to impart in the web which will importantly affect buyer socialization idea.

ADVANTAGES OF SOCIAL MEDIA MARKETING

In the above GRAPH which is indicating data about Social Media Marketing Report and it is plainly demonstrating different advantages which are as per the following:

1. Expanded introduction:

Presently a days the significance of Social Media Marketing have expanded. Consumers and Marketers are utilizing the Social Networking excessively. The introduction expanded now a days which is demonstrating 92%.

2. Expanded Traffic:

With the presentation of electronic advertising the clients are expanding step by step. The exploration says that buyers and even advertisers utilizing interpersonal interaction destinations to an extreme and because of that locales the traffic has expanded step by step which is showing the examination that traffic expanded up to 80%.

3. Creates Loyal Fans:

Brand Loyalty is the another is most significant favorable position of long range informal communication locales. Taking a model if a consumer is happy with any item the person will never go to some other organization to purchase the item. This makes brand faithfulness.

4. Given Marketplace knowledge:

Person to person communication locales gives data about item and is accessible obviously. That implies its Features, Functions, Price and so forth. Buyers will get full data about item just on sites and clients don't need to go to anyplace. The outcome shows that

72% clients concurred that person to person communication destinations are giving advertising experiences.

5. Created Leads:

There are different various approaches to lead age. The majority of the long range informal communication destinations create leads for item and administrations. For instance A blog give as center for clients commitment. Presumably Face Book is additionally significant source, so in short it is created leads.

6. Improved Search Rankings:

A large portion of the clients are presently going through hours significantly more than sitting in front of the TV as well. What's more, what interest they get as long range interpersonal communication destinations are the web indexes. With the assistance of interpersonal interaction the positions is given to items based on criticism given by the client on the web.

7. Developing Business Partnerships:

As a Trading type of selling and buying is currently supplanting with Social Media in a similar thought of business is additionally evolving. Subsequent to taking numerous years now Binch Box needs excellence fixated Instagram adherents to go along with them. Presently a days developing organization are additionally significant preferred position of person to person communication destinations as well.

8. Diminished Marketing Expenditure:

Exchanging technique for selling the item is excessively expensive. As finance manager needs sales rep, office and a lot greater prerequisite. Be that as it may, presently a days long range informal communication destinations are easy to understand and anyone can utilize the web-based media whenever and even money manager can do the promotion via social media webpage inexpensively.

9. Improved Sales:

In the current situation where 4600 photographs are shared, 600 sites are made each day. 1,00,000 tweets are sent. Presently a days diverse person to person communication

locales are made so contrastingly as clients can buy the merchandise online whenever. Most likely now a days income has increment online as contrast with prior days.

THE 7 BIGGEST SOCIAL MEDIA SITES IN 2020

1. Facebook

Base camp: Menlo Park, CA

Established: 2004

Dynamic Monthly Users: 2.45 billion

This OG social media arrange is dependable, and regardless of your industry, there's a space for you on Facebook. A portion of the main ventures on Facebook incorporate budgetary administrations, internet business, retail, gaming, amusement, media, telecom, innovation, shopper products, and car organizations. While the News Feed progressively smothers business posts, there are still approaches to support commitment without putting resources into advertisements. Think about joining (or making) gatherings, utilizing a Facebook Messenger chatbot, or utilizing live video to up your commitment.

2. Twitter

Central command: San Francisco, CA

Established: 2006

Dynamic Monthly Users: 330 million

Quick and once in a while angry, certain organizations truly flourish with Twitter. In the event that your business is identified with amusement, sports, legislative issues, or showcasing, you remain to acquire colossal commitment on Twitter. On Twitter, brands have a chance to specialty and sharpen their voice – there's space to be cunning and affable notwithstanding enlightening and accommodating. Hop into strings, offer some incentive, share your own substance just as others, and join the constant discussion.

3. LinkedIn

Central command: Mountain View, CA

Established: 2003

Dynamic Monthly Users: 310 million

Inside its monstrous system of experts, you'll discover in excess of 61 million clients in senior situations on LinkedIn. In case you're searching for chiefs who have the ability to enlist your organization, stock your item, or band together with you, LinkedIn is the spot to be. Did you realize that 44% of LinkedIn clients have a salary over the public middle? Or on the other hand that over half of Americans with an advanced education use LinkedIn? It probably won't be the flashiest social media arrange, however there's boundless potential for associating with a first class gathering of experts who can have any kind of effect for your business.

4. Instagram

Central station: Menlo Park, CA

Propelled: 2010

Dynamic clients: 1 billion

Instagram is a buffet of eye-getting visuals and moving imagination. It's additionally an informal organization where item based organizations, influencers, and mentors can flourish. Since presenting shoppable posts in 2018, the possible ROI for item based organizations is higher than any time in recent memory – not exclusively can B2B's interface with a gigantic crowd, they can connect the item data and deals directly from the 'gram. In the event that your objective segment is under 35, Instagram is a gold mine: 63% of clients are between the ages of 18 to 34, with essentially even split among male and female clients.

5. Snapchat

Home office: Los Angeles, CA

Established: 2011

Dynamic Monthly Users: 360 million

In the event that your objective segment is youthful, you certainly need to get in on Snapchat. The most dynamic clients are Snapchat are 13-year-olds, and they're going through

as much as 30 minutes per day on the application. Snapchat is a safe house for client produced content, in the background recordings, selective offers, and influencer takeovers.

6. Pinterest

Established: 2010

Home office: San Francisco, CA

Dynamic Monthly Users: 322 million

The absolute most famous substance on Pinterest incorporates design, food, stylistic theme, wedding, exercise and DIY-related pins. Furthermore, anything with rich visual can blossom with Pinterest. Remarkably, 81% of Pinterest clients are female – on the off chance that you have a prevalently female crowd, that is a convincing motivation to put time in social media showcasing on Pinterest. This shouldn't imply that that men aren't on Pinterest. Actually, 40% of new Pinterest information exchanges are male.

7. Reddit

Established: 2005

Base camp: San Francisco, CA

Dynamic Monthly Users: 430 million

Reddit envious itself as "the first page of the web." According to Alexa rankings, Reddit is one of the main 20 most-visited locales. Reddit has an extraordinary mix of substance and network, with in excess of 150,000 networks committed to each theme possible. With endless specialties, there's a spot for each brand and business – it's a matter of finding the specialties where your likely clients are dynamic and making a plunge.

1.1.2.7 POSITIVE IMPACTS OF SOCIAL MEDIA

1. Web-based media which is doing the showcasing serving to financial specialists to comprehend their clients by understanding their preferences.
2. It causes different firms to see how various sorts of exercises should be possible.

3. Social sites are assisting with making not exclusively to old clients yet additionally to numerous new clients to pull in them.
4. It expands mindfulness for buyers how to utilize marked products and enterprises.

1.1.2.8 NEGATIVE IMPACTS OF SOCIAL MEDIA

1. Social sites are not completely ensured. Anyone can abuse the sites data like Facebook anyone can take the picture of any individual can make issue for consumers.
2. Social sites are sending numerous notice sends, messages to clients because of those clients are thinking as unsought products.
3. Wrong sort of brand commercial can make a major issue for the organization.
4. Numerous organizations are not getting input from the clients however it is a liberated from cost. Yet shoppers are hesitant to share thoughts and musings.

1.2. INDUSTRY PROFILE

Indian Automobile Industry

India is one of the fastest growing automobile industries in the world. After 1960, the automobile industry saw rapid growth and many automotive manufacturers started production. The automobile industry in India is the seventh largest in the world with an annual production of over 2.6 million units in 2009. In 2009, India emerged as Asia's fourth largest exporter of automobiles, behind Japan, South Korea and Thailand. By 2050, the country is expected to top the world in car volumes with approximately 611 million vehicles on the nation's roads.

In 2020, India was the fifth-largest auto market, with ~3.49 million units combined sold in the passenger and commercial vehicles categories. It was the seventh-largest manufacturer of commercial vehicles in 2019. The two wheelers segment dominate the market in terms of volume owing to a growing middle class and a young population. Moreover, the growing interest of the companies in exploring the rural markets further aided the growth of the sector.

India is also a prominent auto exporter and has strong export growth expectations for the near future. In addition, several initiatives by the Government of India and major automobile players in the Indian market is expected to make India a leader in the two-wheeler and four-wheeler market in the world by 2020.

A well developed transport network indicates a well developed economy. For rapid development a well-developed and well-knit transportation system is essential. As India's transport network is developing at a fast pace, Indian automobile industry is growing too. Also, the automobile industry has strong backward and forward linkages and hence provides employment to a large section of the population. Thus the role of automobile industry cannot be overlooked in the Indian economy. Indian automobile industry includes manufacture of trucks, buses, passenger cars, defense vehicles, two wheelers etc., The industry can be broadly divided into the car manufacturing, two-wheeler manufacturing and heavy vehicle manufacturing units.

The major car manufacturers are Hindustan Motors, Maruti Udyog, Fiat India Pvt. Ltd, Ford India Ltd., General Motors Pvt. Ltd., Honda Sael Cars India Ltd., Hyundai Motors India Ltd., Skoda India Pvt. Ltd., Toyota Kirloskar Motor Ltd., to name a few. The two wheeler manufacturing is dominated by companies like TVS, Honda Motorcycle & Scooter India Pvt. Ltd., Hero Honda, Yamaha, Bajaj etc.,

The heavy motors like buses, trucks, defense vehicles, auto rickshaws and other multiutility vehicles are manufactured by Tata-Telco, Toyota, Eicher Motors, Bajaj, Mahindra and Mahindra etc.,

Market Size

Domestic automobiles production increased at 2.36% CAGR between FY16-20 with 26.36 million vehicles being manufactured in the country in FY20. Overall, domestic automobiles sales increased at 1.29% CAGR between FY16-FY20 with 21.55 million vehicles being sold in FY20. In FY21, the total passenger vehicles production reached 22,652,108. In October 2021, the total production volume of passenger vehicles (except for BMW, Mercedes, Tata Motors & Volvo Auto), three wheelers, two wheelers and quadricycles reached 2,214,745 units.

Two wheelers and passenger vehicles dominate the domestic Indian auto market. Passenger car sales are dominated by small and mid-sized cars. Two wheelers and passenger cars accounted for 80.8% and 12.9% market share, respectively, accounting for a combined sale of over 20.1 million vehicles in FY20. In July-September 2021 quarter, the luxury car market registered sales of 8,500 units. Overall, automobile export reached 4.77 million vehicles in FY20, growing at a CAGR of 6.94% during FY16-FY20. Two wheelers made up 73.9% of the vehicles exported, followed by passenger vehicles at 14.2%, three wheelers at 10.5% and commercial vehicles at 1.3%.

Indian automobile exports stood at 1,419,430 units from April 2021 to June 2021 as compared to 436,500 units in April 2020 to June 2020. EV sales, excluding E-rickshaws, in India witnessed a growth of 20% and reached 1.56 lakh units in FY20 driven by two wheelers. According to NITI Aayog and Rocky Mountain Institute (RMI) India's EV finance industry is likely to reach Rs. 3.7 lakh crore (US\$ 50 billion) in 2030. A report by India Energy Storage Alliance estimated that EV market in India is likely to increase at a CAGR of 36% until 2026. In addition, projection for EV battery market is forecast to expand at a CAGR of 30% during the same period.

Premium motorbike sales in India recorded seven-fold jump in domestic sales, reaching 13,982 units during April-September 2019. The luxury car market is expected to register sales of 28,000-33,000 units in 2021, up from 20,000-21,000 units sold in 2020. The entry of new manufacturers and new launches is likely to propel this market in 2021.

Top Automobile Companies In India

1. Ashok Leyland Ltd.
2. Bajaj Auto Ltd.
3. Force Motors Ltd.
4. Hero MotoCorp Ltd.
5. Hyundai Motor India Ltd. (HMIL)
6. Mahindra & Mahindra Ltd.
7. Maruti Suzuki India Ltd.

8. Tata Motors Ltd.
9. Toyota Kirloskar India Pvt. Ltd.
10. TVS Motor Company Ltd.

Investments

To keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry attracted Foreign Direct Investment (FDI) worth US\$ 30.51 billion between April 2000 and June 2021 accounting for ~5.5% of the total FDI during the period according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

Some of the recent/planned investments and developments in the automobile sector in India are as follows:

- In November 2021, Indian Oil Corporation (IOC) and two other public sector oil firms announced that they will install 22,000 electric vehicle (EV) charging stations over the next 3–5 years.
- In November 2021, Tata Motors announced that they will establish vehicle scrappage centres under a franchise set up at Ahmedabad, Gujarat, by the first quarter of the next fiscal year.
- In November 2021, Skoda Auto announced plans to locally manufacture electric cars in India. However, the firm may bring its first EV, the Enyaq, through the CBU route, before committing to local manufacturing.
- In November 2021, Hero Motor (HMC), the parent company of Hero Cycles, entered a joint venture partnership with Yamaha, a Japanese two-wheeler major, to make electric motors for e-bicycles for the global market.
- In October 2021, Tata Motors announced that private equity group TPG along with ADQ of Abu Dhabi has agreed to invest Rs. 7,500 crore (US\$ 1 billion) in its EV division.

- In September 2021, Hero Electric announced plans to expand production capacity at its facility in Ludhiana, Punjab, to >5 lakh units by March 2022, up from the existing capacity of 1 lakh units per year. In September 2021, Hero Electric announced plans to expand production capacity at its facility in Ludhiana, Punjab, to >5 lakh units by March 2022, up from the existing capacity of 1 lakh units per year.
- In August 2021, Hindustan Zinc Ltd. announced a US\$ 1 billion investment across its eight mines to replace diesel-powered trucks and equipment with battery EVs.
- In July 2021, Maruti Suzuki India announced a Rs. 18,000 crore (US\$ 2.42 billion) investment in a new manufacturing facility in Haryana, with an installed capacity of 7.5-10 lakh units per annum. As it prepares to protect its market dominance, the company aims to increase capital spending by 67% to Rs. 4,500 (US\$ 605 million) crore in FY22.
- In July 2021, Hyundai Motor India opened its new corporate headquarters in Gurgaon, backed by a Rs. 2,000 crore (US\$ 269 million) investment.
- In April 2021, Mahindra & Mahindra announced a three-year investment plan in the electric vehicles segment of Rs. 3,000 crore (US\$ 403 million).
- Between January and July 2021, EV component makers, electric commercial vehicles and last-mile delivery companies invested a total of Rs. 25,045 crore (US\$ 3.67 billion) on electric vehicles.
- In FY21, passenger vehicles sales reached 27.11 lakhs units, two-wheelers reached 151.19 lakhs units, commercial vehicles sales reached 5.69 lakhs units and for three-wheelers it was 2.16 lakhs units.
- In 2019-20, the total passenger vehicles sales reached ~2.8 million, while ~2.7 million units were sold in FY21.
- In February 2021, the Delhi government started the process to set up 100 vehicle battery charging points across the state to push adoption of electric vehicles.
- In January 2021, Fiat Chrysler Automobiles (FCA) announced an investment of US\$ 250 million to expand its local product line-up in India.

