

**A STUDY ON CONSUMER PERCEPTION TOWARDS
PURCHASING PRODUCTS THROUGH SOCIAL MEDIA IN
PERUMBAKKAM**

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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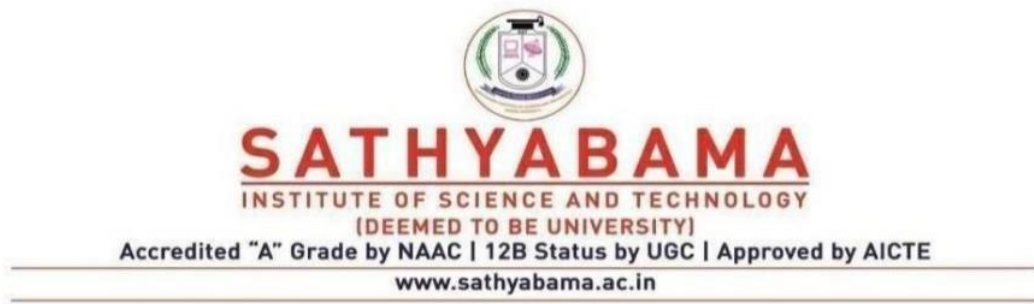
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **NITHISH KUMAR.S (42410114)** who carried out the project entitled **“A STUDY ON CONSUMER PERCEPTION TOWARDS PURCHASING PRODUCTS THROUGH SOCIAL MEDIA IN PERUMBAKKAM”** under our supervision from January 2023 to April 2023.

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I **NITHISH KUMAR S (42410114)** hereby declare that the Project Report entitled “**A STUDY ON CONSUMER PERCEPTION TOWARDS PURCHASING PRODUCTS THROUGH SOCIAL MEDIA IN PERUMBAKKAM**” done by me under the guidance of **Dr.R. JEYA RANI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

The purpose of study is to develop an understanding the consumer perception towards purchasing products through social media in perumbakkam and to explore the demographic factors which influences the level of customer satisfaction of shoppers on Social Media.

With the explosion of social media platforms in the interactive digital media realm and companies increased comprehension of the importance of having loyal customers, the question of social media usage in developing customer loyalty has become more and more prominent. Since social media allows firms to engage directly with the end consumer at a relatively low cost and with a higher level of efficiency, it is particularly important for small online branded retailers with limited marketing and PR budgets.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

Social media marketing is a newer component of search engine marketing, but it is really in a class of its own. It does not relate only to searching; it relates to a broad class of word-of-mouth marketing that has taken the Internet by its horns. Fortunately, the phenomenon is only growing at this point.

In essence, social media marketing is about listening to the community and responding in kind, but for many social media marketers, it also refers to reviewing content or finding a particularly useful piece of content and promoting it within the vast social sphere of the Internet.

Social networking sites are used as a colossal for all social media and computer-mediated communication. Social network sites as web-based services that allow individuals to construct profiles, display user connections. Social networking is only one layer of Social Media Technology (SMT). The actions of Russia, social media technology as complex, much like “a riddle, wrapped in a mystery, inside an enigma” that is continuously being examined and briefly comprehended before it changes once more.

As each application is accomplished, other innovative technologies rapidly emerge, enabling new utilities for all the users. Over a last decade, rapid increase of differentiated services have shown this to be true as micro-blogging sites such as Twitter, location-based services like Foursquare, and consumer review platforms including Glass door have all worked combined to provide a totally new and engaged media experience, which has now become more accessible through mobile devices.

The whole range of social media applications noted above share the natural ability to enable social behaviour through dialogue – multiple-way discussions providing the opportunity to discover and share new information. Social media has managed to revolutionize the way of internet users by communicating and interacting with each other within a short period.

Social networking is not only used to connect with friends, family and acquaintances but also for marketing of products. Social media marketing and its applications are extended to improvising business practices in all industries.

1.2 INDUSTRY PROFILE

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, enabling companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone."

When using social media marketing, firms can allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media," rather than use marketer prepared advertising copy.

1.2.1 Platforms

➤ *Social Networking Website:*

Social networking websites allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing and advertising. Social networking sites act as word of mouth or more precisely, e-word of mouth.

➤ *Mobile Phones:*

More than three billion people in the world are active on the Internet. Over the years, the Internet has continually gained more and more users, jumping from 738 million in 2000 all the way to 3.2 billion in 2015. Roughly 81% of the current population in the United States has some type of social media profile that they engage with frequently. Mobile phone usage is beneficial for social media marketing because of their web browsing capabilities which allow individuals immediate access to social networking sites. Mobile phones have altered the path-to-purchase process by allowing consumers to easily obtain pricing and product information in real time.

1.2.2 Tactics

To this end, companies make use of platforms such as Whatsapp, Facebook, Twitter, YouTube, Instagram and LinkedIn sites, to reach audiences much wider than through the use of traditional print/TV/radio advertisements alone at a fraction of the cost, as most social networking sites can be used at little or no cost.



FIG: 1.1 TACTICS OF SOCIAL MEDIA

Thus social media marketing is also used by businesses in order to build relationships of trust with consumers. To this aim, companies may also hire

Personnel to specifically handle these social media interactions, who usually report under the title of online community managers,. Handling these interactions in a satisfactory manner can result in an increase of consumer trust. To both this aim and to fix the public's perception of a company, 3 steps are taken in order to address consumer concerns, identifying the extent of the social chatter, engaging the influencers to help, and developing a proportional response.

1.2.3 HISTORY OF SOCIAL MEDIA

The first social networking site appeared in the year 1997 called "sixdegree.com". From the year 2002 onwards a large number of social network sites were launched. Some of the top social networking sites are

- 1) Facebook - 900,000,000 monthly visitors
- 2) Twitter - 310,000,000 monthly visitors
- 3) LinkedIn - 255,000,000 monthly visitors
- 4) Pinterest - 250,000,000 monthly visitors
- 5) Google + - 120,000,000 monthly visitors

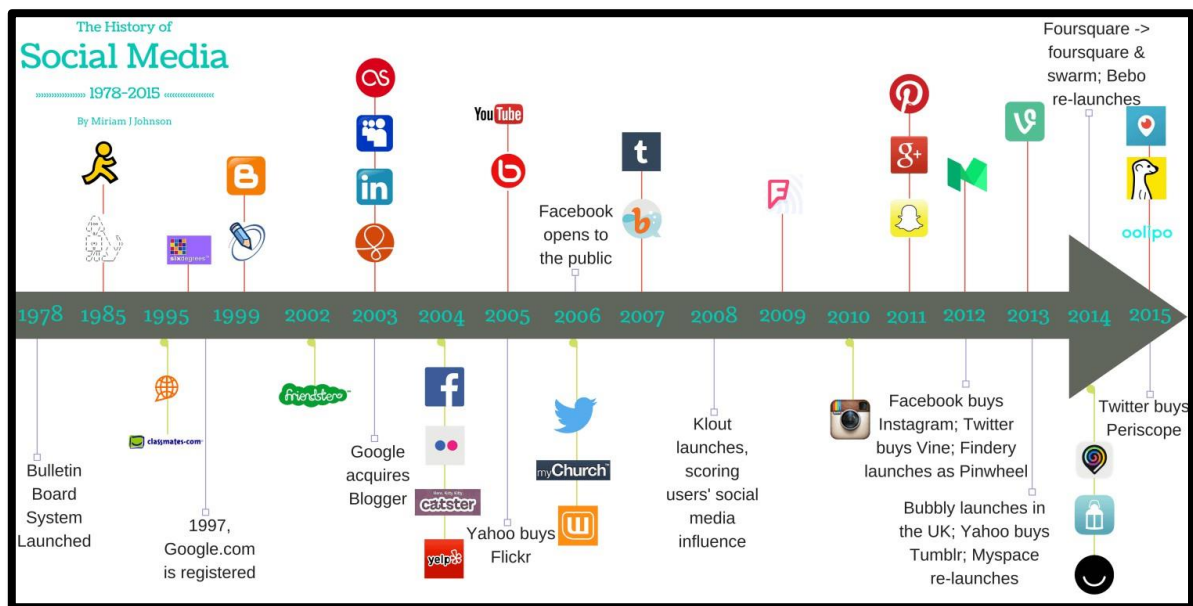


FIG: 1.2 HISTORY OF SOCIAL MEDIA

Now they are emphasising more on business values that they can offer to customers. The importance that media plays when supported by social media are huge and plays an eminent role for attracting and gaining new customers. The important factors that have led many companies to get involved in social media websites is the ease of use and their low cost compared to conventional method of marketing. Consumer trust and loyalty are crucial and major components of beauty and fashion marketing. The adoption of social media in the fashion industry has given the average person access to breaking trends and speeds faster than ever before. At the same time consumers feel entitled. The social media marketing allows consumers to engage with brands resulting in new, scalable relationships being built on a continuous basis. Brands are utilising various social media platforms to share exclusive previews and promotions, provide event information, and barter posts in exchange for samples or product previews.

1.2.4 Development of social-media platforms

The development of social media started off with simple platforms. Geo Cities was one of the earliest social networking services, launched in November 1994, followed by Classmates.com in December 1995 and SixDegrees.com in May 1997.^[26] Unlike instant-messaging clients (e.g., ICQ and AOL's AIM) or chat clients (e.g., IRC, iChat, or Chat Television), Six Degrees was the first online business that was created for real people, using their real names. As such, according to *CBS News*, Six Degrees is "widely considered to be the very first social networking site," as it included "profiles, friends lists and school affiliations" that could be used by registered users.

Thereafter, Open Diary was launched in October 1998; Live Journal in April 1999; Ryze in October 2001; Friendster in March 2003; the corporate and job-oriented site LinkedIn in May 2003; hi5 in June 2003; MySpace in August 2003; Orkut in January 2004; Facebook and Flickr, both in February 2004; YouTube in February 2005; Yahoo! 360° in March 2005; Bebo in July 2005; the text-based service Twitter, in which posts (called *tweets*) were limited to 140 characters, in July 2006; Tumblr in February 2007; Instagram in July 2010; and Google+ in July 2011.

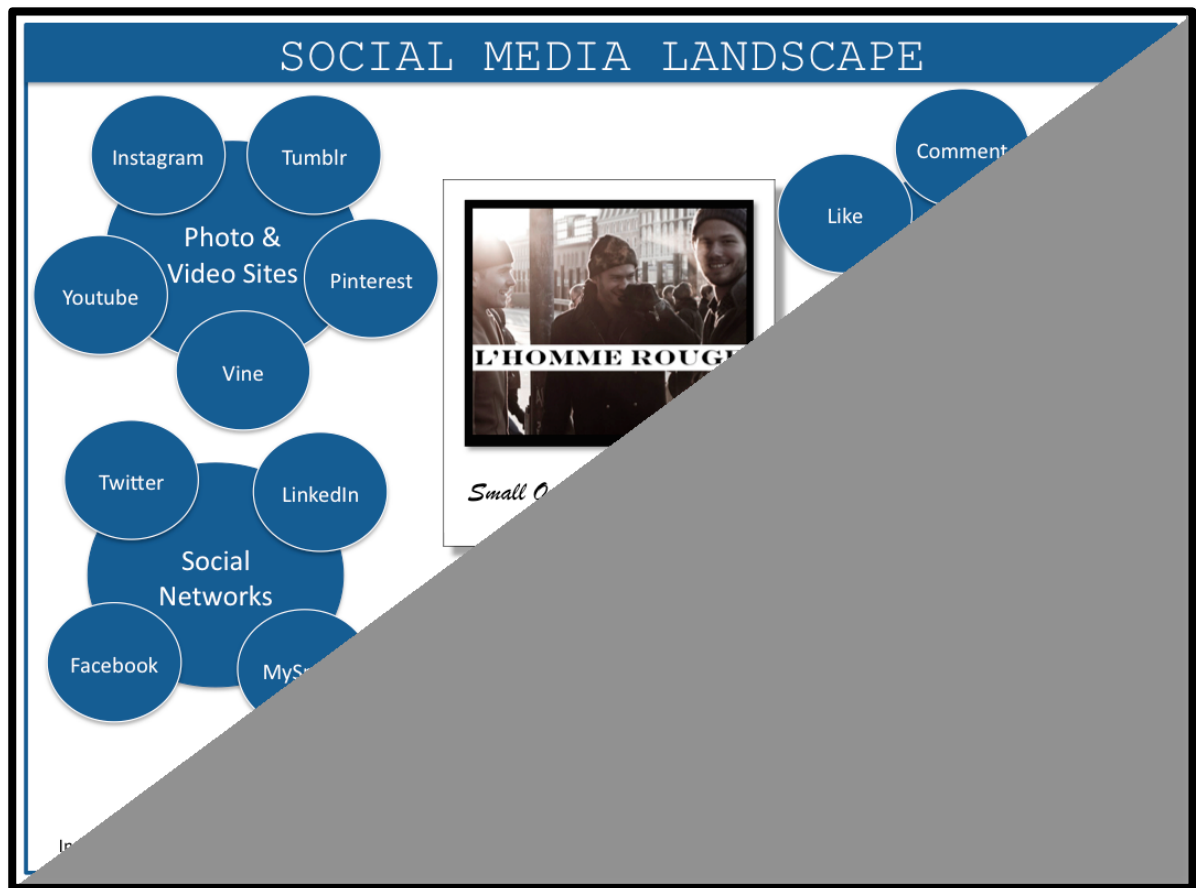


FIG: 1.3 SOCIAL MEDIA LANDSCAPE

Research from 2015 shows that the world spent 22% of their online time on social networks, thus suggesting the popularity of social media platforms. It is speculated that the increase in social media's popularity is due to the widespread daily use of smartphones.

1.3 NEED FOR THE STUDY

The explosion of social media platforms in the interactive digital media realm and companies increased comprehension of the importance of having loyal Customer. The question of social media usage in developing customer loyalty has become more and more prominent. Since social media allows firms to engage directly with the end consumer at a relatively low cost and with a higher level of efficiency, it is particularly important for small online branded retailers with limited marketing and PR budgets. The purpose of this study is to research what are the factors affecting Social Media Marketing in Perumbakkam.

These are the main driving force while purchasing the products on

Social Media. Thus, this research study has been undertaken in Perumbakkam and to focus the consumer perception on buying products through Social media.

1.4 SCOPE OF THE STUDY

- The research measures the experiences of customers.
- Defines and analyses the experiences based on key deliverables.
- Gains insights into Customer expectations.
- Customer experience is how customers engage with Social media while buying products. The entire arc of being a customer.
- The study is to find the consumer perception towards purchasing products through social media.

1.5 OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents.
- To analyze the extent of consumers engagement with social media platforms for purchasing products in the Perumbakkam locality.
- To identify the preferred social media platforms utilized by consumers in Perumbakkam for making product purchases.
- To examine the factors influencing the need for shopping on social media platforms among consumers in Perumbakkam.
- To explore the types of products commonly purchased through social media platforms in the Perumbakkam area.

1.6 LIMITATIONS OF THE STUDY

- The study was conducted only in Perumbakkam.
- The sample collected has been restricted to the 100 respondents only.
- The bias in sample could not be controlled because customers attitude differ from person to person.
- The study is limited in Perumbakkam only, it may not be generalized.

1.7 PROBLEM STATEMENT

The surge in digitalization has transformed consumer behavior, with an increasing number of individuals turning to social media platforms for product discovery and purchases. In the context of Perumbakkam, an emerging urban locality, understanding the dynamics of consumer perception towards purchasing products through social media is imperative for businesses and marketers. This study aims to investigate the factors influencing consumer choices, trust, and satisfaction in the social media-driven marketplace of Perumbakkam, shedding light on the challenges and opportunities for businesses operating in this evolving landscape.

CHAPTER 2

REVIEW OF LITERATURE

Suresh V, Dr.M.Chitra, Dr. K. Maran (2016) has made the research about the Social networking sites is used as a colossal for all social media and computer- mediated communication. The objective of this paper is to discuss about the factors that determine social media on cosmetic products in India. The study clearly states that social media marketing leads the cosmetics products to reach the customers of different age group, different life style, based on their affordability and their skin type. Social media plays a vital role in deciding the healthy and also the sales of products.