- A cumulative investment of ~Rs. 12.5 trillion (US\$180 billion) in vehicle production and charging infrastructure would be required until 2030 to meet India's electric vehicle (EV) ambitions.
- In January 2021, Lamborghini announced it is aiming to achieve sales in India higher than the 2019-levels, after recovering from pandemic-induced disruptions.

1.3. COMPANY PROFILE

Lanson Motors Private Limited

Lanson Motors Private Limited is a Private incorporated on 25 November 1998. It is classified as Non-govt company and is registered at Registrar of Companies, Chennai. Its authorized share capital is Rs. 50,000,000 and its paid up capital is Rs. 40,502,000. It is involved in Other wholesale [Includes specialized wholesale not covered in any one of the previous categories and wholesale in a variety of goods without any particular specialization.

Directors of Lanson Motors Private Limited

- Murugesu Lankalingam
- Lankalingam Shivanka

TOYOTA IN INDIA

At Toyota, we uphold the philosophy of continuous improvement (Kaizen) because we believe that there is always scope to do better. It is this very philosophy that drives us towards quality, making it a way of life at Toyota. The tradition at Toyota has always been to provide premium quality cars backed with reliable services to our consumers. We ensure that the quality meets the international standards while keeping in mind the local sensitivities.

Toyota firm belief in putting consumers first has constantly enabled us to respond effectively to your needs, whether in terms of quality, service or the driving experience. Toyota's renowned reputation of Quality Durability and Reliability (QDR) has led our steady growth in the Indian automotive market. We are proud to declare that over 1 million Indians are part of the ever growing Toyota family.

Toyota also strive towards developing a more sustainable future and being pioneers in the Hybrid Technology is our first step towards this movement. Through initiatives focused on education, community development and the environment, we aim to create a company that works in harmony with nature and society.

Toyota's Founder

Mr. Sakichi

Managing Director, Toyota Kirloskar Motor

Mr. Masakazu Yoshimura

Vice Chairman, Toyota Kirloskar Motor

Vikram S. Kirloskar

KIRLOSKAR GROUP

The Kirloskar Group has contributed to the industrialisation of India for more than a century. Established as the manufacturer of India's first iron plough, the group has continued to live up to its core philosophy of developing indigenous technology and industry. The monumental affiliation with Toyota Motor Corporation in 1997 further attests our determination to work towards the growth of the Indian industry.

Toyota has constantly and consistently exhibited its relentless commitment to add value through its world-class systems and processes. We look forward to further strengthening our relationship with Toyota by creating more investment and employment opportunities in India.

At Lanson Motors , we believe in sustainable development and seek to boost local industries and industrial infrastructure. One such initiative is the Toyota Kirloskar Auto Parts (TKAP), which was set up in May 2004 to produce transmissions for Toyota's global requirements. Our approach enables us to create the best value not only for consumers but also for the entire system from suppliers to dealers - a tradition we aim to follow and enhance along the way.

History

Kiichiro was also an innovator, and visits he made to Europe and the USA in the 1920s introduced him to the automotive industry. With the £100,000 that Sakichi Toyoda

received for selling the patent rights of his automatic loom, Kiichiro laid the foundations of Toyota Motor Corporation, which was established in 1937. One of the greatest legacies left by Kiichiro Toyoda, apart from TMC itself, is the Toyota Production System. Kiichiro's "just- in-time" philosophy - producing only precise quantities of already ordered items with the absolute minimum of waste - was a key factor in the system's development. Progressively, the Toyota Production System began to be adopted by the automotive industry across the world.

Rising from the ashes of industrial upheaval in post-war Japan, Toyota has become the largest vehicle manufacturer in Japan with over 40% market share. Toyota began to make inroads into foreign markets in the late 1950s. The first Crown models arrived in the USA in 1957, and by 1965, with models such as the Corolla, Toyota began to build its reputation and sales to rival those of domestic producers.

The first Toyota imported into Europe was via Denmark in 1963. Toyota has continued to grow in Europe's sophisticated and complex market, and in 2000 the company delivered its ten millionth car to a consumer in Germany. In fact, growth is currently one of the main words in Toyota's European vocabulary, and the company plans to reach annual sales of 800,000 in Europe by 2005.

Toyota is number one for consumer satisfaction in the majority of European countries and has built an excellent reputation across Europe for reliability and consumer service. This enviable reputation, along with the support of a network of more than 25 distributors and 3,500 sales outlets, are important factors in supporting Toyota's European sales growth in the coming years.

Vision

Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people. Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile. We will meet our challenging goals by engaging the talent and passion of people, who believe there is always a better way.

Dealer Mission

Exceed Consumer Expectations first time, every time. Placing consumer satisfaction first, Integrating sales with service and service parts in a single convenient location, we

contribute to speedy and efficient service, allowing consumers to experience the convenience and pleasure of owning Toyota automobile.

Employees

At Toyota, the philosophy of Mutual Trust and Respect is at the core. Our employees are vital and inevitably the most valuable asset. We aim to provide a stable employment and world-class working conditions balanced with the progress of the company. The company's fundamental DNA- the Toyota Way enables us to transcend language and nationality. The two supporting pillars are:

- **Constant Improvement:** We put forth only the best ideas and efforts.
- **People, a priority:** We firmly believe in individual efforts and good team work. From the perspective of Human Resource Management,

We strive towards:

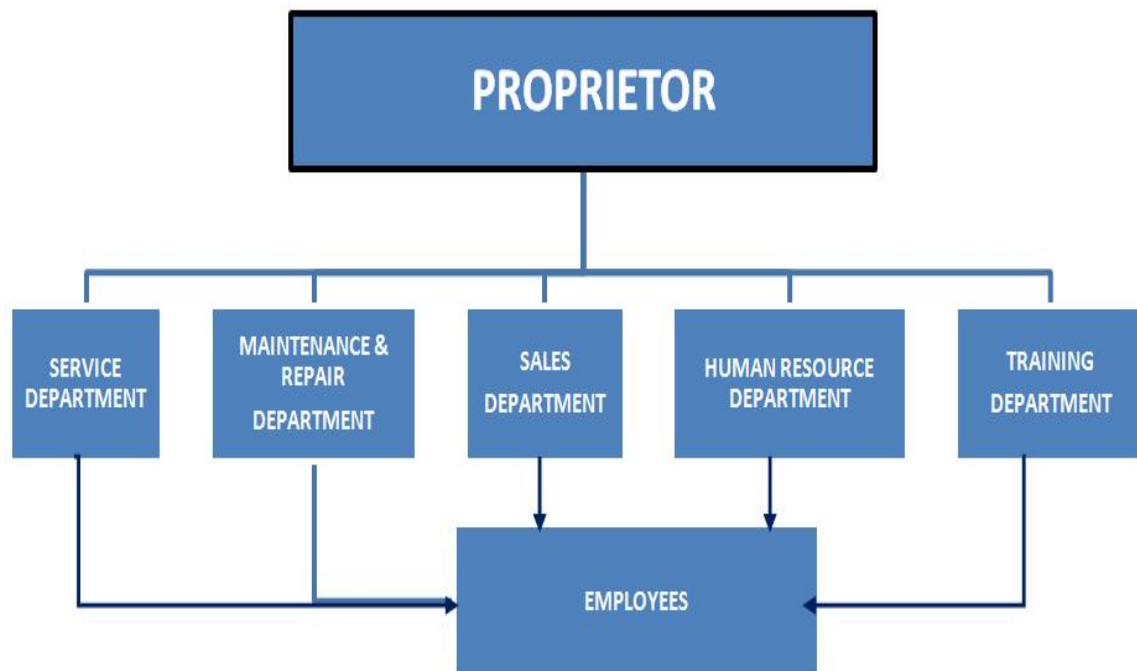
- Ensuring a work environment where trust is foremost
- Generating a mechanism for continuous improvement
- Building teamwork for optimisation of the entire company
- A committed human resources development

Empowering Employees

Employees are the main source of inspiration and strength for a company. We, at Toyota, strive to reflect 'Continuous Improvement' and 'Respect for People' in all our activities. Employee suggestions are taken very seriously and implemented to improve the working environment. Training programs are a regular feature in Toyota plants across Japan, Taiwan and Indonesia.

Quality Circles ensure teamwork, innovation and productivity. LANSON MOTORS 's concept of 'Information Time' or I-Time facilitates direct communication between team members and leaders. A fully-equipped canteen, lockers, healthcare centres, round-the-clock doctors & commuting facilities are just some of the ways the company ensures that employees get the best of opportunities to grow and excel.

ORGANIZATION STRUCTURE



1.3.1. PRODUCT PROFILE / SERVICE PROFILE

Products for Sales

Toyota Cars

- Glanza
- Urban Cruiser
- Innova Crysta
- Hilux
- Fortuner
- Camry
- Vellfire

Services

Lanson Motors Service Department strives for complete consumer satisfaction. We service any make or model and our workshop trained master technicians have the experience and expertise to have your vehicle serviced the correct way the first time. Let us be your automotive servicing specialists. TAM service Department undertaken extensive training of its service staff by sending them to attend 30-specialized course conducting over a year for service managers/service advisors, service Engineers and Technicians by the Indus Motor Company.

Maximized profitability, higher uptime, and the quickest possible turnaround, through the following initiatives.

- Toyota Express Maintenance - Maintenance & Service
- Toyota Quick Repair - Maintenance & Service
- Toyota Cost Of Maintenance - Maintenance & Service
- Toyota Body & Paint-Body & Paint
- Toyota Extended Warranty-Peace Of Mind
- Toyota Road Side Assistance - Road-Side-Assistance

Other Services

Periodic Maintenance Services:

With a sharp focus on vehicle upkeep for uninterrupted running, Toyota's pre-emptive maintenance is an integral part of Quick Service.

On Site Services:

It also caters to complex requirements like aggregate removal and refitment, at site, making our service commitment independent of location.

Break Down Assistance:

It leverages the best of Toyota's technology and its vast network to track, trace and rush to assistance to increase uptime.

Comprehensive Range of Services:

Services also include FIP replacement, engine fault diagnosis, tyre rotation, minor suspension fixes and electrical repairs, ensuring a complete spectrum of offerings for the consumer.

Toyota Helpline

With Toyota Helpline we are just a call away 24x7. This toll free helpline is your single window to us for all your needs. Accessible from all mobile and landline networks, you can reach us for breakdown assistance, complaints or any information regarding our

products, service or channel. Available for download, Toyota Helpline seamlessly integrates consumer, company and channel for efficient tracking and faster response.

24x7 in Any Language:

Multilingual consumer assistance, round the clock

Single Interface:

Dealers can identify the breakdown points accurately and allocate a Toyota Quick Service van, aiding in efficient service and recovery.

Real-Time Tracking:

Consumers can track the location of the Toyota Quick Service van in real time with the details shared with them.

Service on the Go:

Express bay or 4 hours service for scheduled maintenance.

Pan India Service Support:

Service support at any authorised outlet in Toyota's vast network, including breakdown assistance.

Toyota Quick Response promise:

Recovery vehicle reaches you within four hours anywhere and anytime and provide vehicle restoration within 48 hours, failing which the consumers are compensated for delayed restoration

Real-time Tracking:

Consumers can track the location of the MSU in real time, with the details shared with them. And, the only touch point a consumer needs is his smart phone.

Queries:

1800-1022-666 (toll-free) on any day during 10 am to 10 pm

1.4. STATEMENT OF THE PROBLEM

The presentation of the social media has changed the method of associations to advance their items and administrations just as the channels of correspondence among them and their clients. This is found in the manner they showcase and impart their brands and items, which has become a difficult undertaking. Essentially, the special focal point of certain associations is on the traditional broad communications advert style, which incorporates business TV, radio jingles and promotions on paper configurations, for example, papers and magazines alongside bulletin positions. It is presently on record that as the web-based media is quick progressing over the worldwide commercial center, the viability of customary broad communications is quick on the decrease. It is on this foundation that this investigation should be completed so as to decide the rate at which web-based media can add to the purchaser purchasing conduct.

1.5. OBJECTIVES OF THE STUDY

This project is designed mainly to identify and evaluate the impact of social media on consumer behaviour

1.5.1 Primary Objective

- To study on impact of social media on consumer behaviour in Lanson Motors Private Limited, Chennai.

1.5.2. Secondary Objectives

- To study on which social media consumers mostly using.
- To study which stage of consumer buying decision has been affected by social media.
- To determine how trust social media for consumer buying decision.
- To analyse how the social media influences and feedbacks affects the consumer buying behaviour.
- To find out the social media helps to choose the right products.

- To study whether the social media helps to compare the product information at the time of purchase.

1.6. NEED FOR THE STUDY

The fast improvement of innovation and correspondence channels has made purchasers use web and web instruments all the more today. The most huge one of the apparatus is social media. Web-based media enables purchasers to look for data about the different item and administrations, condemn them in equivalent way and significantly more. Hence dominant part of organizations today have fused social media in their techniques and activities to interface with planned purchasers. Web-based media have given new chances to shoppers to participate in social communication on the web. Buyers utilize web-based media, for example, online networks, to create content and to coordinate with different clients. The investigation of social media can likewise recognize the preferences to be picked up by business. A multidisciplinary model, expanding on the innovation acknowledgment model and applicable writing on trust and web-based media, has been conceived. This paper intends to consider the effect of social media on consumer behaviour in Lanson Motors Private Limited, Chennai.

1.7. SCOPE& SIGNIFICANCE OF THE STUDY

The extent of this research is eventually to comprehend numerous highlights, focal points of social media showcasing. Comprehend the behavior of the shopper, factors influencing purchaser behavior. Bloggs, Twitter, FaceBook, Digglinks, Skype are different instruments adopted by clients just as advertisers as well. Degree is worried about the spot of the exploration additionally, for that researcher has taken zone in regard of Lanson Motors Private Limited, Chennai. The utilization of social media channels by organizations has given them a stage to spread the familiarity with new and existing items or administrations among shoppers. The sample of this study is 120.

CHAPTEER II

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

In this chapter, the researcher has made an attempt to study and understand the impact of social media on consumer behaviour. This attempt includes, understanding the basic concepts of consumer behaviour, analysing research studies made by earlier researchers in respect of impact of social media on consumer behaviour, for this, the researcher has used various books, research journals and websites. The detailed list is further elaborated in the bibliography. Through this literature survey researcher wants to find out which are the important parameters of impact of social media on consumer behaviour in respect of Lanson Motors Private Limited, Chennai.