Mahamudul Hasan & Md. Rasel Sheikh (2018) has made the research to identify and analyze the factors that affect the attitude toward social marketing which are run by social media. The researchers have conducted a survey on 201 undergraduate students from three public universities from southern regions of Bangladesh. The study also showed that attitude toward social marketing through social media has significant positive impact on 'Being affected by social marketing campaigns through social media'.

Rajiv Kaushik (2012) has made the research Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on internet or cellular phone based applications and tools to share information among people. Social media is trying to fill the gap between marketers and consumers through continual dialogue, building trust and interacting with right audience in right way, as fast as possible.

Asad Ahmad, Mohammed Naved Khan (2017) has made the research about the growth of Internet social media has transformed itself into an innovative platform where people from different regions interact and share experiences with each other. People with common interest interact and share their experiences with the other members of the Social Networking Sites. While advertising their products and services over the SNSs, the marketers need to keep in mind the three variables *perceived usefulness*, *reliability* and the *word of mouth quality* which plays an important role in forming a positive attitude of the users towards the advertisement campaign.

Rimantas Gatautis, Audrone Medziausiene (2014) has made the research about the growing use of online social networks becomes more attractive for many companies as it presents opportunity to reach consumers. The possibility to access users' data basing on their preferences and interest allow companies target their marketing actions to particular segments. The recent progress towards more active social technologies and online social networks adoption led to the situation socialization became main activity on the Internet. The largest social platform Facebook has more than 1bln users and still number of users' increases. Despite the popularity of Facebook new social platforms such as Groupon, Pinterest are appearing and gaining Internet users attention.

Mrs Smita Dayal (2016) has made the research about the study, contributes to multi-disciplinary research on social media by empirically examining the impact of social media on the buying behaviour of Indian customers. It aims to provide information on the factors that influence sustained consumer behaviour. There are currently three areas where firms are applying social media. Two of these areas focus on enhancing existing business processes, while the third category attempts to reinvent a certain space within the industry altogether.

Dr. Klaus Nicholas Schmidt, Ms. Kamakshi S. Iyer (2014) has made the research to assess social media participants' perception of similarities and differences of the authenticity and trustworthiness of online advertising versus the authenticity and trustworthiness of respective online brand communities. The fact that of the 21 items only two of them showed some significance based on nationality is not surprising. The believe that the internet and social media makes the world a more even playing ground for all participants, without cultural, linguistic, or economic barriers is not new.

Amita Charan, Poonam Puri, Ekta Bansal (2017) states that the impact of social media marketing on cognitive memory and development process among Indian youth. Further, the connectivity of digital marketing via social media tools on the cognitive development process of youths, information search behaviour and mind transformation are observed. Cognition and consumer preferences are one of the thirst areas of research as it is difficult for a marketer to understand the dynamism of consumer mind. It is a daunting task for media to interpret how consumers select, perceive, and organise information.

C.Magesh, Dr.K.Tamizhjyothi, Dr.K.Anandanatarajan (2013) the research focuslies in identifying the factors influencing the users' attitudes toward different types of advertisements on social networking sites as well as investigating how these factors influences behaviour towards those advertising. This study revealed that the youngsters, students and non-graduate prefer video advertisements for both likeability and theme information. As advertisement is an important tool to improve the sales of a product, companies need to focus on advertisements featured in SNS.

Susanne Emond (2013) the purpose of this study is to research how the use of social media can enhance customer loyalty on the Internet. The study has found that gaining trust as well as getting customers to recommend a brand are two important factors in terms of establishing customer loyalty on the Internet. Study concludes by presenting various suggestions that small online branded retailers can use to develop and maintain customer loyalty on the Internet.

M.Madhavan, S.Sakthivel, K.Krishnakumar (2017) states that the impact of growing concern on how it affects their life. Today, social media and networking is a term that everyone knows. Even the most remote areas of the world youngsters have at least heard of Facebook, Twitter, Gmail, Whatsapp, Instagram, Blog and YouTube etc. The social media in Tamil Nadu creates many impacts on various dimensions. The impact of social media on availing information, entertainment, business development and public awareness are the matters of great concern. At the same time, these social media should be used for constructive purposes not destructive purposes.

Dr. M. Balasubramani (2020) States that the growth of social media networking particularly social networking sites has created increased opportunities for media communication that have an impact upon institutions of higher learning. The impact of social media on entertainment, availability information, and development of education and awareness of social media are the matter of great concern. At the same time, these social media should be used for constructive purpose not destructive purposes.

P. Radhakrishnan, N. Sriram and N. Manivannan (2017) this study highlights the main purposes of utilizing social media by rural youth and to attempt have been made to find out the time spent on surfing the various social networking sites. This study focuses on the major and the positive and negative effects of utilizing social media on the life of rural youths. Social networking sites provide many new knowledge, skills, sympathy, empathy and attitude of the people depends upon the various situations. It will provide many solutions for the numerous problems. The above discussion probably honest information but still it is need to Change the people's mind thought.

Dr. Jayaprakash, Nepul Raj (2018) this research paper aims at understanding the significant impact of social media on the people with respect to rising of protests in Tamil Nadu. The paper especially focuses on Jallikattu protest which had a massive turnout of Tamil Nadu people owing to the social media. This study confirms findings by many researchers showing that, social media and people participation as a stand-alone mechanism might help to achieve the goals of a movement, and it is a vital tool that speeds up organisation and message propagation, making it possible for movements to succeed in a matter of days or even just hours.

P. Sri Jothi, M. Neelamalar and R. Shakthi Prasad (2011) have made the research to study the effectiveness of brand communication through social networking sites from its users and communicators. They spend more time in these networking sites due to heavy commercial contents, entertainment and social gathering. So, product or service communicators through their ads in these areas with more and more interactive and with fascinating factors so that their brand identity is developed among the right choice of focused audience.

Abu Bashar, Irshad Ahmad, Mohammad Wasiq (2012) the paper carries out empirical research to understand the effectiveness of social media as a marketing tool and an effort has been made to analyze the extent social media helps consumers in buying decision making. In addition strategies have been suggested for maximizing the effectiveness. In conclusion, business today is being transformed from a transactional relationship to a social relationship. It is now more critical than ever that successful businesses use Engagement Marketing principles to plan for successfully engaging their prospects.

Dr. Moloy Ghoshal, Jou (2019) in this paper, the researcher has tried to find out the importance and effectiveness of social media as a marketing and promotional tool. The paper also tries to find out the role of gender biases. The gap between the customer's expectation and social media performance is also attempted to find out. For a business to get success in a world of reached social media influence; companies now have to transform their business strategies from product oriented to customer-oriented where the customer will play a decisive role.

Keshav Reddy, Karnegari Vikram, Sai Prasad, Gayasuddin Shaik (2013) in this research paper they dealt with the issues like how the social media affect the business processes and why they are affecting the business processes in contemporary organizations. In this research they explored all the efficient ways to propagate information about Talent Sprint businesses in a short and precise manner. Through the case study of Talent Sprint, the organizational details and information about their activities are presented with the help of Facebook, YouTube and Twitter.

D. Y. Patil University, Navi Mumbai (2014) is to study how Micro and Small businesses can leverage social media to penetrate their markets, reach their customers and develop relationships in a personal and direct manner that can catapult their brand and raise their awareness as successfully as any large business. The report also discloses the influence of social media on consumers' online buying decisions. Study indicates that increasing numbers of consumers are using internet services and research to carry out preliminary product and price research before making final decisions.

Gil Appel1 & Lauren Grewal & Rhonda Hadi & Andrew T. Stephen (2019) the research focuses on where they believe the future of social media lies when considering marketing-related topics and issues. This article has presented nine themes pertinent to the future of social media as it relates to (and is perhaps influenced by) marketing. The themes have implications for individuals/consumers, businesses and organizations, and also public policymakers and governments. These themes, which represent our own thinking and a synthesis of views from extant research, industry experts, and popular public discourse, are of course not the full story of what the future of social media will entail.

Rupali Rajesh (2018) the purpose of study is to develop an understanding the factors which are influencing for online shopping in Pune area and to explore the demographic factors which influences the level of customer satisfaction of online shoppers. The finding of the study reveals that online customers age does nothave influencing role in preferring factors for online shopping whereas male and female, prefers same parameters for online shopping as well as for customer satisfaction and after sales services.

Irem Eren Erdogan, Mesut cicek (2012) the aim of this study is to identify the effect of social media marketing on brand loyalty of the consumers, given that the concept is receiving increasing attention from marketing academia and practitioners. The results of the study showed that brand loyalty of the customers is positively affected when the brand (1) offers advantageous campaigns, (2) offers relevant content, (3) offers popular contents, (4) appears on various platforms and offers applications on social media; were used by using SPSS 17.0 version.

Rohan Miller, Natalie Lammas (2010) states that the Social media presents potentially seductive opportunities for new forms of communication and commerce between marketers and consumers. As advertisers typically want to find some way to follow their target audiences, many new media opportunities are presented to advertisers. However, we are still social media pioneers. Perhaps advertising effectiveness in the rapidly digitalising world of television (and other audio and visual media) will be improved through the adoption of synergistic paradigms of multiple-niche co-creation.

Waad Assaad, Jorge Marx Gómez (2011) this paper intends to find how social software can be used to improve the marketing and to survey how social software can be used effectively in enterprises. The main focus would be on opportunities and risks in companies used social network in their marketing. The social network marketing is flourishing in the era of Web 2.0 end-user interaction. Therefore, it is advisable that business do not ignore the opportunities to jump in to spread out and her customer base.

Hairiani Abdul Hamid, Noraishah Kamarolzaman, Intan Liana Suhaime (2017) this research is relating to the positive impact of viral marketing via social media for company A in Malaysia. Researcher had identified that the company are facing difficulties in getting attention from their customer in social media and a part of that, this research conducted in order to inform the company about the positive impact that they will get after implementing a viral marketing messages for customer in social media. Based on finding that researcher collected shows that nowadays promotions in social media are really important for company to be implemented. To make it very clear, we can say that the viral marketing of advertisement in social media plays a crucial role for promoting products of company in market.

Rooma Roshnee Ramsaran-Fowdar, Sooraj Fowdar (2011) This paper represents an exploratory effort into this direction and analyses existing Facebook marketing practices and tools, their benefits, and concerns associated with this type of social media marketing. Organizations are interested in exchanging and spreading information, trading products or services, staying close to current and potential customers, acquiring a better understanding of their customers and other benefits generated by Facebook. Facebook does not replace the traditional marketing tools but can be used as a complement to existing traditional promotional tools.

Dr. Shree Bhagwat, Ankur Goutam (2017) this paper is trying to explain the concept of social networking sites and their role in business. The Facebook is a leading social networking site whose user are 1 billion. Facebook has won this position of population inn very short time. These social networking sites have their historical record of development and now they are facilitating various services to people and business worldwide. Today every marketer throws they need to be on social network site to gave advantages. Over the past 8 years, the social media business has grown from a sleepy, sophomoric way for people to communicate to perhaps the future of how they will share information and bring their of line lives online.

Upeksha. A. S. Yapa (2017) this study has endeavoured to fill the gap in marketing strategies, by examining the impact of social media marketing on brand awareness, with reference to Facebook use in fast moving consumer goods industry in Sri Lanka. This research project has concerned itself with the role social media marketing plays in creating brand awareness of fast moving consumer goods. For this particular study, the researcher has analyzed data concerning User Generated Communication and Firm Generated Communication as the independent variables and brand awareness as the dependent variable to look at the correlation between these factors.

Tina Vukasovic (2013) has made the research about the effectiveness of communication and strategy done through social networking media which make the target audience to participate in this kind of advertising. This study would help advertisers to understand the effective communication strategy to communicate their brand among the users. This paper highlights the need for marketers' presence in social media, the value that can be yielded from a well-designed internet marketing campaign and strategies for penetrating into the new media segment.

Monish Roy, Dr. Neha Mathur, Dr. Sangeeta Jauhari (2018) this paper attemptsto present a review of scholarly literature on viral marketing and marketing strategies of social media in the way building a strong relationship with the customer and to find opportunities of creating brand awareness by tracking the responses of customers like word-of-mouth. Most of the organizations are striving to maintain an active online presence and to consistently update information to keep the customers engaged with the brand and subsequently to have a strong relationship with the customer for the longer period. By making the social pages current and credible, like frequently posting of updates and regular communication with the customers, both the brand awareness and strong relationship with the customers can be obtained.

CHAPTER 3

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall research design, the sampling procedure, data collection method and analysis procedure.

3.1 RESEARCH DESIGN

The research design stands for advance planning of the method to be adopted for collection the relevant data and the techniques to be used in adopted for collecting the relevant data and the techniques to be used in analysis, keeping the view the objectives of the research and availability time. In general, research design is the conceptual structure within which research is conducted: it constitutes the blue print for the collection, measurement and analysis of data.

The Research Design undertaken for the study is **Descriptive Research Design**. A study, which wants to portray the characteristics of a group or individuals or situation, is known as **Descriptive study**. It is mostly qualitative in nature.

3.2 SAMPLING TECHNIQUE

3.2.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.3 SOURCES OF DATA

3.3.1 Primary Data

Data which is collected for the first time is called **Primary Data**. Well Structured Questionnaires has been prepared for collection of primary data. Most of the questions are consist of multiple choices. The structured

Questionnaire method was undertaken. Proper care was taken to frame the Questionnaire in such a manner it should be easily understood in view of educational level of the peoplesin Perumbakkam.

3.3.2 Secondary Data

Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data are Internets, various books and websites.

3.4 STRUCTURE OF QUESTIONNAIRE

There are two broad types of questions open ended or open questions, and closed ended or closed questions. Open questions enable respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose. In this research only closed ended questions are used.

3.5 SAMPLE SIZE

Sample size means the number of sampling units selected from the population for investigation. It helps to achieve the objective of research. The sample size taken for the study is 100.

3.6 HYPOTHESIS

HYPOTHESIS – 1

H0 (Null hypothesis): There is no significant relationship between the gender and social media which used to buy products.

H1 (Alternative hypothesis): There is a significant relationship between the gender and social media which used to buy products.

HYPOTHESIS – 2

H0 (Null hypothesis): There is no significant relationship between the level of education and frequency of purchasing product through social media platforms.

H1 (Alternative hypothesis): There is a significant relationship between the level of education and frequency of purchasing product through social media platforms.

3.7 STATISTICAL TOOLS USED FOR DATA COLLECTION

The analytical tools used in SPSS are,

- Simple percentage analysis method
- Chi – Square
- Correlation

3.7.1 PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.7.2 CHI-SQUARE TEST

To compare actual outcomes with predictions, statistical tests like the chi-square test are performed. This test's objective is to determine if a discrepancy between actual and projected data is the result of random variation or an association between the variables under study.

3.7.3 CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

PEARSON CORRELATION

The Pearson correlation coefficient (r) is the most common way of measuring a linear correlation. It is a number between -1 and 1 that measures the strength and direction of the relationship between two variables.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Table showing Gender wise classification of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Male	55	55%
2.	Female	45	45%
Total		100	100%

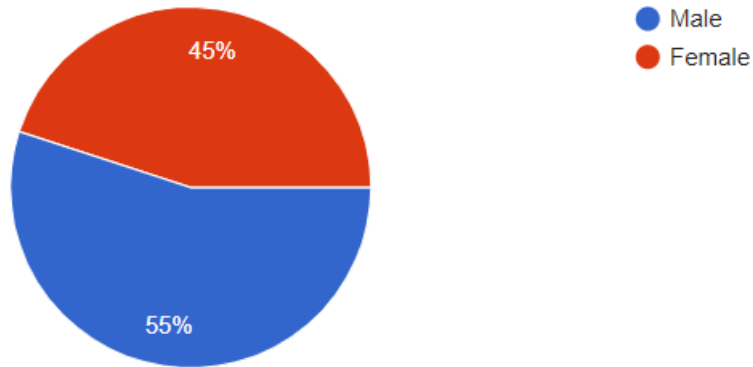


Chart 4.1.1: Chart representing Gender wise classification of the respondents

INTERPRETATION

From the above table it is interpreted that the number of male respondents is 55% and female respondents is 45%.