- **Biruntha (2022)** User-generated content is one of the dynamic and emerging approaches used by companies to enhance their interactions with consumers and advance brand knowledge. This is based on a growing view of the role that social media plays in the personal lives of consumers, including the belief that consumers use social media as a means of creating or building social capital and of creating their sense of wellness through the psychosocial elements of the social media tools. Recognizing this connection can play an important role in developing the content and shaping the relationship between the consumer and the company.
- **Nelson (2022)** one of the three social media platforms identified as commonly used by companies to support marketing and branding (i.e. Twitter, YouTube and Facebook), Facebook is considered by some to be the “holy grail of marketers” because of its focus on the integration of advertising into participants social content. In the Facebook format, advertisers present their information about specific brands and products, Facebook users provide comments or “Like” content (showing approval of specific content), and this then drives additional similar content . The more consumers engage in behaviours around product advertising or comment on Facebook about specific products, the more content they will be provided that has similar products or brands. Social media, then, has a significant impact on how marketers design their strategic approach, how they deliver brand information, and how they scale advertising to enhance consumer engagement.

- **Kumar Chopra (2022)** An important aspect of the paradigmatic shift towards social media and user-generated content in marketing: the belief that companies are now creating, and must manage, a closer relationship with their consumers. This creates additional expectations in this kind of relationship, and companies creating a social media presence and interactions with their consumers must consider how to manage these relationships, create more effective and responsive consumer service, and ensure that generate a following through their marketing mechanisms. Consumer engagement and the willingness of consumers to share their stories, create their own content, and engage are aligned with the goals of social media campaigns.
- **Khalid Jamil (2022)** The aim of this study is to explore social media marketing activities (SMMAs) and their impact on consumer intentions (continuance, participate, and purchase). This study also analyzes the mediating roles of social identification and satisfaction. The participants in this study were experienced users of two social media platforms Facebook and Instagram in Pakistan. A self-administered questionnaire was used to collect data from respondents. We used an online community to invite Facebook and Instagram users to complete the questionnaire in the designated online questionnaire system. Data were collected from 353 respondents, and structural equation modeling (SEM) was used to analyze the data. Results show that SMMAs have a significant impact on the intentions of users. Furthermore, social identification mediates the relationship between social media activities and satisfaction, and satisfaction mediates the relationship between social media activities and the intentions of users. This will help marketers how to attract customers to develop their intentions. This is the first novel study that used SMMAs to address the user intentions with the role of social identification and satisfaction in the context of Pakistan.
- **Cheung et al., (2021)** Social media facilitates content sharing, collaborations, and interactions. These social media platforms and applications exist in various forms such as social bookmarking, rating, video, pictures, podcasts, wikis, microblogging, social blogs, and weblogs. Social networkers, governmental organizations, and business firms are using social media to communicate, with its use increasing tremendously. Governmental organizations and business firms use social media for marketing and advertising. Integrated marketing activities can be performed with less

cost and effort due to the seamless interactions and communication among consumer partners, events, media, digital services, and retailers *via* social media.

- **Ibrahim (2021)** Based on the perspective of brand owners, most research has focused on how social communities can benefit brands. However, there are also some discussions regarding the benefits that come from brand community members according to the members themselves to analyze how social community impacts its members. Consumer's behavior is influenced by value so, when a consumer is constantly receiving value, it leads to consumer's loyalty toward that brand. According to Alalwan et al. (2017), a valuable service provider will create loyalty to a company and enhance brand awareness. Consumer value is essentially used in evaluating social networking sites. With better and easier options to create websites coming around, most consumers are attracted to a social community to know about a company and its goods. Furthermore, operators can learn consumer's behavior through maintaining social interactions with customers. However, the social community should have great value. It should be beneficial to the potential customers by providing them with information relevant to the brand in question. Furthermore, customers should be able to interact with one another, thus creating a sense of belonging. From that, it is evident that a brand social community's satisfaction affects community retention and selection.
- **Hafez (2021)** Social media marketing efficiently fosters communications between customers and marketers, besides enabling activities that enhance brand awareness (). For that reason, SMM remains to be considered as a new marketing strategy, but how it impacts intentions is limited. But, to date, a lot of research on SMM is focused on consumer's behavior, creative strategies, content analysis and the benefits of user-generated content, and their relevance to creating virtual brand communities .
- **Kohli (2021)** Unlike print or television advertising, social media is not an advertising platform in and of itself, and as a result, companies can be challenged with determining how consumer information and engagement impact the branding process. Positive comments in social media venues can have a positive impact, but negative comments can also be a part of the brand dialogue and may not be able to be controlled by the companies using social media for marketing. At the same time, consumers participate in the discussion and exchanges that influence the branding

process, all the while paying very little attention to their participation in the branding or marketing process.

- **Mahendra (2021)** claims that satisfaction influences repurchase behavior. Repurchase intention emanates from a customer's satisfaction with a good or service. People who have similar interests may interact and cooperate in a virtual world *via* social media platforms. A community on social media may be formed by regularly connecting with people and exchanging information with them. Members benefit from long-term information and growth exchanges that enable them to create strong social relationships. A lot of studies have pointed out that repurchase intention and customer's satisfaction are positively and highly related. Besides, marketing studies noted that satisfactory experience after using a product would impact the intention of future repurchase.
- **Ritanjali Majhi (2020)**, Social media provides a way to connect people, share our opinions. Picture and video extensions on social media are a great way of passing time similar to TV, hence it has gained much importance in the field of marketing. Most of the companies in recent times are showing interest on interacting with their customers via social media and promoting their products on different platforms of social media. The current study focused on the role that social media plays in creating the brand awareness among its users and it aimed to find out if the level of brand awareness influences the purchase intention of the customers. The results indicate that the creative content posted by brands, pre/post purchase support that the brands provide online, user responsiveness, brand attitude, brand offerings can motivate customers to interact with brands via social media and create awareness about the brand. It also shows that the level of brand awareness can influence the purchase intention of the customers.
- **Sonali Gaur (2020)** Social media is the most important and popular marketing tool at the current time. Social media marketing adopted by various businesses for marketing for their product and services As compare to the traditional marketing it is very cheapest , fastest and most effective marketing. Social media marketing sites are: facebook, linkdin, instagram and twitter. By the using of social media peoples are more aware about the new brands and products. The purpose of social media knows the interest and need of customer which are effecting their purchasing decision. Social

media marketing for startups and small business is very beneficial. The main objective of the research is to understand the effect of social media marketing on the Business, which social networking site is more popular. And compare the social media marketing to traditional marketing. In this study, both primary and secondary methods are used to collect the data. A sample of 77 respondents were collected through an online questionnaire and get it filled by respondents these are friends , family and known people.

- **Suri, & Kapoor (2021)** Social media can be defined as “consumer-generated media that covers a wide variety of new sources of online information, created and used by consumers intent on sharing information with others regarding any topic of interest”. “According to eMarketer (2013), nearly one in four people worldwide use social network sites – a number of about 1.73 billion people. By 2017, the global social network audience is estimated to be around 2.55 billion people” (Schivinski, Christodoulides, & Dabrowski, 2016, p. 1). When assessing social media as a marketing tool, most researchers include both mobile and web-based technologies that focus on ways that users “share, co-create, discuss and modify user-generated content”. This is considered by most to be a paradigmatic shift in the way companies market their products, because companies are relying on consumers more than ever before to direct their marketing process and create the discourse around branding.
- **Tarsakoo and Charoensukmongkol (2020)**, marketing strategies and tools have undergone tremendous changes since the inception of social media. Consumers no longer must rely on traditional media to acquire information about a product before making their purchase since social media can effectively and easily avail such information. For that reason, social media service providers must come up with effective measures of controlling publication timing, frequency, and content to achieve the set marketing targets. According to this study, if a company can successfully assist users to easily identify with a particular brand community, strong relationships will be fostered between the consumers and the brand, hence creating customer’s loyalty . Besides, users may stop using competitors’ products. So, companies need to appreciate that proper management of online strategies and brand community in creating community identity enhances brand’s competitiveness and inspires members of the brand community to shun using goods and services from competitors.

- **Thurididl (2020)** maintained that user-generated content could be used effectively by companies who recognize that there are varied formats, and some of it can be more structured in a manner that reduces the impacts of negative messaging. By creating avenues for positive message streams, in the manner commonly applied in platforms like Facebook, companies can make their consumers the “ambassadors for products and brands by producing and disseminating user-generated content”. Bruhn, Schoenmueller, and Shafer (2016) maintained that user-generated social media communications could positively or negatively impact brand equity. Subsequently, social media communications must be managed and a plan created for effectively addressing the negative elements that can influence consumer perceptions.
- **Kumar Chopra (2020)** An important aspect of the paradigmatic shift towards social media and user-generated content in marketing: the belief that companies are now creating, and must manage, a closer relationship with their consumers. This creates additional expectations in this kind of relationship, and companies creating a social media presence and interactions with their consumers must consider how to manage these relationships, create more effective and responsive consumer service, and ensure that generate a following through their marketing mechanisms. Consumer engagement and the willingness of consumers to share their stories, create their own content, and engage are aligned with the goals of social media campaigns.
- **Fuller (2019)** Researchers have indicated that this model moves along a progression of effects that impact how a consumer makes decisions, the technologies being in the first stage of product recognition. In other words, a consumer decides in the first few minutes of viewing a product about whether to purchase it or not based on the initial recognition of the brand. If the consumer does not have a positive association with the recognising, it will never move on to the next stage of decision-making. Because that first centre is essential in addressing consumer behaviours, companies must recognize the value of the use of social mechanisms as a behaviour tool in the hierarchy of consumer behaviours. Early involvement in a consumer’s decision-making process can determine whether they continue to the next steps or not. This does not guarantee that early involvement will translate into purchasing intention but it does show that early involvement or early social recognition and brand awareness can ensure that the product remains in the loop of possible purchasing alternatives.

- **Hautz, Denhardt (2019)** The increasing use of social media has led to a major shift in the approach to pursuing consumer brand awareness and making connections between brand awareness and intention to buy. A key shift is the fact that brands are no longer simply static descriptors or associations, but live as a part of a social process. “Brands are now viewed as an ongoing social process, whereby value is co-created in the interplay and negotiations of various stakeholders”. Brand awareness and brand value, then, are linked to social interactions and the response within social networks in which value becomes an element of exchange as a part of social mechanisms. Researchers are increasingly aware of the social nature of brands and the importance of brand relationships in creating value and supporting consumer decision-making.
- **Raj Mohan (2019)** Social media creates a venue through which computer-based word-of-mouth communication can significantly influence the brand image. Because one consumer can reach hundreds if not thousands of followers in a single post, companies must address their approaches to managing social networks before creating an online presence. This rarely occurs in advance of the introduction of the company in online forums. Instead, consumer engagement that is not positive is usually the first indicator that the company wants to apply focus on mitigating for negative social media responses. For this reason, user-generated content, which has been assessed as a valuable tool in creating consumer engagement, is not always the first choice for many companies.
- **Habibi, & Richard(2018)** While companies see Facebook as a means to promote brand awareness and gain consumer attention, not all of the responses to advertising in social media are positive. While brand-related content is being introduced at an increasing rate in the Facebook platform, social media-based advertising is sometimes viewed as an unwanted element, and companies have to be aware of how consumer responses to their advertisements can impact the value of that brand-related content. Researchers have maintained that it is important that companies recognize that the process of introducing advertising and brand-related content in social media requires a close scrutiny of the content and a focus on brand-based community building.
- **Laroche (2018)** Brand loyalty becomes an increasing focus when companies consider the use of social media. Facebook, for example, has more than 955 million active

users, most of whom log on at least once each month. About half of Facebook users access their accounts on a daily basis, either via the internet-based platform or through their mobile application. As a result of this widespread use, advertisers view Facebook and other social media platforms as the most beneficial technology to introduce brand-related content and promote brand associations.

- **Moorman and Bhalla (2017)** maintain that while many companies have access to a variety of types of technologies that could enhance consumer interest, expand brand recognition and improve overall marketing, many underuse technologies as a foundation for interacting with consumers. These researchers, though, seem to suggest that expanded use of information technologies and social media are going to be the trends in the future (Rust, Moorman, & Bhalla, 2010). Rather than focusing on short-term advertising through technology, adept companies are integrating social media mechanisms to enhance the relationship with consumers. Companies frequently focus on three of the most widely used social media platforms for use in product marketing and branding: Facebook, YouTube and Twitter.

CHAPTEER III

RESEARCH METHODOLOGY

3.1 METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. Research methodology simply refers to the practical "how" of any given piece of research. More specifically, it's about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2. RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies for success.

Type of Research

The descriptive research design is used here to fulfill the research objectives in this case.

Descriptive research design:

In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analyzing, and presenting collected data. This allows a researcher to provide insights into the why and how of research. Descriptive design helps others better understand the need for the research. If the problem statement is not clear, you can conduct exploratory research.

3.3. SAMPLING TECHNIQUE:

It is the process of obtaining information about an entire population by examining only a part of it. The item selected from the population is known as the sample. The sampling that is adopted for this study is convenience sampling.

Convenience Sampling

This method is dependent on the ease of access to subjects such as surveying customers at a mall or passers-by on a busy street. It is usually termed as convenience sampling, because of the researcher's ease of carrying it out and getting in touch with the subjects. Researchers have nearly no authority to select the sample elements, and it's purely done based on proximity and not representativeness.

3.4. SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 120 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

After a research issue has been identified and a strategy has been laid out, the process of collecting data begins. The aim is to collect data from both primary and secondary sources.

Primary Data

These most important data are gathered from certain chief sources, i.e., the data's source of origin. For any arithmetical study, these are obtained for the first time by an examiner or an organization. The questionnaire approach is used to gather data for the first time for a particular reason. Personal contact and phone calls were used to manage the questionnaire. By using primary data, we can gather the information through surveys, interviews, and direct observations regarding the purposes of investigation. The researchers' questions are designed to extract information that will aid them in their analysis.

Secondary Data

There are data gathered from a secondary source, such as a source of reservation storage where information is gathered by one person and used by another. These are gathered as primary data and used as secondary data by others. Secondary data is information that is used in an investigation but was initially retrieved by someone else for a different reason. The data that has already been compiled and released can be found in the company sales guide and the websites that follow.

3.5. STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about consumers and the second part contained the respondent's opinions about impact of social media on consumer behavior. In this study, Direct questions, Close end questions, Dichotomous questions and Multiple choice questions are used.

3.6. SAMPLE SIZE:

The researcher has taken 120 sample which has been taken for the study from the area.

3.7. PERIOD OF STUDY:

In this study period of the study is three months from March to May 2023.

3.8. LOCATION & TARGETED PEOPLE OF STUDY:

The specification of the population is expressed in terms of components, sampling units, extent, and instance, is the first step in the sampling process. The target people of the current study was made up of all consumers of Lanson Motors (P) Ltd., Kanchipuram, Chennai consumers.

Here location is Chennai.