INFERENCE

Majority (55%) of the respondents are Male. Hence, males are highly preferred to buy products on Social media.

Table 4.1.2: Table showing Qualification of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Illiterate	0	0%
2.	Below 12 th	6	6%
3.	Undergraduate	57	57%
4.	Post graduate	36	36%
5.	CMA Finalist	1	1%
TOTAL		100	100%

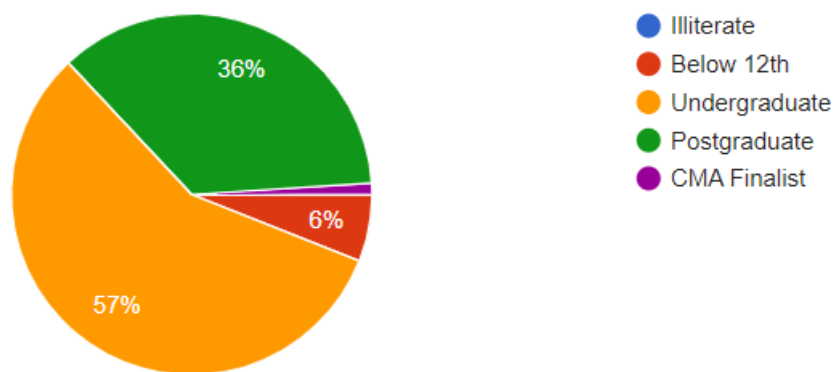


Chart 4.1.2: Chart representing Qualification of the respondents

INTERPRETATION

From the above table it is interpreted that the number of respondents in illiterate is 0%, below 12th is 6%, Undergraduate is 57%, Post graduate is 36% and CMA Finalist is 1%

INFERENCE

Majority (57%) of the respondents are Undergraduate. Hence Undergraduate holders are highly preferred to purchase products through Social media.

Table 4.1.3: Table showing Marital Status of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Married	16	16%
2.	Unmarried	84	84%
Total		100	100%

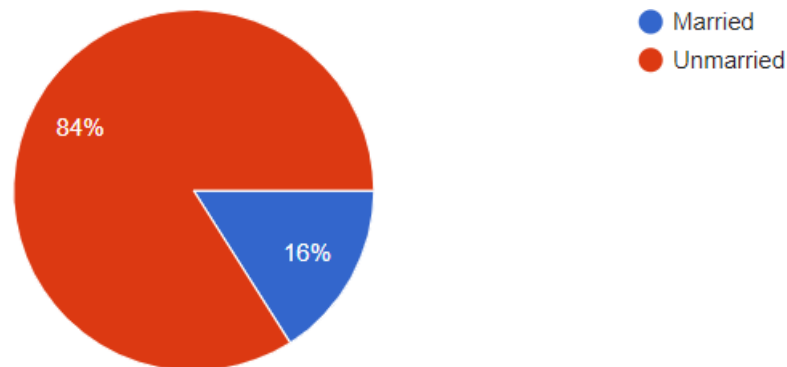


Chart 4.1.3: Chart representing Marital Status of the respondents

INTERPRETATION

From the above table it is interpreted that the number of respondents were 16% are married and 84% are unmarried.

INFERENCE

Majority (84%) of the respondents are Unmarried. So Unmarried respondents are highly preferred to purchase products through Social media.

Table 4.1.4: Table showing Occupation of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Student	60	60%
2.	Government Sector	3	3%
3.	Private Sector	27	27%
4.	Housewife	5	5%
5.	Self-Employed	5	5%
6.	Retired Person	0	0%
TOTAL		100	100%

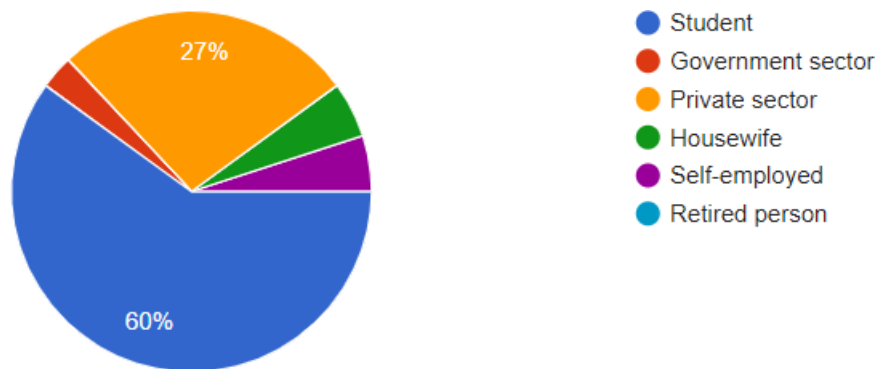


Chart 4.1.4: Chart representing Occupation of the respondents

INTERPRETATION

From the above table it is interpreted that the number of respondents were Student (60%), Government Sector (3%), Private Sector (27%), Housewife (5%), Self-employed (5%) and Retired Person (0%).

INFERENCE

Majority (60%) of the respondents are Students. So Students are highly preferred to purchase products through Social media.

Table 4.1.5: Table showing Income of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Below 5,000	7	7%
2.	5,001 to 10,000	8	8%
3.	10,001 to 15,000	10	10%
4.	15,001 to 20,000	17	17%
5.	20,001 to above	58	58%
TOTAL		100	100%

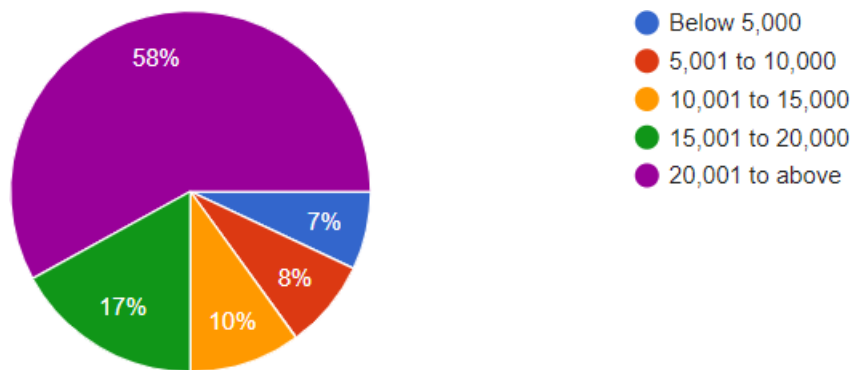


Chart 4.1.5: Chart representing Income of the respondents

INTERPRETATION

From the above table it is interpreted that the number of respondents in Below 5,000 is 7%, 5,001 - 10,000 is 8%, 10,001 - 15,000 is 10%, 15,001 - 20,000 is 17% and 20,001 to above is 58%.

INFERENCE

Majority (58%) of the respondents have 20,001 to above income. So 20,001 to above income respondents are highly preferred to purchase products through Social media.

Table 4.1.6: Table showing the respondents are regular customer of purchasing products through social media

S NO	Particulars	No. of Respondents	Percentage
1	Yes	55	55%
2	No	45	45%
TOTAL		100	100%

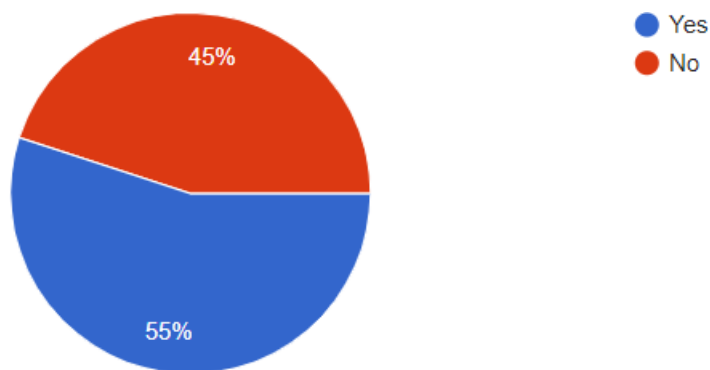


Chart 4.1.6: Chart representing the respondents are regular customer of purchasing products through social media

INTERPRETATION

From the above table it is interpreted that 55% of the respondents are regular customer of purchasing products through social media and 45% of the respondents are not regular customers.

INFERENCE

Majority (55%) of the respondents are regular customer of purchasing products through social media. So the higher side of the respondents are the people who purchase products through Social media.

Table 4.1.7: Table showing the social media Platform which the respondents prefer to purchase a product

S NO	Particulars	No. of Respondents	Percentage
1.	Instagram	64	64%
2.	Facebook	19	19%
3.	Twitter	8	8%
4.	Pinterest	9	9%

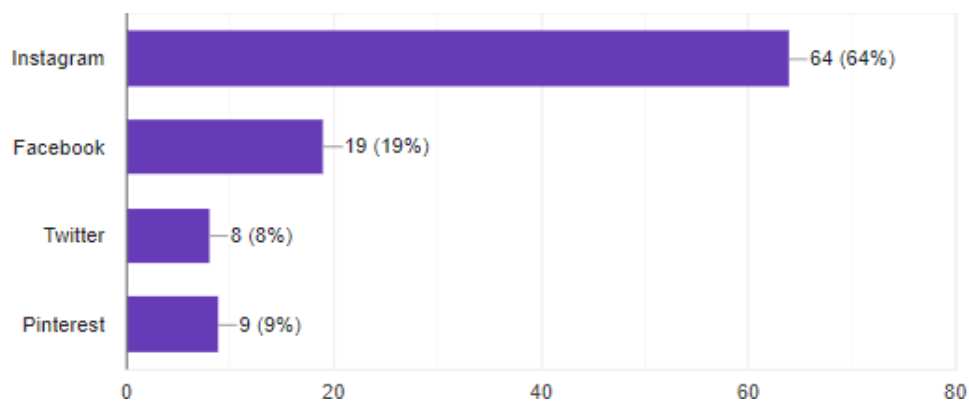


Chart 4.1.7: Chart representing the social media platform which the respondents prefer to buy a product

INTERPRETATION

From the above table it is interpreted that the number of respondents in Instagram is 64%, Facebook is 19%, Twitter is 8% and Pinterest is 9%.

INFERENCE

Majority (64%) of the respondents are preferred Instagram to purchase products through Social media.

Table 4.1.8: Table showing the need of respondents who shopping in social media platforms

S NO	Particulars	No. of Respondents	Percentage
1.	When I need to compare prices	49	49%
2.	When I want something unique and special	44	44%
3.	When I need home delivery	21	21%
4.	When I don't have the time to find thing by different market	26	26%

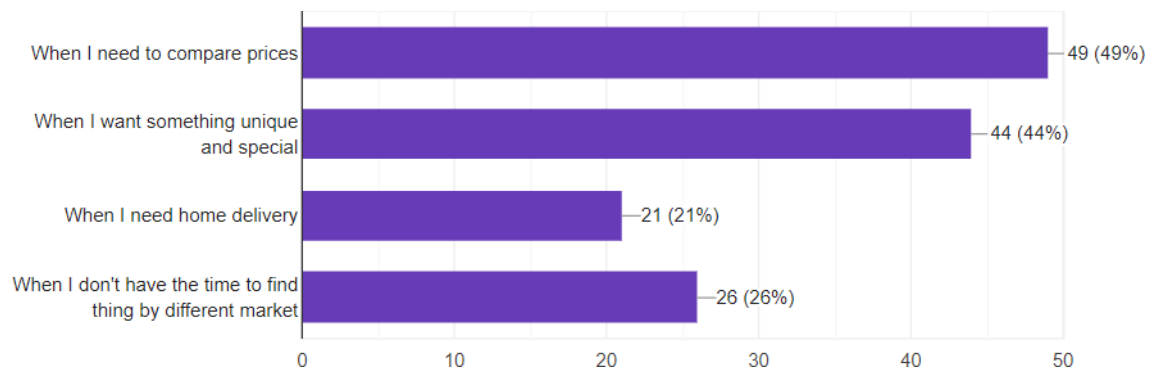


Chart 4.1.8: Chart representing the need of respondents who shopping in social media platforms

INTERPRETATION

From the above table it is interpreted that the number of respondents when they need to compare prices is (49%), when they want something unique and special is (44%), when they need home delivery is (21%) and when they don't have the time to find thing by different market is (26%).

INFERENCE

Majority (49%) of the respondents are preferred when they need to compare prices to purchase products through Social media.

Table 4.1.9: Table showing the which item respondents purchase through social media platforms

S NO	Particulars	No. of Respondents	Percentage
1.	Books	10	10%
2.	Healthy & beauty items	30	30%
3.	Sports & fitness	21	21%
4.	Men's wear	40	40%
5.	Pet supplies	6	6%
6.	Electronics	33	33%
7.	Women ethnic	37	37%
8.	Bags & footwear	36	36%

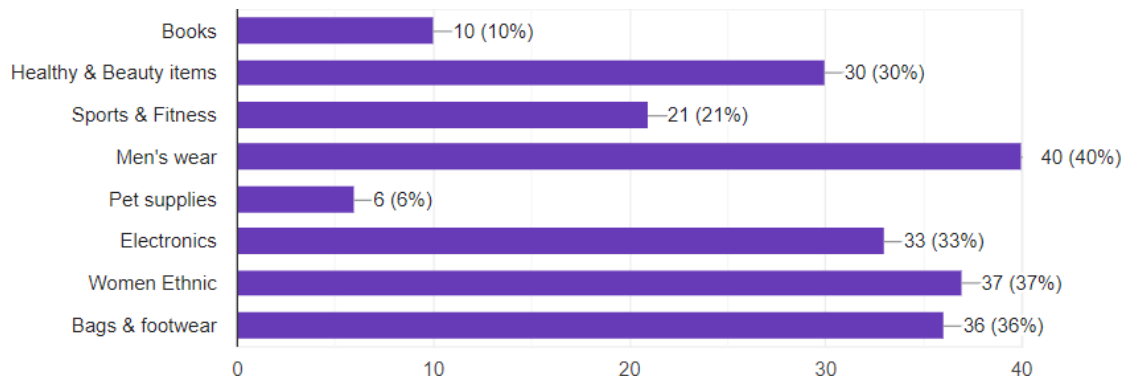


Chart 4.1.9: Chart representing the which item respondents purchase through social media platforms

INTERPRETATION

From the above table it is interpreted that the number of respondents are purchased books is (10%), healthy & beauty items is (30%), sports & fitness is (21%), men's wear is (40%), pet supplies is (6%), electronics is (33%), women ethnic is (37%), bags & footwear is (36%).

INFERENCE

Majority (40%) of the respondents are preferred to purchase men's wear through Social media platforms.

Table 4.1.10: Table showing the how much money respondents spend for purchasing products through social media platform

S NO	Particulars	No. of Respondents	Percentage
1.	Below 100	4	4%
2.	100 to 500	21	21%
3.	501 to 1000	37	37%
4.	1001 to 1500	16	16%
5.	1501 and above	22	22%
TOTAL		100	100%

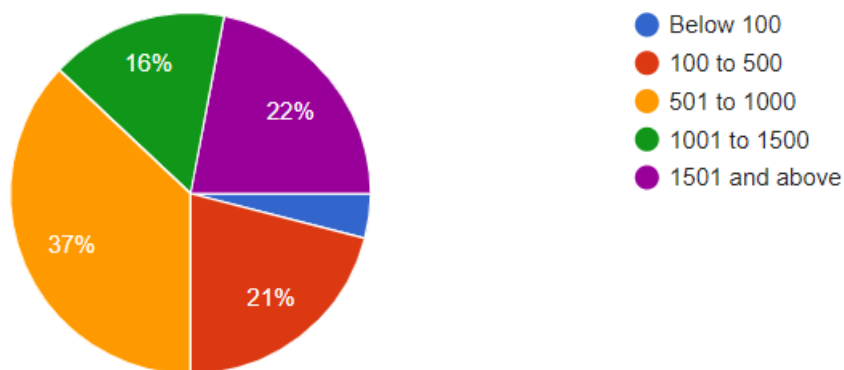


Chart 4.1.10: Chart representing the how much money respondents spend for purchasing products through social media platform

INTERPRETATION

From the above table it is interpreted that the number of respondents are Spending money to purchase products through social media platforms below 100 is (4%), 100 to 500 is (21%), 501 to 1000 is (37%), 1001 to 1500 is (16%), 1501 and above is (22%).