3.9. HYPOTHESIS:

A hypothesis is a fairly accurate details that relates to the set of facts that can be tested by certain further investigations. There are basically two types, namely, null hypothesis and alternative hypothesis. A research generally starts with a problem. Next, these hypotheses present the researcher with some specific restatements and clarifications of the research problem. A suspicion about specific qualities of a populace. On the off chance that it determines values for each boundary of a populace, it is known as a basic theory; if not, a composite speculation. In the event that it endeavors to invalidate the contrast between two example implies (by recommending that the thing that matters is of no factual importance), it is known as an invalid speculation.

Hypothesis of the Study

There is no significance relationship between educational qualification of the respondents and influenced by social media for buying decision.

There is no significance relationship between occupation of the respondents and social media helps to compare the products for purchase.

3.10. TOOLS FOR ANALYSIS:

The commonly used statistical tools for analysis of collected data are:

1. Simple percentage analysis
2. Anova
3. Chi Square test
4. Regression

Percentage analysis

The comparison of two or additional series of data, as well as to explain their affiliation and distribution is by using this percentage analysis. It is used to determine the percentage of the respondent's response. With the help of this, different percentages in the analysis are defined and displayed in the form of Bar Diagrams so that the analysis can be better understood.

$$\text{Percentage of respondents} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

One-Way ANOVA

One-Way ANOVA is a statistical method used to compare the mean value of samples to check whether they are significantly different. Also, the method uses only one independent variable. The calculation method involves the comparison of means from independent groups using F-distribution. In other words, it is the comparison between the group variance and within the group variance. Let us look into the one-way ANOVA formula:

F-statistics or F-ratio:

$$F = \text{MSB}/\text{MSW}$$

In this formula,

- F = coefficient of ANOVA
- MSB = Mean sum of squares between the groups
- MSW = Mean sum of squares within groups

Chi-square test

For bivariate tabular analysis, it is a non-parametric measure of arithmetic significance. This test, for example, is a non-parametric test that provides a coarse approximation of trust. It is most commonly used to measure the numerical implication of results recorded in bivariate tables, and understanding how to view bivariate tables is crucial to understanding chi-square test results.

When using a crosstabulation, the coefficient of Chi-Square is most widely used to analyze Tests of Independence (also known as a bivariate table). The intersections of the category of the variables appear in the cells of the table in crosstabulation, which shows the distributions of two categorical variables at the same time. The Test of Independence determines whether two variables are related by comparing the observed pattern of cell responses to the pattern that would be predicted if the variables were completely independent of one another. The investigator will determine whether the observed cell counts are substantially different from the predicted cell counts by computing the Chi-Square statistic and comparing it to a critical value from the Chi-Square distribution.

Statistical Test:

$$\text{Chi-square test } (\chi^2) = \sum \frac{(O - E)^2}{E}$$

Degree of freedom = (R-1) (C-1)

Whereas, O = Observed frequency

E = Expected frequency

R = Number of rows

C = Number of columns

To find E:

$$\text{Expected Frequency} = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

The directional hypothesis is one that describes the predicted findings' course. Rather than a contrast between classes, this form of alternative hypothesis is often built to look at the relationship between the variables.

Regression

Regression is a statistical method used in finance, investing, and other disciplines that attempts to determine the strength and character of the relationship between one dependent variable (usually denoted by Y) and a series of other variables (known as independent variables). The formula for Regression Analysis –

Y = Stands for the dependent variable

X = Stands for an independent variable

a = Stands for the intercept

b = Stands for the slope

€ = Stands for the error term

The formula for intercept “a” and the slope “b” can be calculated as per below.

$$a = (\Sigma y)(\Sigma x^2) - (\Sigma x)(\Sigma xy) / n(\Sigma x^2) - (\Sigma x)^2$$

$$b = n(\Sigma xy) - (\Sigma x)(\Sigma y) / n(\Sigma x^2) - (\Sigma x)^2$$

CHAPTER 4 - DATA ANALYSIS AND INTERPRETATION

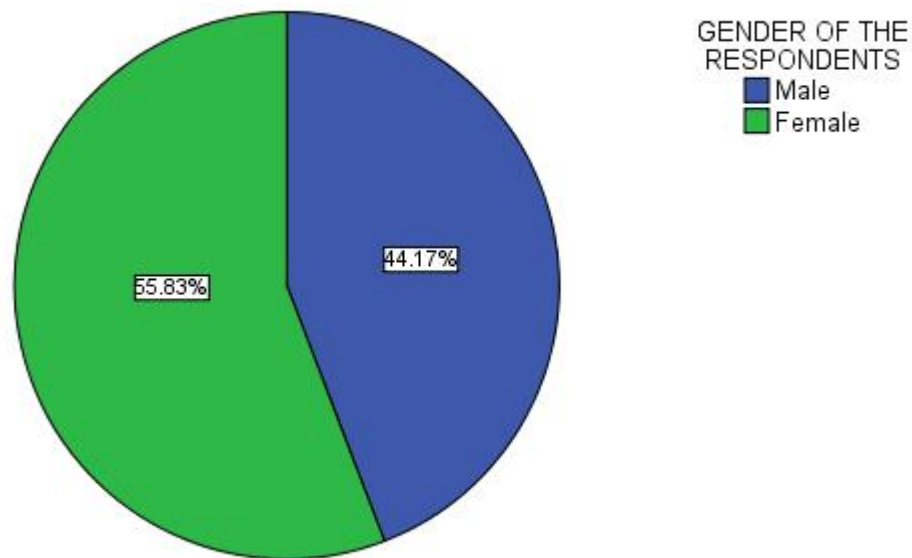
4.1 PERCENTAGE ANALYSIS

TABLE NO: 4.1.1 GENDER OF THE RESPONDENTS

Gender	No. of Respondents	Percentage
Male	53	44.2
Female	67	55.8
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.1 GENDER OF THE RESPONDENTS



Interpretation

The above table shows that 44.2% of respondents are male and 55.8% of the respondents are female.

Inference

Thus the majority of the respondents are male.

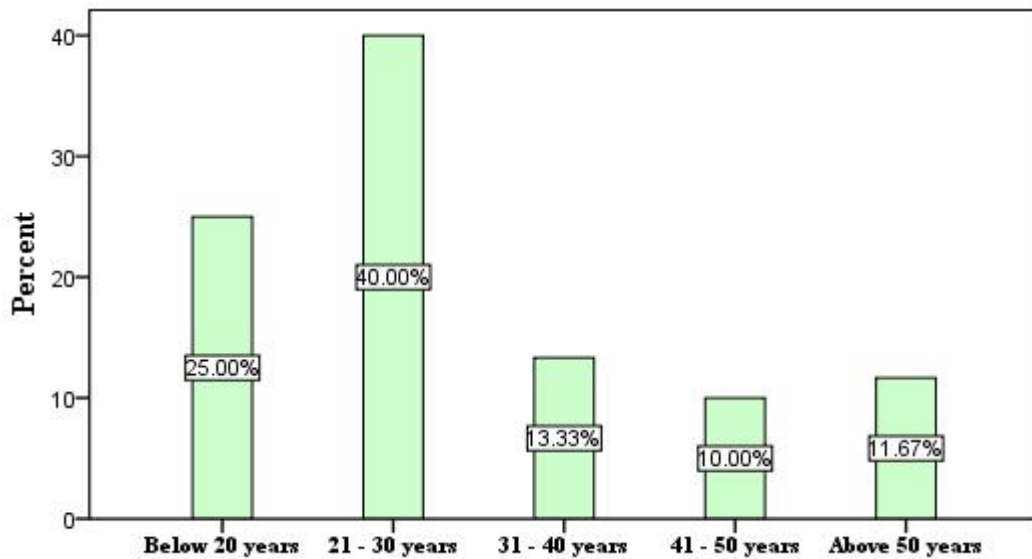
TABLE NO: 4.1.2 AGE OF THE RESPONDENTS

Age	No. of Respondents	Percentage
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Below 20 years	30	25.0
21 - 30 years	48	40.0
31 - 40 years	16	13.3
41 - 50 years	12	10.0
Above 50 years	14	11.7
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.2 AGE OF THE RESPONDENTS



Interpretation

The above table shows that 25% of respondents are in the age group of below 20 years, 40% of the respondents are in the age group of 21 - 30 years, 13.3% of the respondents are in the age group of 31 - 40 years, 10% of the respondents are in the age group of 41 - 50 years and 11.7% of the respondents are in the age group of above 50 years.

Inference

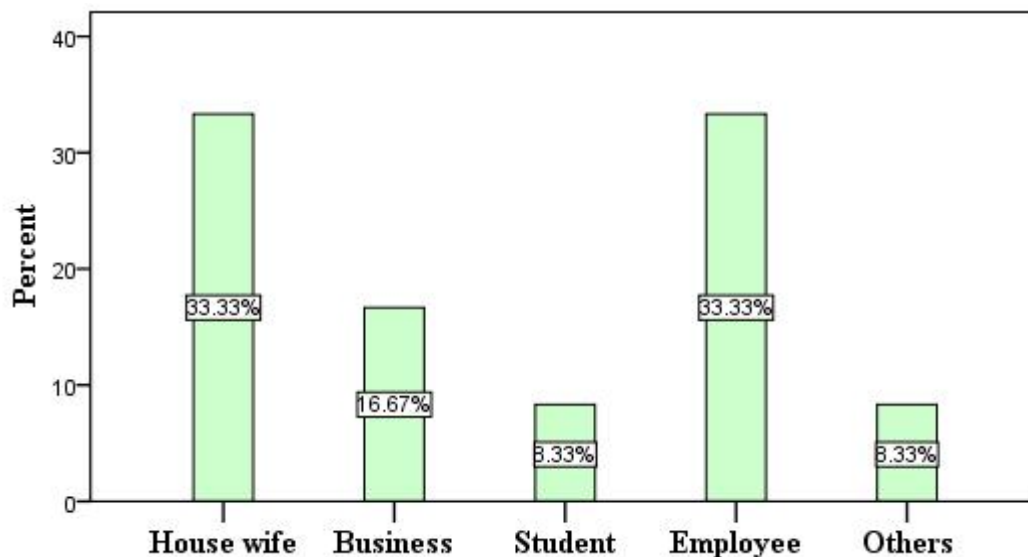
Thus the majority of the respondents are in the age group of 21 - 30 years.

TABLE NO: 4.1.3 OCCUPATION OF THE RESPONDENTS

Occupation	No. of Respondents	Percentage
House wife	40	33.3
Business	23	19.2
Student	10	8.3
Employee	37	30.8
Others	10	8.3
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.3 OCCUPATION OF THE RESPONDENTS



Interpretation

The above table shows that 33.3% of respondents are house wife, 19.2% of respondents are doing business, 8.3% of respondents are student, 30.8% of respondents are employee and 8.3% of respondents are doing other occupation.

Inference

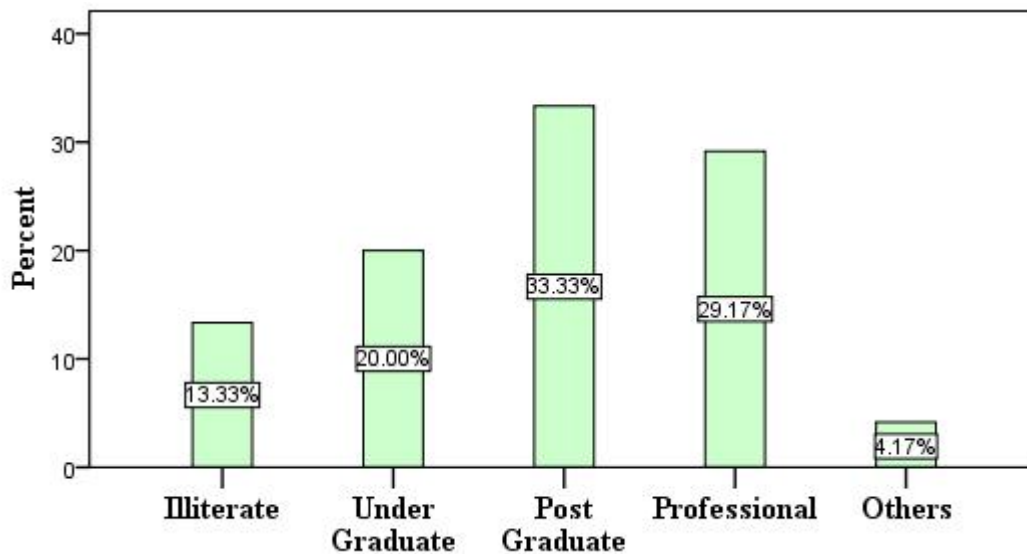
Thus the majority of the respondents are house wife.

TABLE NO: 4.1.4 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Education	No. of Respondents	Percentage
Illiterate	16	13.3
Under Graduate	24	20.0
Post Graduate	40	33.3
Professional	35	29.2
Others	5	4.2
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.4 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS



Interpretation

The above table shows that 13.3% of respondents are illiterate, 20% of the respondents have completed under graduate, 33.3% of the respondents have completed post graduate, 29.2% of the respondents have completed professional degree and 4.2% of the respondents have completed other educational qualification.

Inference

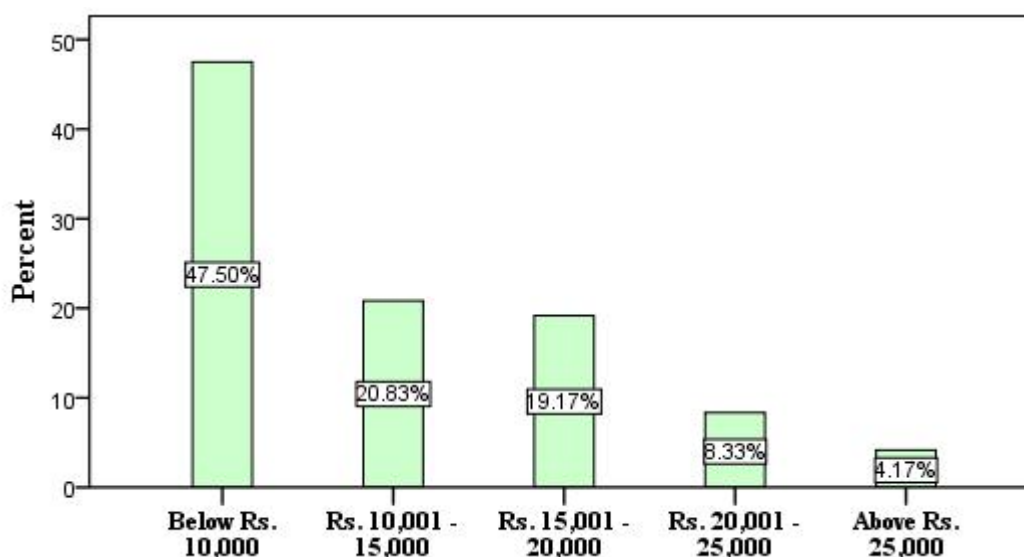
Thus the majority of the respondents have completed post graduate.

TABLE NO: 4.1.5 INCOME OF THE RESPONDENTS

Income	No. of Respondents	Percentage
Below Rs.10,000	57	47.5
Rs. 10,001 - 15,000	25	20.8
Rs. 15,001 - 20,000	23	19.2
Rs. 20,001 - 25,000	10	8.3
Above Rs. 25,000	5	4.2
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.5 INCOME OF THE RESPONDENTS



Interpretation

The above table shows that 47.5% of respondents have below Rs.10,000, 20.8% of the respondents have Rs.10, 001-15,000, 19.2% of the respondents have Rs. 15,001 - 20,000, 8.3% of the respondents have and 4.2% of the respondents have above Rs. 25,000 as their income level.

Inference

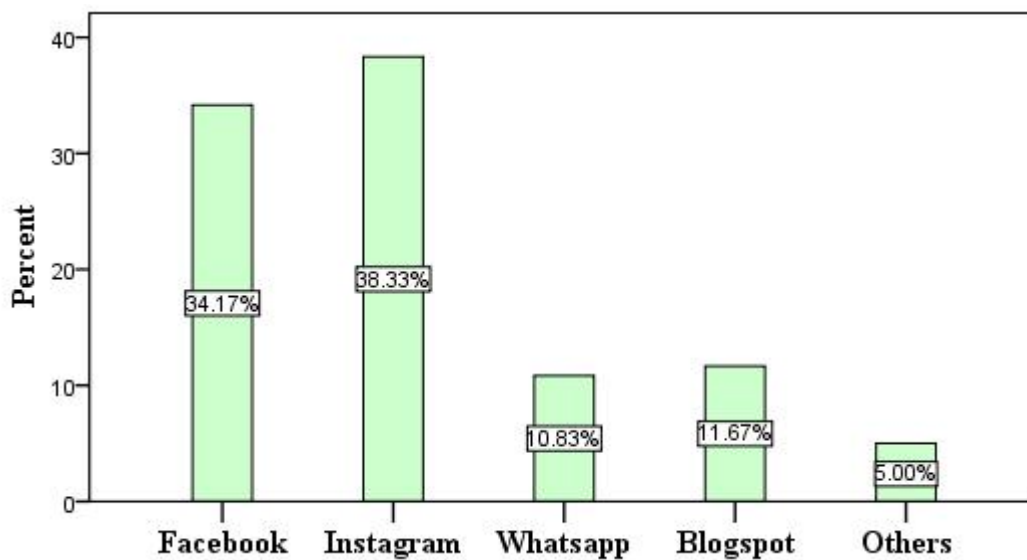
Thus the majority of the respondents have below Rs.10,000 income.

TABLE NO: 4.1.6 TYPE OF SOCIAL MEDIA USING

Social Media	No. of Respondents	Percentage
Facebook	41	34.2
Instagram	46	38.3
Whatsapp	13	10.8
Blogspot	14	11.7
Others	6	5.0
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.6 TYPE OF SOCIAL MEDIA USING



Interpretation

The above table shows that 34.2% of respondents using social media is Facebook, 38.3% of respondents using social media is Instagram, 10.8% of respondents using social media is Whatsapp, 11.7% of respondents using social media is Blogspot and 5% of respondents using social media is others.

Inference

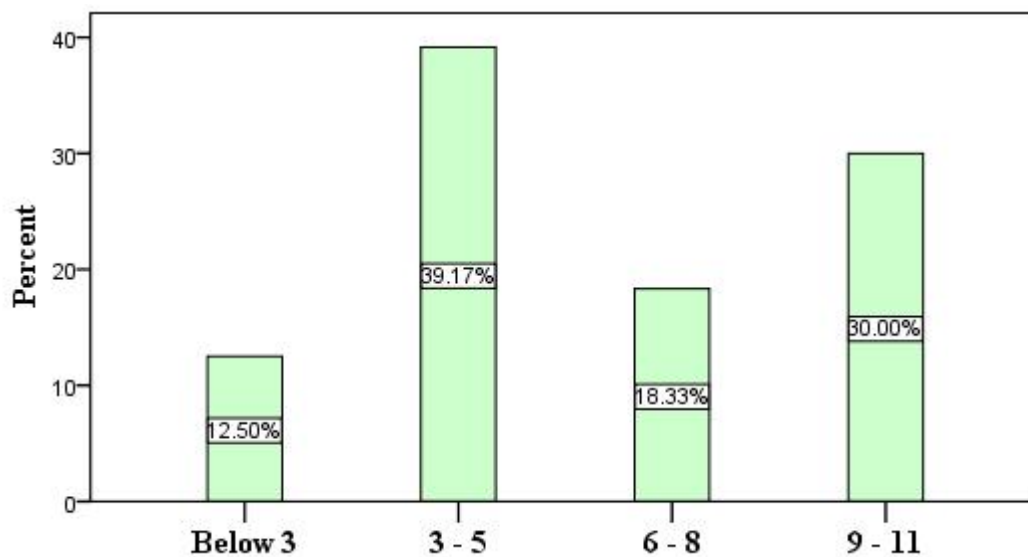
Thus the majority of the respondents using social media is Instagram.

TABLE NO: 4.1.7 NO. OF PRODUCTS PURCHASED BY SOCIAL MEDIA

No. of Products	No. of Respondents	Percentage
Below 3	15	12.5
3 - 5	47	39.2
6 - 8	22	18.3
9 - 11	36	30.0
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.7 NO. OF PRODUCTS PURCHASED BY SOCIAL MEDIA



Interpretation

The above table shows that 12.5 % of respondents are purchasing below 3 products by social media, 39.2% of respondents are purchasing 3-5 products by social media, 18.3% of respondents are purchasing 6-8 products by social media and 30% of respondents are purchasing 9-11 products by social media.

Inference

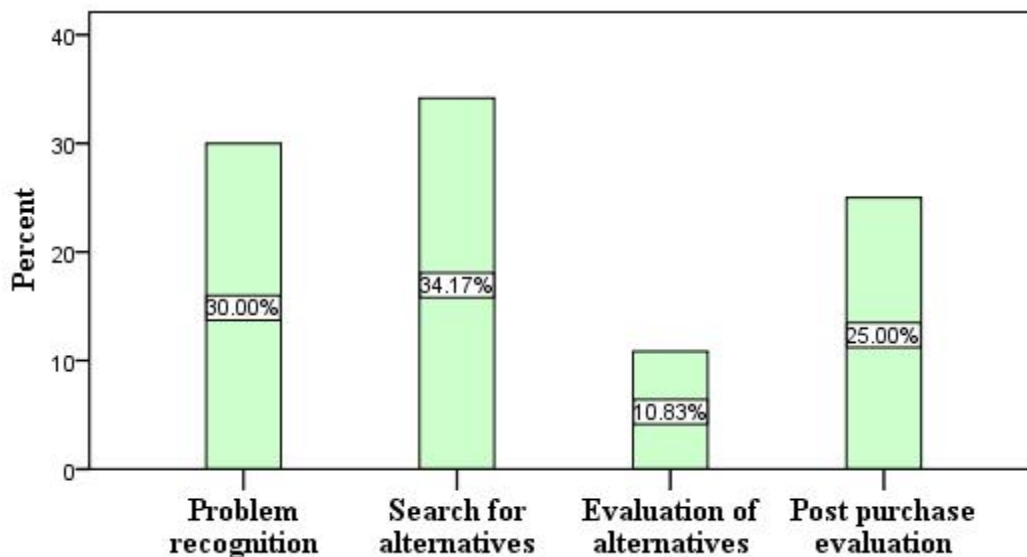
Thus the majority of respondents are purchasing 3-5 products by social media.

TABLE NO: 4.1.8 STAGE OF BUYING DECISION BY SOCIAL MEDIA

Stage	No. of Respondents	Percentage
Problem recognition	36	30.0
Search for alternatives	41	34.2
Evaluation of alternatives	13	10.8
Post purchase evaluation	30	25.0
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.8 STAGE OF BUYING DECISION BY SOCIAL MEDIA



Interpretation

The above table shows that 30% of respondents said that problem recognition, 34.2% of respondents said that search for alternatives, 10.8% of respondents said that evaluation of alternatives and 25% of respondents said that post purchase evaluation towards the stage of buying decision by social media.

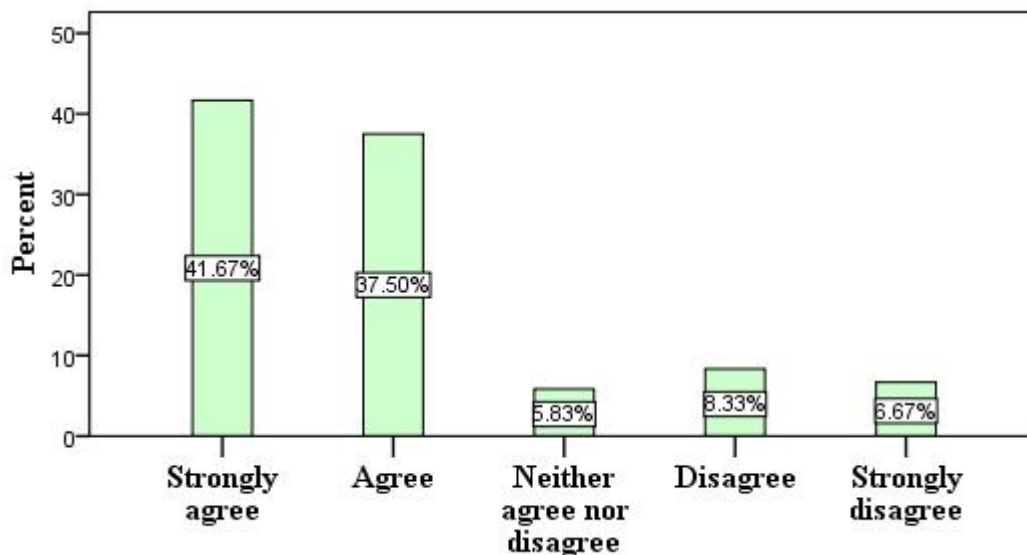
Inference

Thus the majority of respondents said that search for an alternative is the stage of buying decision by social media.

TABLE NO: 4.1.9 PAYING ATTENTION TO SOCIAL MEDIA ADVERTISEMENT

Level of Agree	No. of Respondents	Percentage
Strongly agree	50	41.7
Agree	45	37.5
Neither agree nor disagree	7	5.8
Disagree	10	8.3
Strongly disagree	8	6.7
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.9 PAYING ATTENTION TO SOCIAL MEDIA ADVERTISEMENT

Interpretation

The above table shows that 41.7% of respondents are strongly agree, 37.5% of the respondents are agree, 5.8% of the respondents are neither agree nor disagree, 8.3% of the respondents are disagree and 6.7% of the respondents are strongly disagree towards the paying attention to social media advertisement.

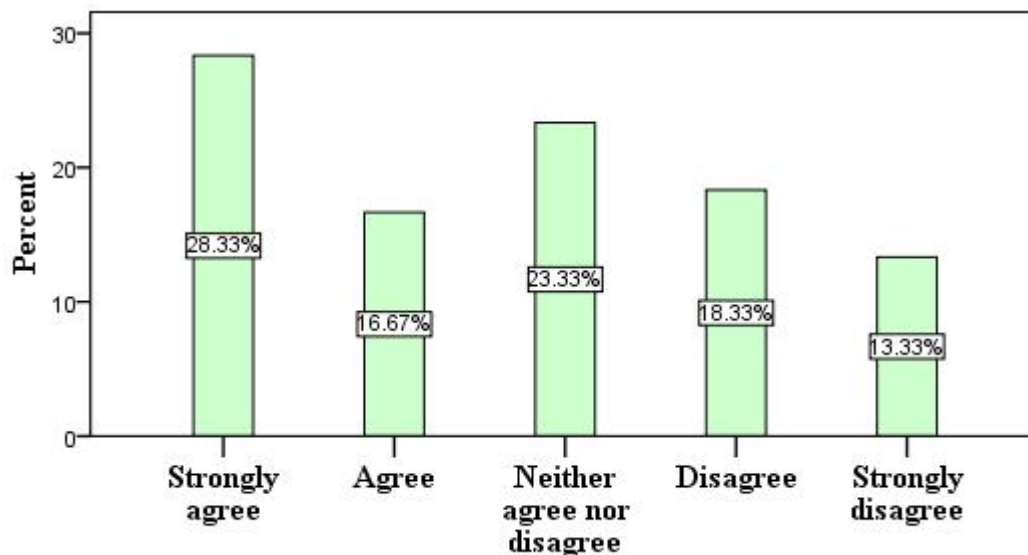
Inference

Thus the majority of the respondents are strongly agree towards the paying attention to social media advertisement.

TABLE NO: 4.1.10 TRUSTING SOCIAL MEDIA FOR BUYING DECISION

Level of Agree	No. of Respondents	Percentage
Strongly agree	34	28.3
Agree	20	16.7
Neither agree nor disagree	28	23.3
Disagree	22	18.3
Strongly disagree	16	13.3
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.10 TRUSTING SOCIAL MEDIA FOR BUYING DECISION

Interpretation

The above table shows that 28.3% of respondents are strongly agree, 16.7% of the respondents are agree, 23.3% of the respondents are neither agree nor disagree, 18.3% of the respondents are disagree and 13.3% of the respondents are strongly disagree towards the trusting social media for buying decision.

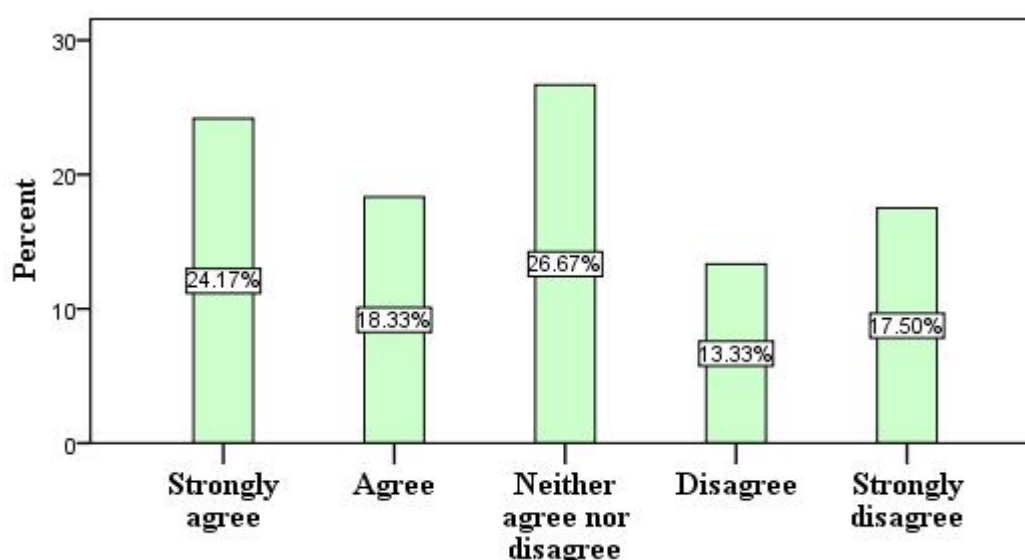
Inference

Thus the majority of the respondents are strongly agree towards the trusting social media for buying decision.

TABLE NO: 4.1.11 INFLUENCED BY SOCIAL MEDIA FOR BUYING DECISION

Level of Agree	No. of Respondents	Percentage
Strongly agree	29	24.2
Agree	22	18.3
Neither agree nor disagree	32	26.7
Disagree	16	13.3
Strongly disagree	21	17.5
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.11 INFLUENCED BY SOCIAL MEDIA FOR BUYING DECISION

Interpretation

The above table shows that 24.2% of respondents are strongly agree, 18.3% of the respondents are agree, 26.7% of the respondents are neither agree nor disagree, 13.3% of the respondents are disagree and 17.5% of the respondents are strongly disagree towards the influenced by social media for buying decision.

Inference

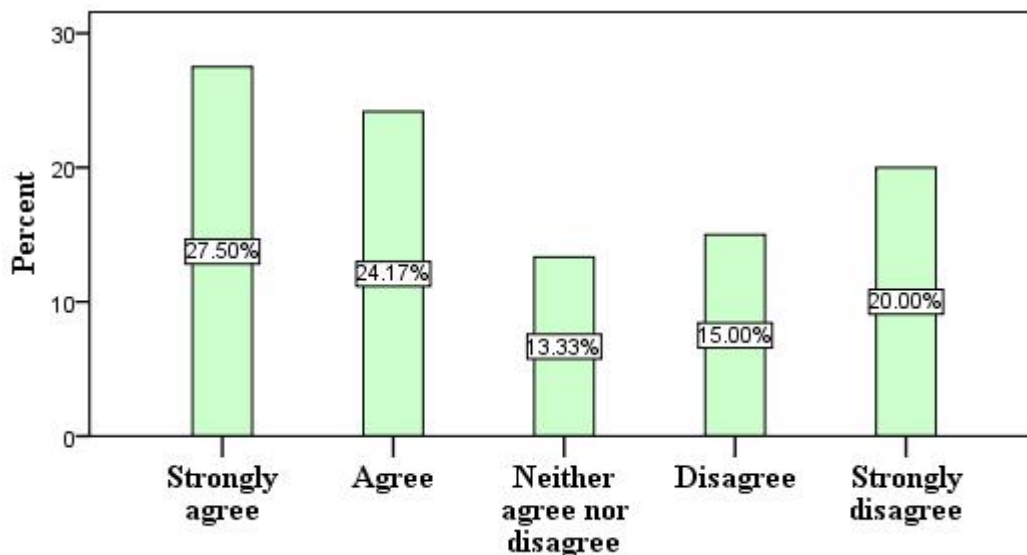
Thus the majority of the respondents are neither agree nor disagree towards the influenced by social media for buying decision.

TABLE NO: 4.1.12 SOCIAL MEDIA HELPS TO FIND NEW PRODUCTS

Level of Agree	No. of Respondents	Percentage
Strongly agree	33	27.5
Agree	29	24.2
Neither agree nor disagree	16	13.3
Disagree	18	15.0
Strongly disagree	24	20.0
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.12 SOCIAL MEDIA HELPS TO FIND NEW PRODUCTS



Interpretation

The above table shows that 27.5% of respondents are strongly agree, 24.2% of the respondents are agree, 13.3% of the respondents are neither agree nor disagree, 15% of the respondents are disagree and 20% of the respondents are strongly disagree towards the social media helps to find new products.

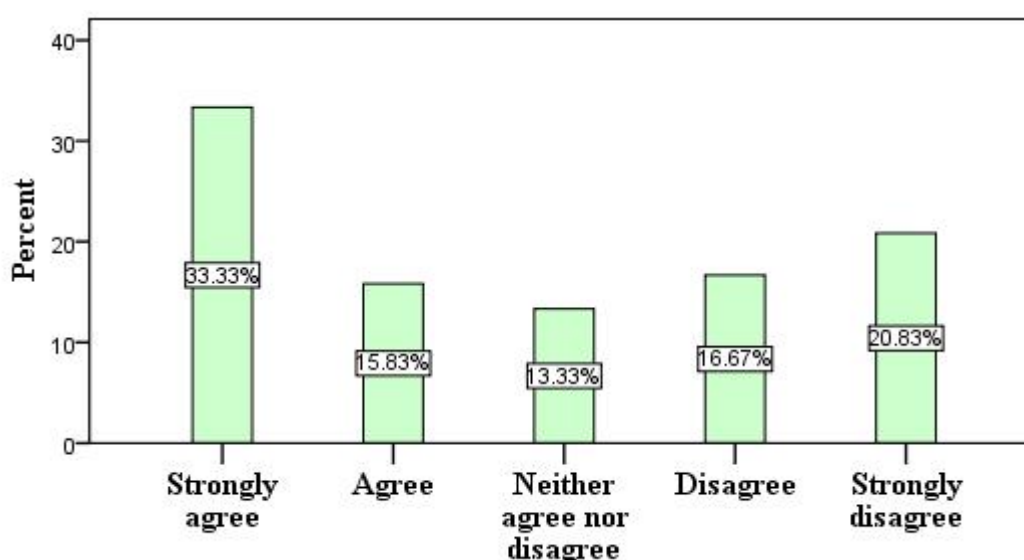
Inference

Thus the majority of the respondents are strongly agree towards the social media helps to find new products.

TABLE NO: 4.1.13 SOCIAL MEDIA STIMULATES TO BUY MORE PRODUCTS

Level of Agree	No. of Respondents	Percentage
Strongly agree	40	33.3
Agree	19	15.8
Neither agree nor disagree	16	13.3
Disagree	20	16.7
Strongly disagree	25	20.8
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.13 SOCIAL MEDIA STIMULATES TO BUY MORE PRODUCTS

Interpretation

The above table shows that 33.3% of respondents are strongly agree, 15.8% of the respondents are agree, 13.3% of the respondents are neither agree nor disagree, 16.7% of the respondents are disagree and 20.8% of the respondents are strongly disagree towards the social media stimulates to buy more products.

Inference

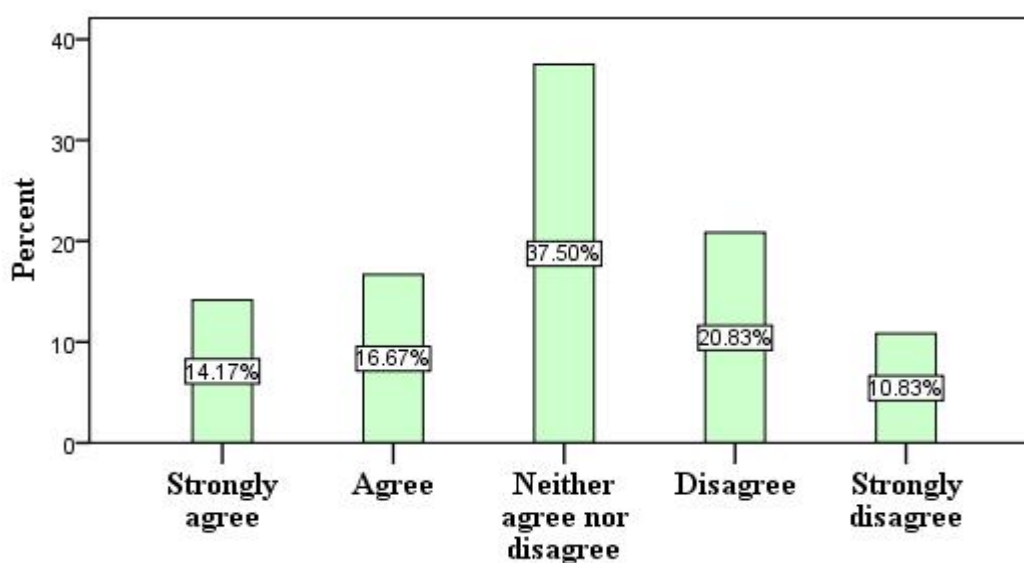
Thus the majority of the respondents are strongly agree towards the social media stimulates to buy more products.

TABLE NO: 4.1.14 SOCIAL MEDIA HELPS TO BUYING DECISION AT LEAST COST

Level of Agree	No. of Respondents	Percentage
Strongly agree	17	14.2
Agree	20	16.7
Neither agree nor disagree	45	37.5
Disagree	25	20.8
Strongly disagree	13	10.8
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.14 SOCIAL MEDIA HELPS TO BUYING DECISION AT LEAST COST



Interpretation

The above table shows that 14.2% of respondents are strongly agree, 16.7% of the respondents are agree, 37.5% of the respondents are neither agree nor disagree, 20.8% of the respondents are disagree and 10.8% of the respondents are strongly disagree towards the social media helps to buying decision at least cost.

Inference

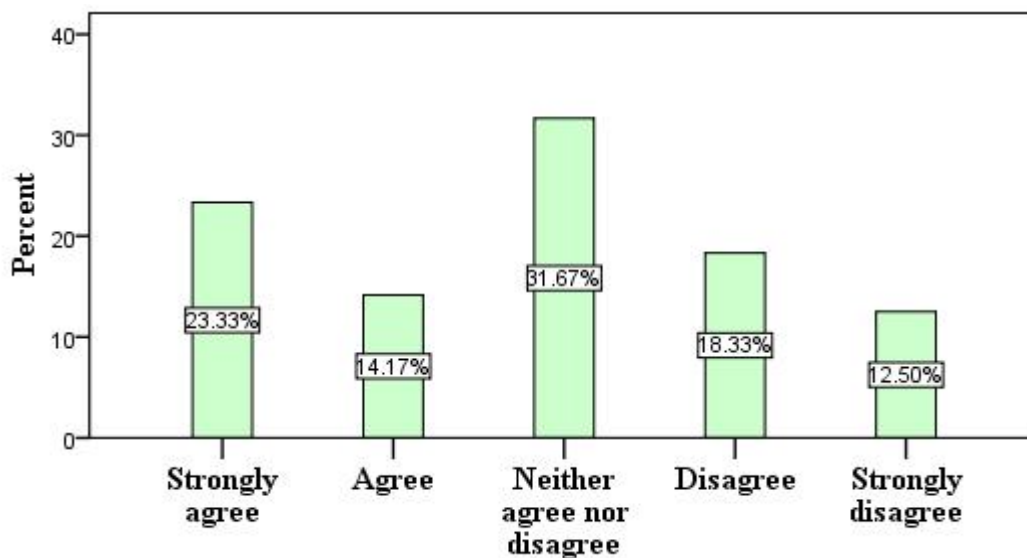
Thus the majority of the respondents are neither agree nor disagree towards the social media helps to buying decision at least cost.

TABLE NO: 4.1.15 SOCIAL MEDIA MAKES BUYING DECISION MORE COMPLEX

Level of Agree	No. of Respondents	Percentage
Strongly agree	28	23.3
Agree	17	14.2
Neither agree nor disagree	38	31.7
Disagree	22	18.3
Strongly disagree	15	12.5
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.15 SOCIAL MEDIA MAKES BUYING DECISION MORE COMPLEX



Interpretation

The above table shows that 23.3% of respondents are strongly agree, 14.2% of the respondents are agree, 31.7% of the respondents are neither agree nor disagree, 18.3% of the respondents are disagree and 12.5% of the respondents are strongly disagree towards the social media makes buying decision more complex.

Inference

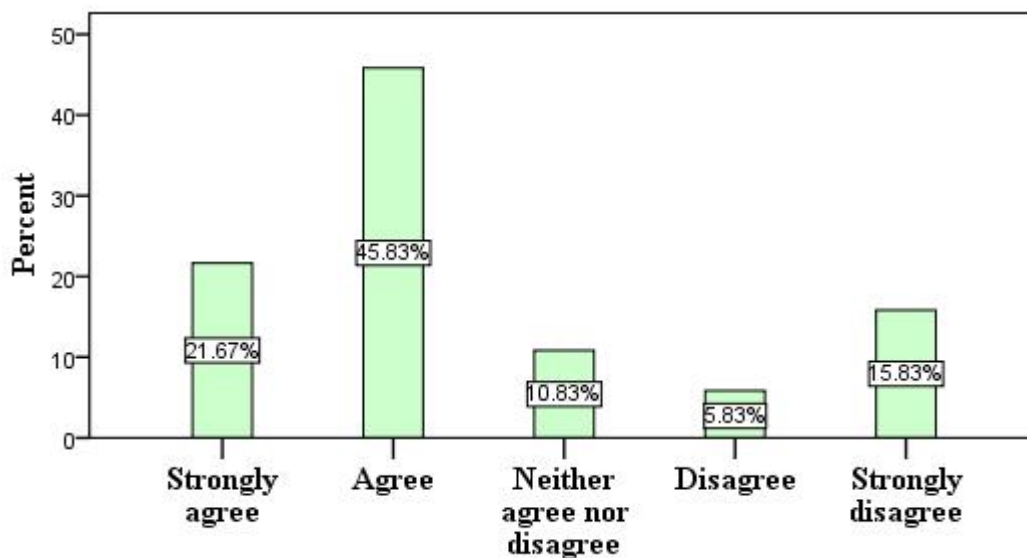
Thus the majority of the respondents are neither agree nor disagree towards the social media makes buying decision more complex.

**TABLE NO: 4.1.16 BEFORE BUYING A PRODUCT, COLLECTING
INFORMATION VIA SOCIAL MEDIA**

Level of Agree	No. of Respondents	Percentage
Strongly agree	26	21.7
Agree	55	45.8
Neither agree nor disagree	13	10.8
Disagree	7	5.8
Strongly disagree	19	15.8
Total	120	100.0

Source: Primary Data

**CHART NO: 4.1.16 BEFORE BUYING A PRODUCT, COLLECTING
INFORMATION VIA SOCIAL MEDIA**



Interpretation

The above table shows that 21.7% of respondents are strongly agree, 45.8% of the respondents are agree, 10.8% of the respondents are neither agree nor disagree, 5.8% of the respondents are disagree and 15.8% of the respondents are strongly disagree towards the before buying a product, collecting information via social media.

Inference

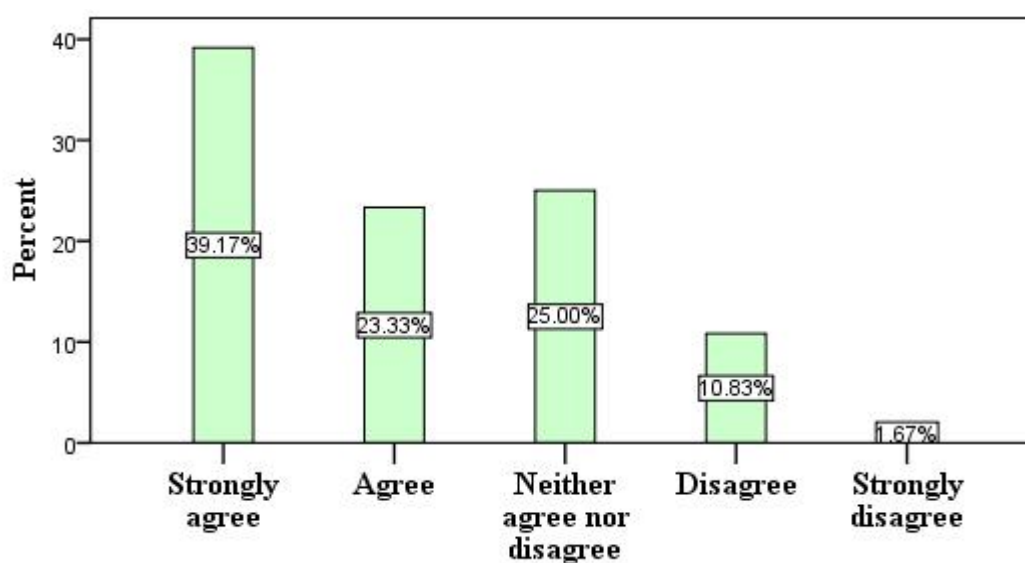
Thus the majority of the respondents are agree towards the before buying a product, collecting information via social media.

TABLE NO: 4.1.17 INITIAL PURCHASE PREFERENCE AFTER SEARCHING VIA SOCIAL MEDIA

Level of Agree	No. of Respondents	Percentage
Strongly agree	47	39.2
Agree	28	23.3
Neither agree nor disagree	30	25.0
Disagree	13	10.8
Strongly disagree	2	1.7
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.17 INITIAL PURCHASE PREFERENCE AFTER SEARCHING VIA SOCIAL MEDIA



Interpretation

The above table shows that 39.2% of respondents are strongly agree, 23.3% of the respondents are agree, 25% of the respondents are neither agree nor disagree, 10.8% of the respondents are disagree and 1.7% of the respondents are strongly disagree towards the initial purchase preference after searching via social media.

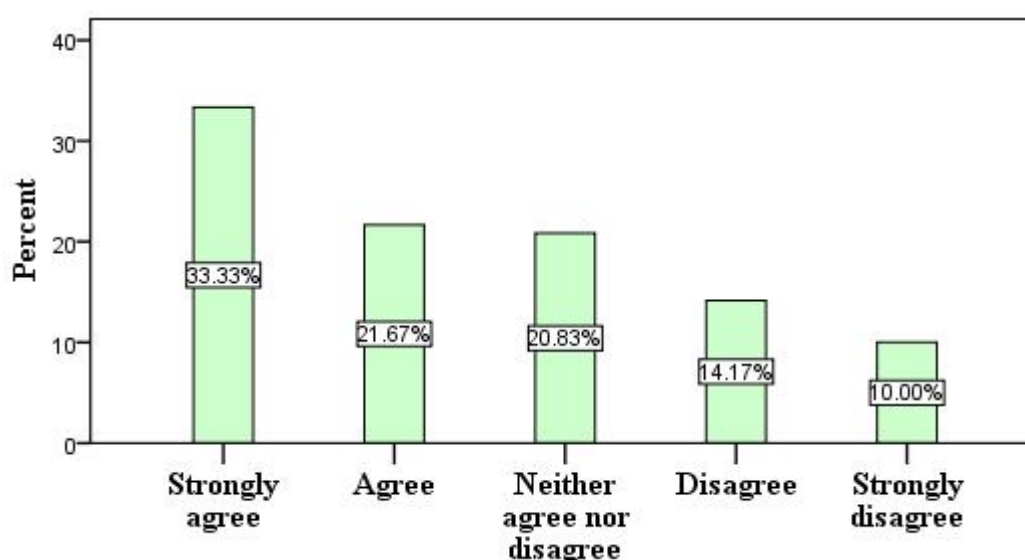
Inference

Thus the majority of the respondents are strongly agree towards the initial purchase preference after searching via social media.

TABLE NO: 4.1.18 INFORMATION SEARCHING VIA SOCIAL MEDIA IS EASIER

Level of Agree	No. of Respondents	Percentage
Strongly agree	40	33.3
Agree	26	21.7
Neither agree nor disagree	25	20.8
Disagree	17	14.2
Strongly disagree	12	10.0
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.18 INFORMATION SERCHING VIA SOCUIAL MEDIA IS EASIER

Interpretation

The above table shows that 33.3% of respondents are strongly agree, 21.7% of the respondents are agree, 20.8% of the respondents are neither agree nor disagree, 14.2% of the respondents are disagree and 10% of the respondents are strongly disagree towards the information searching via social media is easier.

Inference

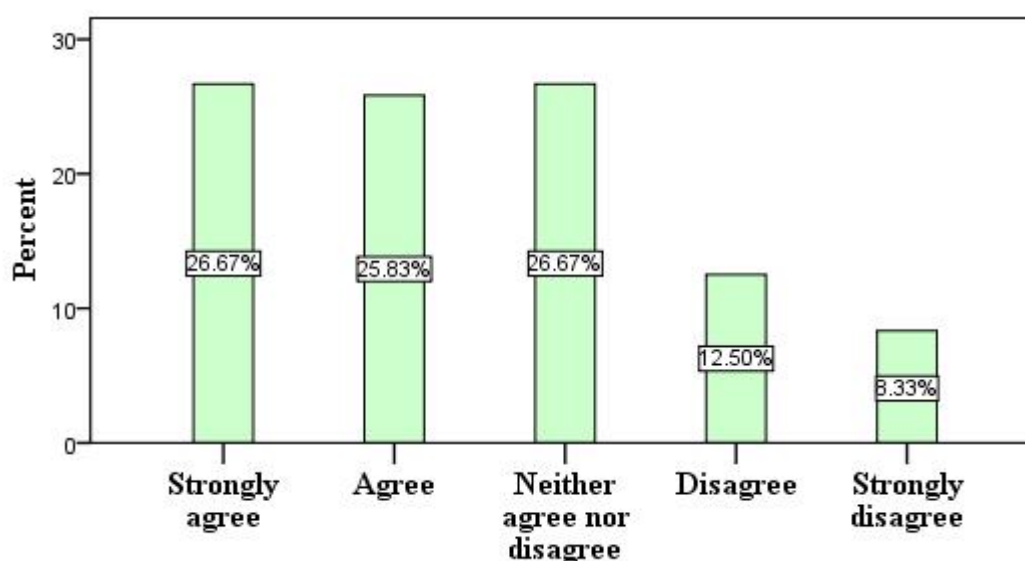
Thus the majority of the respondents are strongly agree towards the information searching via social media is easier.

TABLE NO: 4.1.19 PURCHASE AFTER WATCHING SOME SORT OF REVIEW IN SOCIAL MEDIA

Level of Agree	No. of Respondents	Percentage
Strongly agree	32	26.7
Agree	38	31.7
Neither agree nor disagree	25	20.8
Disagree	15	12.5
Strongly disagree	10	8.3
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.191 PURCHASE AFTER WATCHING SOME SORT OF REVIEW IN SOCIAL MEDIA



Interpretation

The above table shows that 26.7% of respondents are strongly agree, 31.7% of the respondents are agree, 20.8% of the respondents are neither agree nor disagree, 12.5% of the respondents are disagree and 8.3% of the respondents are strongly disagree towards the purchase after watching some sort of review in social media.

Inference

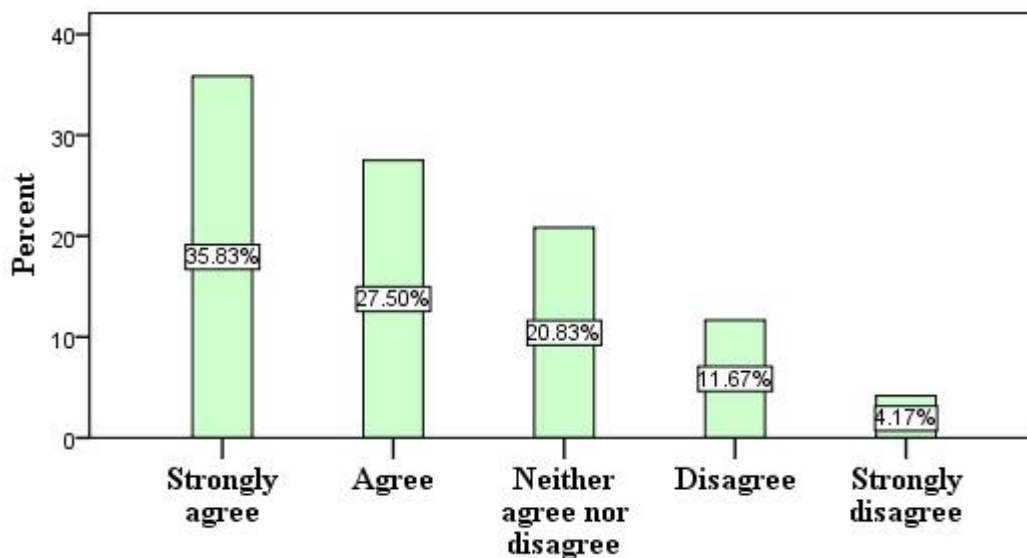
Thus the majority of the respondents are agree towards the purchase after watching some sort of review in social media.

TABLE NO: 4.1.20 FEEDBACKS ON SOCIAL MEDIA AFFECT PURCHASE DECISION

Level of Agree	No. of Respondents	Percentage
Strongly agree	43	35.8
Agree	33	27.5
Neither agree nor disagree	25	20.8
Disagree	14	11.7
Strongly disagree	5	4.2
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.20 FEEDBACKS ON SOCIAL MEDIA AFFECT PURCHASE DECISION



Interpretation

The above table shows that 35.8% of respondents are strongly agree, 27.5% of the respondents are agree, 20.8% of the respondents are neither agree nor disagree, 11.7% of the respondents are disagree and 4.2% of the respondents are strongly disagree towards the feedbacks on social media affect purchase decision.

Inference

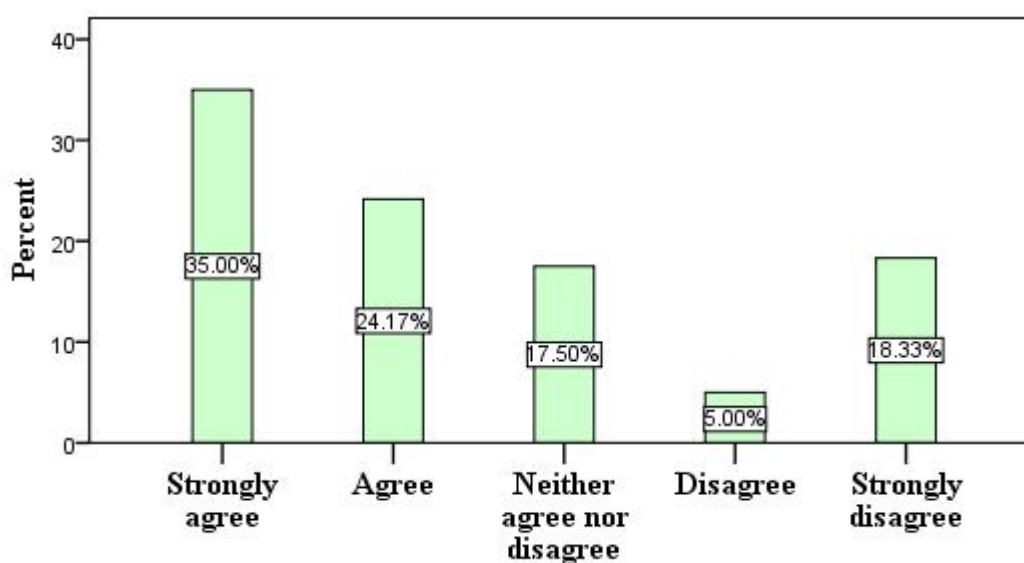
Thus the majority of the respondents are strongly agree towards the feedbacks on social media affect purchase decision.

**TABLE NO: 4.1.21 SOCIAL MEDIA IS A GOOD PLATFORM TO SEARCH
ALTERNATIVE DECISION**

Level of Agree	No. of Respondents	Percentage
Strongly agree	42	35.0
Agree	29	24.2
Neither agree nor disagree	21	17.5
Disagree	6	5.0
Strongly disagree	22	18.3
Total	120	100.0

Source: Primary Data

**CHART NO: 4.1.21 SOCIAL MEDIA IS A GOOD PLATFORM TO SEARCH
ALTERNATIVE DECISION**



Interpretation

The above table shows that 35% of respondents are strongly agree, 24.2% of the respondents are agree, 17.5% of the respondents are neither agree nor disagree, 5% of the respondents are disagree and 18.3% of the respondents are strongly disagree towards the social media is a good platform to search alternative decision.

Inference

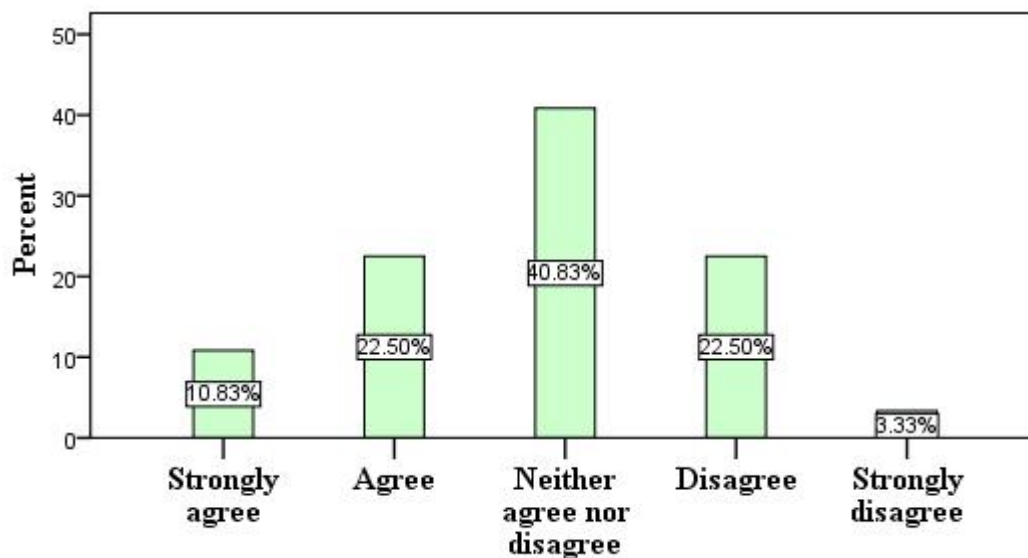
Thus the majority of the respondents are strongly agree towards the social media is a good platform to search alternative decision.

TABLE NO: 4.1.22 SOCIAL MEDIA HELPS TO CHOOSE THE RIGHT PRODUCTS

Level of Agree	No. of Respondents	Percentage
Strongly agree	13	10.8
Agree	27	22.5
Neither agree nor disagree	49	40.8
Disagree	27	22.5
Strongly disagree	4	3.3
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.22 SOCIAL MEDIA HELPS TO CHOOSE THE RIGHT PRODUCTS



Interpretation

The above table shows that 10.8% of respondents are strongly agree, 22.5% of the respondents are agree, 40.8% of the respondents are neither agree nor disagree, 22.5% of the respondents are disagree and 3.3% of the respondents are strongly disagree towards the social media helps to choose the right products.

Inference

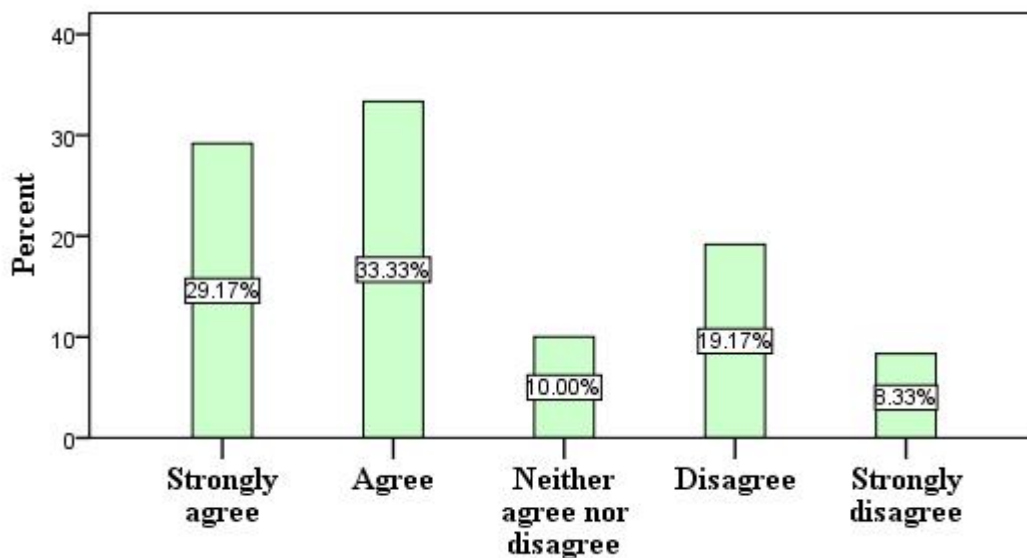
Thus the majority of the respondents are neither agree nor disagree towards the social media helps to choose the right products.

TABLE NO: 4.1.23 SOCIAL MEDIA HELPS TO COMPARE THE PRODUCTS FOR PURCHASE

Level of Agree	No. of Respondents	Percentage
Strongly agree	35	29.2
Agree	40	33.3
Neither agree nor disagree	12	10.0
Disagree	23	19.2
Strongly disagree	10	8.3
Total	120	100.0

Source: Primary Data

CHART NO: 4.1.23 SOCIAL MEDIA HELPS TO COMPARE THE PRODUCTS FOR PURCHASE



Interpretation

The above table shows that 29.2% of respondents are strongly agree, 33.3% of the respondents are agree, 10% of the respondents are neither agree nor disagree, 19.2% of the respondents are disagree and 8.3% of the respondents are strongly disagree towards the social media helps to compare the products for purchase.

Inference

Thus the majority of the respondents are agree towards the social media helps to compare the products for purchase.

4.2. ANOVA

RELATIONSHIP BETWEEN INCOME OF THE RESPONDENTS AND RESPONDENT'S OPINION ON SOCIAL MEDIA HELPS TO BUYING DECISION AT LEAST COST

Null Hypothesis (H_0):

There is no significant relationship between income of the respondents and respondent's opinion on social media helps to buying decision at least cost.

Alternative Hypothesis (H_1):

There is a significant relationship between income of the respondents and respondent's opinion on social media helps to buying decision at least cost.

ANOVA					
SOCIAL MEDIA HELPS TO BUYING DECISION AT LEAST COST					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.809	4	.452	.319	.865
Within Groups	163.116	115	1.418		
Total	164.925	119			

Interpretation

The table clearly shows that income of the respondents and respondent's opinion on social media helps to buying decision at least cost has a figure on 0.201 values and significance around 0.865 level than the sum of squares between groups and within groups values have 1.809 and 163.116 respectively. Hence, the significant value is greater than 0.050 for which the significant percentage is above 95%, hence accepting alternative hypothesis. Thus, rejecting null hypothesis i.e., There is significant relationship between income of the respondents and respondent's opinion on social media helps to buying decision at least cost.

4.3. CHI SQUARE

RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND INFLUENCED BY SOCIAL MEDIA FOR BUYING DECISION

Null Hypothesis (H₀):

There is no significance relationship between educational qualification of the respondents and influenced by social media for buying decision.

Alternative Hypothesis (H₁):

There is significance relationship between educational qualification of the respondents and influenced by social media for buying decision.

Level of significance at 5%

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS * INFLUENCED BY SOCIAL MEDIA FOR BUYING DECISION Crosstabulation							
Count							
		INFLUENCED BY SOCIAL MEDIA FOR BUYING DECISION					Total
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	Illiterate	3	1	3	4	5	16
	Under Graduate	6	3	7	1	7	24
	Post Graduate	11	9	10	5	5	40
	Professional	7	8	11	6	3	35
	Others	2	1	1	0	1	5
Total		29	22	32	16	21	120

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.500 ^a	16	.562
Likelihood Ratio	15.564	16	.484
Linear-by-Linear Association	3.672	1	.055
N of Valid Cases	120		
a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .67.			

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.328	.562
N of Valid Cases		120	

RESULT:

From the above table, value of the chi square statistic is 14.500, degree of freedom is 16 and p -value is 0.562. The p -value is smaller than the standard alpha value, so we reject the null hypothesis and accept alternate hypothesis that asserts the two variables are independent of each other. To put it simply, the result is *significant* – the data suggests that the variables educational qualification of the respondents and influenced by social media for buying decision.

4.4. REGRESSION

RELATIONSHIP BETWEEN OCCUPATION OF THE RESPONDENTS AND RESPONDENTS OPINION ON SOCIAL MEDIA HELPS TO CHOOSE THE RIGHT PRODUCTS

Null Hypothesis (H₀):

There is no significant difference between occupation of the respondents and respondents opinion on social media helps to choose the right products

Alternative Hypothesis (H₁):

There is significant difference between occupation of the respondents and social media helps to choose the right products

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.076 ^a	.006	-.003	1.003
a. Predictors: (Constant), OCCUPATION OF THE RESPONDENTS				

Here R = 0. 076

R² = 0.006

The R value represents the simple correlation and is 0. 076 (the “R” column), which indicates a low degree of correlation. The R² value is 0.006 (the “R square” column) indicates how much of the total variation in the dependent variable, ‘occupation of the respondents’ can be explained by the independent variable, ‘respondents opinion on social media helps to choose the right products’.

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.685	1	.685	.682	.411 ^a
	Residual	118.615	118	1.005		

	Total	119.300	119			
a. Predictors: (Constant), OCCUPATION OF THE RESPONDENTS						
b. Dependent Variable: SOCIAL MEDIA HELPS TO CHOOSE THE RIGHT PRODUCTS						

This table indicates that the regression model predicts the dependent variable significantly well. This indicates the statistical significance of the regression model that was run. Here, $p < 0.0005$, which is less than 0.05, and indicates that overall, the regression model statistically significantly predicts the outcome variable.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.991	.193		15.473	.000
	OCCUPATION OF THE RESPONDENTS	-.053	.064	-.076	-.826	.411
a. Dependent Variable: SOCIAL MEDIA HELPS TO CHOOSE THE RIGHT PRODUCTS						

The coefficients table provides us with the necessary information to predict 'occupation of the respondents' from 'Career development plans' and 'respondents opinion on social media helps to choose the right products' as well as determine whether income contribute statistically significantly to the model.

INTERPRETATION:

From the above table it is analysed that the calculated value (0.411) is more than level of significance (0.05). Therefore, we accept alternative hypothesis and reject null hypothesis. Hence there is significant relationship between occupation of the respondents and respondents opinion on social media helps to choose the right products.

CHAPTEER V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. FINDINGS OF THE STUDY

- 55.8% of the respondents are female.
- 40% of the respondents are in the age group of 21 - 30 years.
- 33.3% of respondents are house wife.
- 33.3% of the respondents have completed post graduate.
- 47.5% of respondents have below Rs.10,000 income.
- 38.3% of respondents using social media is Instagram.
- 39.2% of respondents are purchasing 3-5 products by social media.
- 34.2% of respondents said that search for an alternative is the stage of buying decision by social media.
- 41.7% of the respondents are strongly agree towards the paying attention to social media advertisement.
- 28.3% of the respondents are strongly agree towards the trusting social media for buying decision.
- 26.7% of the respondents are neither agree nor disagree towards the influenced by social media for buying decision.
- 27.5% of the respondents are strongly agree towards the social media helps to find new products.
- 33.3% of the respondents are strongly agree towards the social media stimulates to buy more products.
- 37.5% of the respondents are neither agree nor disagree towards the social media helps to buying decision at least cost.
- 31.7% of the respondents are neither agree nor disagree towards the social media makes buying decision more complex.
- 45.8% of the respondents are agree towards the before buying a product, collecting information via social media.
- 39.2% of the respondents are strongly agree towards the initial purchase preference after searching via social media.

- 33.3% of the respondents are strongly agree towards the information searching via social media is easier.
- 31.7% of the respondents are agree towards the purchase after watching some sort of review in social media.
- 35.8% of the respondents are strongly agree towards the feedbacks on social media affect purchase decision.
- 35% of the respondents are strongly agree towards the social media is a good platform to search alternative decision.
- 40.8% of the respondents are neither agree nor disagree towards the social media helps to choose the right products.
- 33.3% of the respondents are agree towards the social media helps to compare the products for purchase.

5.2. SUGGESTIONS & RECOMMENDATIONS

- The organization must use different social media stages to make mindfulness about the brands and its items.
- The web-based media stage must be intended to guarantee userfriendly one so as to use by such a consumers regardless of educational capability.
- The organization must give web-based media promotions to bring consideration of variopus shoppers.
- The organization must keep up the web-based media stage as to make the data trustable one
- The organization must remember its different items for the web-based media so as to consumers find new items and its accessibility.
- The web-based media must be intended for the consumers to take purchasing choices with least expense.
- All kind of item data must be accessible in web-based media to take purchasing choice without any problem.
- The organization must refresh its data for buyers to know its new items and its brands availability in the market.
- The social media must give honest data to the buyers or else they lose confidents via web-based media for purchasing choice.

- The audits must be authentic one and it must be from the honest purchasers since it decides others purchasing conduct and choices.

5.3. LIMITATIONS OF THE STUDY

- The times pan was restricted and the examination must be directed inside a limited ability to focus.
- The information give by the Consumers need not in every case genuine in light of the fact that their discernment can change dependent on new experience .Some individuals likewise won't state that truly need to state.
- It backs dependability and exactness turned into the Consumers are not prepared to reveal the genuine issue looked by them.
- Respondents are not noting genuinely another impediment of the investigation.
- Data was gathered distinctly through examiners, so close to home inclination on associated with this investigation.

5.4. CONCLUSION

Expanding utilization of web-based media worldwide has prompted the conviction this is an important instrument in supporting shopper commitment. Organizations are ceaselessly seeking new strategies for arriving at consumers and for forming purchaser practices, including brand unwaveringness and aim to purchase. The changing mechanical time has prompted expanded action in informal organization stages like Facebook, YouTube and Twitter, all of which have made instruments through which buyers can create affinity and make collaborations with brand-explicit substance. It concluded that, Social media has considerably affected both consumers and businesses. The most important feature of social media marketing is that it has created a new landscape by supporting socialization of information and has thereby forced marketers to give up their old mindset in dealing with mass media marketing. social media marketing is more about creating high quality contents that are consumer relevant and as such more focused towards building relationships between consumers and companies. The research shows that the position of consumer in this new marketing approach is more consumers centric because consumers are empowered.

REFERENCES

ANNEXURE I – QUESTIONNAIRE

A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR IN LANSON MOTORS PRIVATE LIMITED, CHENNAI

1. Name :

2. Gender :

- a) Male b) Female

3. Age :

- a) Below 20 years b) 21-30 years c) 31-40 years
d) 41-50 years e) Above 50

4. Occupation :

- a) House wife b) Business c) Student d) Employee e) Others

5. Educational Qualification:

- a) Illiterate b) Under Graduate c) Post Graduate
d) Professional e) Others

6. Income:

- a) Below Rs.10,000 b) Rs.10,001 to 15,000
c) Rs.15, 001 to 20,000 d) Rs. 20, 001to 25,000 e) Above Rs.25,000

7. Which type of social media are you using?

- a) Facebook b) Instagram c) Whatsapp d) Blogspot e) Others

8. How many products have you purchased by the social media?

- a) Below 3 b) 3 – 5 c) 6 – 8 d) 9 – 11 e) Above 11

9. Which stage of your buying decesion has been affected by social media?

- a) Problem recognition b) Search for alternatives
c) Evaluation of alternatives d) Post purchase evaluation

10. How do you agree that you are paying attention to social media advertisements?
- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree
11. How do you agree that you trust social media for your buying decision?
- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree
12. How do you agree that you are influenced by social media for buying decision?
- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree
13. How do you agree that social media helps you to find new products?
- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree
14. How do you agree that social media stimulates you to buy more products?
- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree
15. How do you agree that social media helps you to take buying decision with least cost?
- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree
16. How do you agree that social media makes your buying decision more complex?
- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree
17. How do you agree that before buying a product, you collect information via social media?
- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree
18. How do you agree that you change your initial purchase preference, after searching relevant information via social media?

- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree

19. How do you agree that information searching via social media is easier to take buying decision?

- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree

20. How do you agree that you made your purchase after watching some sort of review in social media?

- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree

21. How do you agree that the feedbacks on social media affect your purchase decision?

- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree

22. How do you agree that social media is a good platform to search alternative decision?

- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree

23. How do you agree that social media helps to choose the right products?

- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree

24. How do you agree that social media helps to compare the product information at the time of purchase?

- a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree

25. Suggestions

ANNEXURE II – RESEARCH ARTICLE

Books

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