INFERENCE

Majority (37%) of the respondents are preferred to spend money 501 to 1000 to purchase products through Social media platforms.

Table 4.1.11: Table showing the products available on social media platforms is at an affordable price

S NO	Particulars	No. of Respondents	Percentage
1.	Yes	88	88%
2.	No	12	12%
TOTAL		100	100%

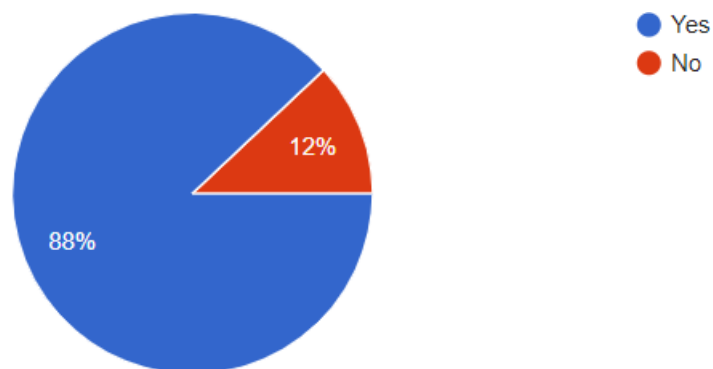


Chart 4.1.11: Chart representing the products available on social media platforms is at an affordable price

INTERPRETATION

From the above table it is interpreted that (88%) of the respondents shop products available on social media platforms which are at an affordable price and (12%) of the respondents shop products which are not at an affordable price.

INFERENCE

Majority (88%) of the respondents are said products available on social media platforms are at an affordable price. Hence the respondents are preferred to purchase products through social media platforms.

Table 4.1.12: Table showing the how frequently respondents purchase through social media platforms

S NO	Particulars	No. of Respondents	Percentage
1.	Once in a week	5	5%
2.	Once in a month	28	28%
3.	Occasionally	67	67%
TOTAL		100	100%

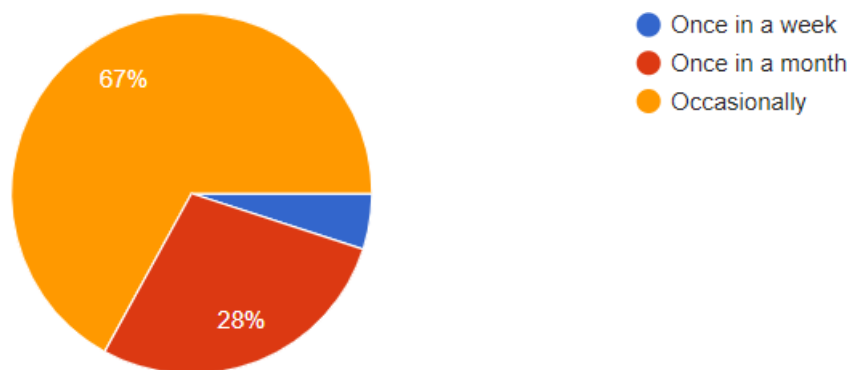


Chart 4.1.12: Chart representing the how frequently respondents purchase through social media platforms

INTERPRETATION

From the above table it is interpreted that how frequently respondents purchase products through social media platforms once in a week is (5%), once in a month is (28%) and occasionally is (67%).

INFERENCE

Majority (67%) of the respondents are occasionally purchase products through social media platforms. So the respondents are preferred to purchase products through Social media platforms.

Table 4.1.13: Table showing the problems faced by respondents while purchasing products through social media platforms

S NO	Particulars	No. of Respondents	Percentage
1.	Price difference	28	28%
2.	Replacement issue	36	36%
3.	Delivery delay	27	27%
4.	Damaged product	32	32%
5.	Mismatch of product displayed	39	39%
6.	No face to face interaction	22	22%

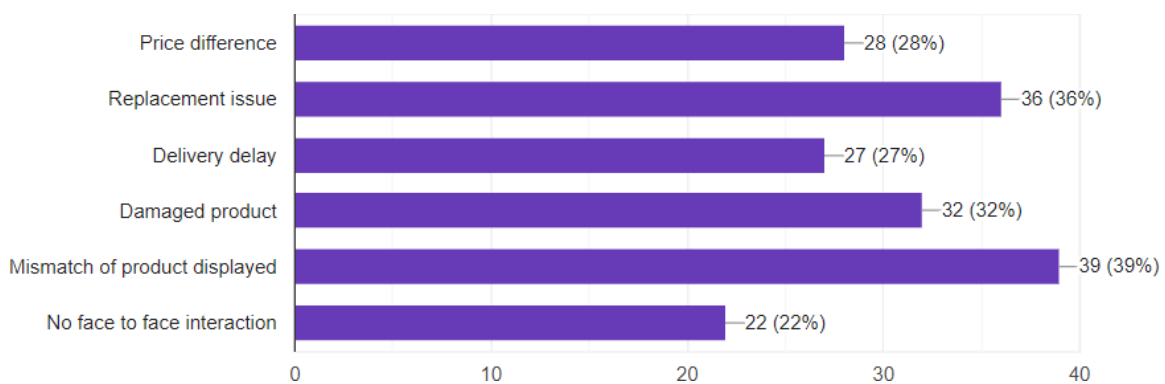


Chart 4.1.13: Chart representing the problems faced by respondents while purchasing products through social media platforms

INTERPRETATION

From the above table it is interpreted that number of respondents facing problems are price difference is (28%), replacement issue is (36%), delivery delay is (27%), damaged product is (32%), mismatch of product displayed is (39%), and no face to face interaction is (22%).

INFERENCE

Majority (39%) of the respondents have faced mismatch of product displayed while purchasing products through social media platforms.

Table 4.1.14: Table showing the respondents recommend purchasing products through social media platforms to others

S NO	Particulars	No. of Respondents	Percentage
1.	Yes	84	84%
2.	No	16	16%
TOTAL		100	100%

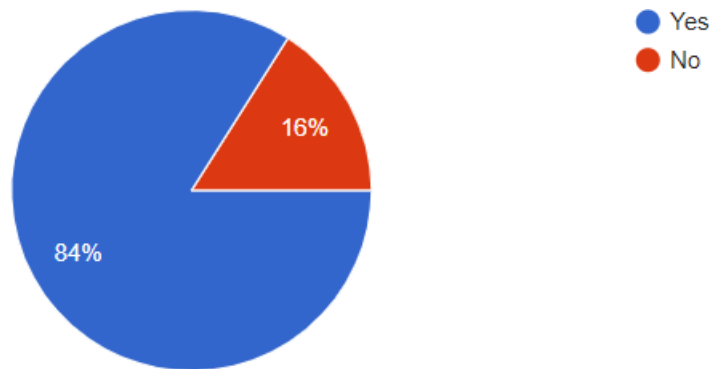


Chart 4.1.14: Chart representing the respondents recommends purchasing products through social media platforms to others

INTERPRETATION

From the above table it is interpreted that 84% of the respondents recommend purchasing products through social media platforms to others and 16% of the respondents will not recommend purchasing products through social media platforms to others.

INFERENCE

Majority (84%) of the respondents recommend purchasing products through social media platforms to others.

Table 4.1.15: Table showing the overall satisfaction of the respondents about purchasing products through social media platforms

S NO	Particulars	No. of Respondents	Percentage
1.	Highly satisfied	10	10%
2.	Satisfied	57	57%
3.	Neutral	28	28%
4.	Dissatisfied	4	4%
5.	Highly dissatisfied	1	1%

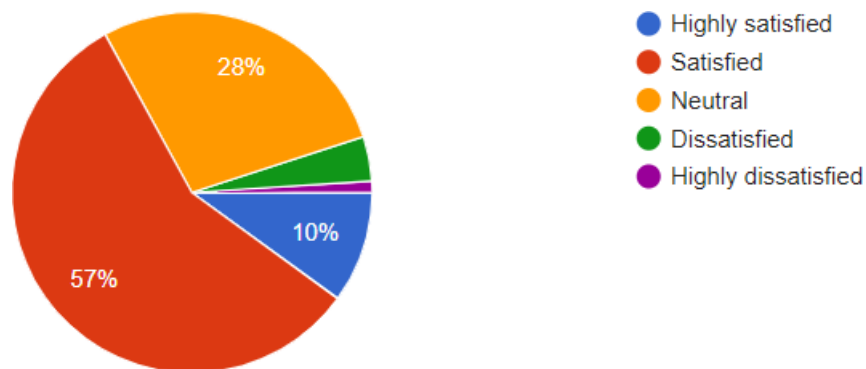


Chart 4.1.15: Chart representing the overall satisfaction of the respondents about purchasing products through social media platforms

INTERPRETATION

From the above table it is interpreted that 10% of the respondents are highly satisfied, 57% of the respondents are satisfied, 28% of the respondents are neutral, 4% of the respondents are dissatisfied and 1% of the respondent are highly dissatisfied.

INFERENCE

Majority (57%) of the respondents are satisfied.

HYPOTHESIS – 1

H0 (Null hypothesis): There is no significant relationship between the gender and the social media platforms used to buy products.

H1 (Alternative hypothesis): There is a significant relationship between the gender and the social media platforms used to buy products.

4.2 CORRELATIONS

		Gender	Which social media platforms do you use to buy products?
Gender	Pearson Correlation	1	-.018
	Sig. (2-tailed)		.857
	N	100	100
Which social media platforms do you use to buy products?	Pearson Correlation	-.018	1
	Sig. (2-tailed)	.857	
	N	100	100

INTERPRETATION

From the above table, the value of Pearson correlation is rounded to 1. “1” represents positive correlation. So null hypothesis is rejected, and alternative hypothesis is accepted. Therefore, there is a healthy relationship between the gender and the social media platforms used to buy products.

HYPOTHESIS – 2

H0 (Null hypothesis): There is no significant relationship between the level of education and frequency of purchasing product through social media platforms.

H1 (Alternative hypothesis): There is a significant relationship between the level of education and frequency of purchasing product through social media platforms.

4.3 CHI-SQUARE TEST

Chi square	Value	df	Asymptotic significance (2-sided)
Pearson chi-square	12.655 ^a	6	.049
Likelihood ratio	12.739	6	.047
Linear-by-linear association	7.987	1	.005
N of valid cases	100		

a.8 cells (66.7%) have expected count less than 5. The minimum expected count is .05.

Level of significance

Level of significance is fixed at 5%

Test statistics

Pearson chi-square value = 12.655^a

Degree of freedom = 6

INTERPRETATION

From the above test statistics, degree of freedom is 6, The p-value is 0.49 which is lesser than alpha value 0.05. Therefore, Null hypothesis is rejected whereas the alternate hypothesis is accepted. It can be interpreted that there is no significant difference between the level of education and the social media platforms used to buy products.

CHAPTER 5

FINDINGS, SUGGESTIONS AND COCLUSION

5.1 FINDINGS OF THE STUDY

- Majority (55%) of the respondents are Male. Hence, males are highly preferred to buy products on Social media.
- Majority (57%) of the respondents are Undergraduate. Hence Undergraduate holders are highly preferred to purchase products through Social media
- Majority (84%) of the respondents are Unmarried. So Unmarried respondents are highly preferred to purchase products through Social media.
- Majority (60%) of the respondents are Students. So Students are highly preferred to purchase products through Social media.
- Majority (58%) of the respondents have 20,001 to above income. So 20,001 to above income respondents are highly preferred to purchase products through Social media.
- Majority (55%) of the respondents are regular customer of purchasing products through social media. So the higher side of the respondents are the people who purchase products through Social media.
- Majority (64%) of the respondents are preferred Instagram to purchase products through Social media.
- Majority (49%) of the respondents are preferred when they need to compare prices to purchase products through Social media.
- Majority (40%) of the respondents are preferred to purchase men's wear through Social media platforms.
- Majority (37%) of the respondents are preferred to spend money 501 to 1000 to purchase products through Social media platforms.
- Majority (88%) of the respondents are said products available on social media platforms are at an affordable price. Hence the respondents are preferred to purchase products through social

media platforms.

- Majority (67%) of the respondents are occasionally purchase products through social media platforms. So the respondents are preferred to purchase products through Social media platforms.
- Majority (39%) of the respondents have faced mismatch of product displayed while purchasing products through social media platforms.
- Majority (84%) of the respondents recommend purchasing products through social media platforms to others.
- Majority (57%) of the respondents are satisfied.

5.1 SUGGESTIONS

- Companies are increasingly investing in social media to attract and engage the customer's to buy products through social media.
- Study done with the objectives of evaluating the factors which are inducing customer's shopping on Social Media and understanding its satisfaction level based on the demographics of consumers.
- Retailers on Social media should follow the strategies sometimes in general and sometimes based on demographics. As there is no difference of opinion among male and female on online shopping parameters as well as customer satisfaction dimension, which are highly important and preferable by consumers in Chennai.
- Retailers on Social media can develop 'Community Building' by messaging, discussion forums, ratings and interaction with like-minded group of customers. This will help for building customer relationships and retaining loyal one.
- Consumers should be educated in terms of procedures and policies of online shopping in their local languages for the same e-marketers should provide proper steps to educate them, "Think Global and Act Local" strategy will help them to reach in every corner of the India.

5.2 CONCLUSION

Now a day's business today is changing from a transactional relationship to a social relationship. The study clearly states that social media marketing leads the variety of products to reach the customers of different age group, different life style, based on their affordability. Few products which are not available on other online shopping websites are offered in the social media with different variety and also with discounts. Regular customers of social media are aware of the different schemes and also the time during with product will be available to grab the products of their demand. So, social media plays a vital role in deciding the healthy and also the sales of products.

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ANNEXURE – QUESTIONNAIRE

1. Name of the respondent _____

2. Gender

- Male
- Female

3. Educational qualification

- Illiterate
- Below 12th
- Undergraduate
- Postgraduate

4. Marital status

- Married
- Unmarried

5. Occupation

- Student
- Government sector
- Private sector
- Housewife
- Self-employed
- Retired person

6. Family income (monthly)

- Below 5,000
- 5,001 to 10,000
- 10,001 to 15000
- 15,001 to 20,000
- 20,001 to above

7. Are you a regular customer of purchasing products through social media platforms?
- Yes
 - No
8. Which social media platforms do you use to buy products?
- Instagram
 - Facebook
 - Twitter
 - Pinterest
9. When do you feel the need of shopping in social media platforms?
- When I need to compare prices
 - When I want something unique and special
 - When I need home delivery
 - When I don't have the time to find thing by different market
10. Which item you purchase through social media platforms?
- Books
 - Healthy & Beauty items
 - Sports & Fitness
 - Men's wear
 - Pet supplies
 - Electronics
 - Women Ethnic
 - Bags & footwear
11. How much money do you spend for purchasing products through social media platforms?
- Below 100
 - 100 to 500
 - 501 to 1000
 - 1001 to 1500
 - 1501 and above

12. Do you find the products available on social media platforms are at an affordable price?

- Yes
- No

13. How frequently do you purchase through social media platforms?

- Once in a week
- Once in a month
- Occasionally

14. What are the problems you face while purchasing products through social media platform?

- Price difference
- Replacement issue
- Delivery delay
- Damaged product
- Mismatch of product displayed
- No face to face interaction

15. Would you recommend purchasing products through social media platforms to others?

- Yes
- No

16. What is your overall satisfaction about purchasing products through social media platforms?

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied