

**A Study On The Impact Of Social Media On
Buying Choice Of Consumers**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
REWARD OF
Bachelor of Commerce**

By

**MANIGANDAN.G
(39740139)**



**BACHELOR OF COMMERCE
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
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI – 600 119**

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School of Management studies

BONAFIDE CERTIFICATE

This is to certify that this Project report is the bonafide work of MANIGANDAN G (39740139) who has done the project work entitled "**A Study on the impact of Social Media On buying Choice of Consumers**" under my supervision from December to February 2022.

Dr. Paramasivan. , MA., Ph.D
Internal guide

External guide

Dr. BHUVANESWARI G.
Dean, School of Management Studies

Submitted for viva voce Examination held on_____.

Internal Examiner

External Examiner

DECLARATION

I am **MANIGANDAN.G (39740139)** hereby declare that the Project Report entitled “**A Study On The Impact Of Social Media On Buying Choice Of Consumers**” done by me under the guidance of **Mrs.Dr. Paramasivan** is submitted in Partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE:

PLACE: CHENNAI

MANIGANDAN G

SIGNATURE OF CANDIDATE

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ABSTRACT

Technology has made the world grow rapidly in the past two decades. It has revolutionized societies and has impacted the existing and future generation largely. Internet has a great impact on business. Many businesses have started to use Social media accounts to market their products. This has facilitated their products to reach a larger audience and create more desire. This paper is related to the impact of social media on the buying choices of consumers. It will focus on whether social media creates a desire in people to change their buying behavior. The paper was done using primary data analysis with a total of 162 respondents on google forms and the data was analyzed using chi-square.

The social media platforms considered in this research paper were Instagram, YouTube, Twitter and Blogposts. The research focused on finding out whether the age of the person influences the impact social media has on their buying choices. The research gave positive results on social media influence on buying behavior, however the age group did not influence decisions.

Keywords: Social media, Social Media marketing, Consumer behavior, Buying choice of consumer, Chi-square.

CHAPTER 1

INTRODUCTION

1.1 SOCIAL MEDIA

Definition of social media.

It is termed as the collection of online communication of various inputs which may be community-based or individual, interactions, intercommunications, contents sharing, websites and many more among different users". Whereas 23 various social media specialists define the term Social Media and their definitions on the various points: it's

- An on-line medium powered by the net for social communication.
- A two-way communication medium.
- A medium that permits creation and exchange of information.
- A medium that is supported by web technology services.
- Are platforms like Twitter, Facebook, Social Gaming, Blogs, Social

Bookmarking, etc.

1.2 The rise of online social networking sites.

According to Wikipedia report, there are three hundred and more Social Networking Sites and 150 crore members all over the world (www.en.wikipedia.org). At the basic level social network is web community where people move through profiles that represent themselves to others. The important reason for today's people to browse these sites is because of the emergence of Social Networking Sites major paradigms shift that has taken place among the millions of people. The Social Networking Sites able to realize friends simply and form teams accruing to the interest, business, etc. It is very straightforward to transfer photos, share views on culture, cinema, sports, education and day- to-day events and happenings. Social Networking Sites is reuniting old friends and helps to continue the broken bonds. Through Social Networking Sites knowledge grows in cultural, social and economical aspects. The ultimate reason for the ascension of Social Networking Sites is, because of its user friendliness. Anybody can have an account and relate with anyone. Most of the content shared in Social Networking Sites is personal details, photos, interest etc. Social Networking Sites are still terribly a lot of its early stage but contains many software applications which are used worldwide, when it attains maturity stage, new applications will come into existence. Social media concentrates on relationship with the users by

way of sharing of information and interest among users. There are numerous Social Networking Sites present across the world, ranging from Facebook, MySpace, Orkut, and Cyworld to LinkedIn. Among the rapidly growing list of Social Networking Sites, Facebook is the global leader, catering to concerning 300 million registered users around the world.

1.3 History of social networking sites

In 1995, classmates.com helps to establish connection and communication with their classmates where they have previously studies. Now the website has forty million users. This website doesn't permit the users to connect with different users, it permits to establish communication only with the users who studies in the same college. Six degrees.com started in 1997, the earlier social networking website that permits its members to establish communication with different users. Social networking began with the on-line communities like Theglobe.com which was started in the year 1994, Geocities started its working in the year 1994 and Tripod.com started in the year 1995. This community centered on user interaction by way of chatting and helps social media users to share personal data and concepts via websites by providing free web space for websites. Classmates.com has a new approach by having links to every user through mail. In 1990s, user profiles were a feature of Social Networking Sites, permits users to have a lists of friends and search for different users with interests of similar nature.

In 1987, online social network were witnesses with the users in GreenNet within the Britain who communicates with their colleagues at the Institute for Global Communications (IGC), earlier termed as PeaceNet and EcoNet, in the US. People shared information in a method which will be thought-about online social networking. When we take these features in into consideration, then we can say that the Social Networking Sites already exists even in 1990's. It is possible to do several of the items, since the olden days that social networking website users do currently, like creating personal websites and human action with others through interfaces such as internet relay chat, online forums and communities. Several function of Social Networking Sites what we have today was there in late 1990's. Six degrees.com which was established in 1997, as a company permits its users to maintain profiles, friends list which helps them to connect each other.

The company was closed after 3 years of establishment because it failed to perform well. The reason for failure was less usage of net and there were limited number of social networking sites. There was dating sites with different user profiles, but the sharing of profiles were absent during that time. In 1999, live journal was created which helps to

exchange journal with their friends. A Korean company named CyWorld was started in the year 2001, with the option of social networking. In Sweden, LunarStorm was created followed by World which has option of maintain friends list. A website with name Ryze was created with the aim of establishing connection with business people in San Francisco. Similar social networking sites like Friends, Likend.in, Tribe was established one by one. Tribe was familiar with business people, FriendStr was failed to withstand in the market during the infant stage but gained momentum in the later stage. Many new social networking sites came into existence with many advanced options for the users to maintain friend list and to communicate with friends. In 2002, FriendStr gained importance and many people started using it followed by MySpace, LinkedIn and Bebo. Because of the increase in usage of social networking sites, in 2005 MySpace was viewed by more people than Google. In 2004, Facebook, the largest & most popular social networking website was launched. LinkedIn the famous website was concentrated on developing and establishing employment and business networks. Flickr was established for a specific purpose of photo sharing. MySpace became a competitive website to other social networking site including FriendStr. MySpace permits users to customize their profile which got heavily attracted by the user community and the position of holding largest users in social networking sites. Increase of love passion and fashion for Social Networking Sites, many teams additionally ventured this field. The other Social Networking Sites that emerge during this period includes YouTube, Zoom and BlogSpot. For the people at the age of 50 and above, Sagazone was started in the year 2007. With the advancement of technology and growth in the usage of net users social networking sites began to grow leaps and bounds among the internet users particularly among the kids. The main of these social networking sites is to locate friends, permitting the users to communicate with friend of friends, share photos, establish chats, develop business networks, create employment opportunities through known sources, sharing of information and experience about product and services. At the end of 2010, there were numerous sites for social networking and millions of people were users of these sites

1.4 TYPES OF SOCIAL MEDIA

Talking about Social Media, there are many types of them. The most popularly used Social Media platforms are Facebook, Instagram, YouTube, LinkedIn, WhatsApp, and Twitter.

1. SOCIAL NETWORKING SITES:

Social networking sites are purely for a human to human interaction purposes and for sharing knowledge from one person to another. LinkedIn, Facebook, and Twitter come under this type. These sites help to advertise products by targeting a particular group of audiences according to the social media app used. It also helps in developing relationships with like-minded people and is also extremely useful for research purposes to get to know the customers better.

2. SOCIAL REVIEW SITES:

Social review sites help us to decide on choosing a particular place to stay or product by looking at the reviews. Other customers who have already experienced the stay write a review to help the future customers decide. This also helps the company to improve itself and solve problems according to customer feedback. Examples of such Social Media are Yelp and TripAdvisor

3.IMAGE SHARING SITES:

Image sharing sites have paved the way for users to share pictures and illustrations. Apps such as Instagram, Snapchat are examples. In these, People come together and share pictures that speak to them and their interests, and also attracting other people of the same interests. These apps are also used by businesses to market their product by requesting customers to post pictures of them using the product with their hashtag. On the other hand, such pavements can also lead the way to inspire a lot of people with new ideas to grow and groom themselves.

4.VIDEO HOSTING SITES:

Video hosting sites such as 'YouTube' help us to bring out our talents and our content and portray it out to the world. YouTube also pays users who are famous and in demand. Some users also advertise products of various brands on these platforms, while some companies directly stream their advertisements. The comment section on YouTube helps the users to engage with their audience and helps to improve themselves with the feedback obtained. After TikTok was banned in India due to it posing a threat to the integrity and sovereignty of the nation according to the India law, Instagram soon developed a new feature called "Reels". A huge number of youth celebrities in India gained their fame through TikTok and the ban was a threat to them. The new added feature in Instagram helped them change the platform yet make the same content. "Reels" allows you to record a 15 second entertainment video and share it in Instagram. Apart from the entertainment through Reels, small businesses are able to gain fame. One of the most trending small businesses

are “Scrunchies”. People also get to know about new products in clothing, accessories and various other stuff through Reels.

5.COMMUNITY BLOGS:

Apps such as Tumble help people to start their blog by giving them an audience and a way to connect with different readers rather than making people start their self-hosted websites. These apps provide an audience and make it possible to interact with each other and share their vision. Community blogging helps people to re-share and re-post posts from other blogs to make them reach a wider audience.

6.DISCUSSION SITES:

Quora and Reddit are the main examples of these sites. Every person has gone through Quora at least once in their lifetime. These sites make a way for people to ask questions and make statements. They give information that is not very easily available otherwise. Reddit has subcommunities where people can get into the community of their area and engage in them.

As the social phenomena under review are reliant on the participant’s views, opinions and perceptions, qualitative research methodology was identified as the appropriate research methodology for the research study that follows (Collis and Hussey, 2009)

- Demographic information;
- Accessibility and hours spent on the internet;
- Uses of the internet;
- Awareness of social media;
- Social media as a form of engagement between the consumer and the Brand.
- Social media as a form of eWO.

Hence, by looking at the types we come to know that in all the apps in a way or another, they have marketing in them. This keeps influencing the customers day by day and hence impacts their choices while buying a product.

In this research paper, Social Media apps such as Instagram, YouTube, Facebook, and WhatsApp, are considered and studied based on their influence on buying choices of consumers. Most of the

other sources included advertisements, review forums, shopping apps such as amazon, etc. By identifying these sources and deriving answers from the survey, we will be able to find out whether social media advertising has helped brands to succeed and also whether our target audience find it interesting.

Due to the Covid-19 pandemic, outdoor advertising has drastically reduced due to the lockdown. Its alternative, Online advertising and social media advertising is being preferred. The number of hours a person spends on the internet has increased drastically due to the pandemic and lack of other activities. People have been spending a large part of their time on gadgets for work and entertainment irrespective of their age. Due to this, the chance of people paying attention to online advertisements has increase.

The Researcher has interacted with various customers who are the active users of the internet in general and various social websites in particular. Customers who are interacted with the researchers are the actively using online marketing and before any purchasing they will decide everything before buying product online.

1.5 COMPANY PROFILE

Social websites which are doing marketing is a new method of gaining importance or attention among various consumers. Now a days electronic mouth is going to play crucial role. Social Media Marketing pulls attraction and push those people who are reading and want to share it on their social websites. Social websites which are doing marketing created new avenue for most marketers and consumers who can communicate, exchange ideas, sell and purchase of variety of goods and also services through use of social websites which are doing marketing. Technology in general and internet in particular is filled with many people who are individuals who wanted to satisfy, share communicate due to that there are many companies now a days have pages on social websites which are doing marketing to give information about various types of product, and also services and many more. In modern times scenario social websites like blogs, FaceBook, Twitter, Skype etc. is going to play very crucial role in decision making of the consumer. Social Media marketing is not only powerful tool have emerged but also it is very cheap too. Most surveys showing that around 75 percent Indians who are in the young age are using social websites for sharing with each other, communicating, buying, selling and also purchasing of goods like olx.com. As today popularity of these sites increasing due to that various corporate houses and even Government organizations are using it as a tool to reach masses audiences in the way to attract them. Consumers are using Social websites in their routine life for many different reasons or purposes. Many of the people who want to maintain relationship interpersonally. Due to various advantages of social media not only to consumer but to a businessman also to connect with the end user or consumers directly.

Hence, it becomes very much important to understand how social websites are going to change behavior of consumers and our study is trying to look into this

the last 5 years, social media grow with leaps and bounds and become an important platform for communication among people. The social media tools also advanced due To technological improvement. Social sites are engaging in continuous research to improve communication methods in social media sites. Many websites are providing various tools to advertise and sell products to the customers, but social media provide not only selling tools but also provides tools to network the people. A nowadays social media network becomes the important marketing tool for companies. Social media is a place for interaction and communication where millions of individuals meet daily and it became an important market place for firms to 27advertise and sell their product and services. Social media is the best place

for posting marketing information, advertising the product, illustrating the product etc., Many professionals and small retailers and giants retailer and big business houses ignore the importance of social marketing. They not understand how social marketing are increases its path in many different types of business and services too. Taking an example Linkdin which was started in the year Two thousand and three a present there are many users of this websites over one hundred and twenty million are there. Linkdin gives you an updated professional identity online. Another way of changing way of thinking is Facebook. Nowadays everyone hears about Facebook. Not only business class people and consumers but also many college students are using the Facebook marketing. Facebook an extra ordinary way of doing the marketing and can attract as many as customers. Facebook has open the door of many types of professionals, students and even housewives. The basic role for doing marketing on Facebook is increase your network. Every person can create Facebook for page and can do the marketing over that. Each and every marketer must encourage to do community interaction over that. There are many common mistakes are doing by many people on Facebook like broadcasting, don't pu more advertisement as if you don't have many social connections. Doing advertisement on Facebook does not means just post it. You have to give the time to your social contacts. Another important mistake people are doing that is validating rates of Facebook and immediately your page will be blocked. Do that kind of work that not you but Facebook do work for you. Twitter can be used for business purpose. Twitter is also a very important social networking sites like other websites. Say example YouTube, Whatsapp and many more. The maximum limit of character of Twitter is around one hundred and forty characteristics at a time and not more than that. Twitter allows you to share your thoughts with many people around you or those who are far away from you. In SMS the word SMS means Short Message Service is the same way in Twitter the message what you sent is known as tweet. Twitter can be used to develop a business as well as relationship with many people as you need it.

CHAPTER 2

RESEARCH METHODOLOGY

The research topic taken up by the researcher is **“A STUDY ON THE IMPACT OF SOCIAL MEDIA ON THE BUYING CHOICES OF CONSUMERS”**.

2.1 Scope of the study:

1. The Scope of this research is ultimately to understand many features, advantages of social media marketing.
2. Understand the behavior of the consumer, factors affecting consumer behavior.
3. Traditional method of marketing like Radio, Television are considered Upstarts with questionable staying power.
4. Many progressive business owners are dabbling in social media Marketing
5. The long term benefit of an effective broad scope social media marketing campaign cannot be measured in days or weeks.

6. Bloggs, Twitter, FaceBook fans, Digglinks, Skype are various tools Adopted by customers as well as marketers too

2.2 Objectives of the study:

- To send out a google form to prepare primary data analysis on social media impact on buying behavior.
- To analyze the impact of social media on consumer buying behavior.
- To use chi-square and interpret the results.

2.3 Rationale of the study:

Everyone has a Social Media account and tends to discover the latest trends through it. In this, factors that influence the buying pattern of consumers are large as people are fantasized about products used by others on Social Media and tend to want the same. Be it Advertisements, Influencers, Best friends, Peer groups, and others, they all tend to influence others in some way. In this study, we will be looking at to which extent people are influenced and in which age group it is more and also analyze the Social Media app which creates the way for this the most.

2.4: Methodology

The research paper is based on Primary data analysis through the survey results. The survey was sent to colleagues, friends and family who answered the questions relating to social media and their buying behavior according to their experience. A total of about 200 individuals were sent the survey and 162 individuals submitted their responses, making the percentage of responses received 81%.

I Collection of Data:

- Primary data collection through Google forms.
- Studying other factors on Social Media that influence buying behavior.

II Analysis of Data:

- Interpret based on primary data obtained.
- Comparative analysis using chi-square with age group.

Scope of Study: The study covers only four Social Media Apps, namely Instagram, YouTube, WhatsApp, and Facebook. The methodology adopted is Primary data analysis from Google forms.

2.5 Limitations of the study:

- The primary data is obtained from friends, colleagues, and family. Hence there is a chance that the data might not be equal to that if applied to a larger group.
- The study is limited to people using the apps.
- The study is done within a period of 3 months.
- The study is done based on 162 responses.

CHAPTER 3

3.1 REVIEW OF LITERATURE

(Michael Putter, 2017) conducted a research on the Impact of Social Media on consumer buying intention and concluded that Social Media helps consumers to create rapport and interactions with brand-specific content. Social Mechanism and other posts on Social Media also in turn influence the buying decisions.

(Elisabeta Ioanas, Ivona Stoica, 2014) conducted a research on Social Media and its impact on Consumers Behavior and concluded that a large number of people who buy online and are influenced by social media are people aged 25-29. They are also the group of people who tend to buy online due to door delivery. The study also concluded that the products influenced most and bought online are electronics and clothing.

(Nadia Nowzin, Imran Hossain, Tapas Bala, 2020) conducted a research on the Impact of Social Media on Consumer Buying Behavior and concluded that Consumers are very easily attracted to Online platforms, and the E-commerce companies share strategies to attract consumers through Social Media. Hence, this affects their buying choices.

(Duangruthai Voramontri, Leslie Klieb, 2019) conducted a research on the Impact of Social Media on Buying Behavior and concluded that Social Media users had greater confidence and trust throughout the process of deciding and also had greater satisfaction and found it very easy and convenient to make decisions as compared to people who did not use Social Media.

(Elham Al-Mukhaini, Israa Al-Dhuhli, Sara Ismael, 2014) conducted a research on the Impact of Social Media on Consumer Buying Behaviour in Oman and concluded that Omani consumers choose Instagram to buy their preferred product online. This hence proves that Social Media influences consumer's decisions positively.

(Ethel Lee, 2013) conducted a research on the Impact of Social Media on buying behaviour and concluded that Social Media is an effective platform to communicate two ways with the companies and it also builds relationships between the customers and the companies. According to this

research, they conclude that Social Media is not a very powerful tool to influence the decision but mass media is. Social Media is instead used to collect information on the products. This research is restricted to Finland and hence the people of Finland use Social Media to validate their decisions.

(Umair Manzoor, Sajjad Ahmad Baig, Muhammad Hashim, Abdul Sami, 2020) conducted a research on the Impact of Social Media Marketing on Consumers Purchase Intentions and concluded that trust and Social Media ads influence the consumer's decisions largely and some of them also buy from Social Media websites. It has also concluded that more than trust, Social Media has a greater influence on purchase intentions.

(Mr.Sony Varghese, Ms.Mansi Agrawal, 2021)

conducted a research on social media and consumer buying behaviour and concluded that being in a digital age showed a large impact. Consumers are influenced by Social Media marketing largely, however the same can also destroy the brand's image. It also found that Social Media bridges the gap between the brands and the customers. Companies that use Social Media as their tool are the ones developing faster.

(Jongdee Phusalux, Kittisak Jermsittiparsert, Chompoo Saisama, Naiyana Wongjunya, 2020)

conducted a research on the Impact of Social Media Marketing on the Consumer Buying Behaviour of Youth and concluded that Social Media Marketing is highly effective. It is useful to connect with consumers and also maintain the image. It is also concluded that Brand equity has a role in connecting social media marketing and the consumers. This research targets the youth and hence the marketing was also done in platforms well used by the youth.

(Muhammad Shafiq Gul, Hamid Shahzad, Muhammad Imran Khan, 2014)

conducted a research on The relationship of social media with fashion consciousness and consumer buying behaviour and concluded that the initial stage of knowledge about the product is highly informative on social media and the latest fashion trends are known through social media trends. Hence it concludes that social media does have an impact on fashion consciousness and consumer buying behaviour.

Ramsunder (2011)

In their study says that shoppers' decisions are influenced heavily by on-line brands. Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to Internet to get more data for their buying decision.

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Sakkthivela metal (2015)

Their analysis makes an attempt to check the influence of social media sites over young woman consumer's shopping behavior from Islamic faith countries. This study employs structural equation modeling to check out the influence of young woman consumers and the results disclosed that brand, society and reference teams exert additional influence over young woman consumer's shopping behavior through social media.

International publications:

The researcher has done literature review on various International Publications, Articles and Journals which are described below:

Williams et al., (2000)

In his study reveal that Social media marketing influences perception, shopper selection behavior, buying-decision and attitude from pre-purchase data phase to post-purchase behavior.

Belch and Belch et al., (2003)

Described in their study that at some situation during the purchasing process, shoppers stop looking out and evaluating data before going to the next stage. At this stage, shoppers decide whether or not they can obtain products or not. The buying decision depends on the motivation and influence of other shoppers through reviews and recommendation.

Young Ae Kim et al., (2007)

Explains in their study that buying choices are powerfully affected by people who the buyer knows and believes. Several internet buyers ask for the 490 opinions before buying a new product. Internet social communities allow chatting among trusting members, allow customers to share their experiences by means of writing reviews and rating others' reviews. E-commerce websites have started to obtain information on the interaction between customers in their websites, to understand and investigate social influence on purchase process, to boost CRM and improve sales.

OTX analysis DEI Worldwide (2008)

In their study, analysed the influence of social media on buying behaviour of customers and a survey was conducted among US population, which shows that buyers presently use social media as high information resource for brands, companies, or product. It additionally concludes that social media outreach by brands and firms, particularly if a private on-line representative will make this outreach, are often far more important on shopper behavior than advertisements or different promotional devices. In fact,. There is a significant stronger impact on shopper behavior when the social media is used as a positive outreach to share information.

JiXiaofen et al., (2009)

This paper has created a model of on-line spoken and opinion people have influenced on consumer's shopping intention . The study has known that the message impression of on-line spoken and leader's comments have lot of influence on consumer's temperament of shopping garments; the data of online spoken influences its receiver's attitude towards brand and consumer's temperament of buying clothes completely at the end.

Mir et al., (2012)

45Thousands of web news groups and chat rooms influence the purchase decision of shoppers. The image of the brand increases when many users provide positive opinion about the brand.

Dehghani et al., (2013)

Their study analyses the knowledge inheritance on customer's action and reputation of brand. Knowledge inheritance on the social media happen once a person observes behavior of others and make a similar decision that other people have already made. The knowledge cascade are often used for one amongst 2 effects on shoppers, Knowledge cascading causes the brand to appear high or low in Customer Intention on purchasing and additionally may have an effect on consumers trust on brand .The study aims at customers who have trust on brand image. These kind of customers are influenced by decision taken by others.

TeenaBagga et al., (2013)

The study analyses the inner and outer factors of consumer's online buying behavior. A structured form was used and a survey was conducted with two hundred samples. Questionnaires were sent through the mail and also posted through online web pages and were answered by the respondents themselves. The statistical analysis found seven major factors that govern the consumer's buying behavior. These seven factors were: would like for Social Communication, website Attributes, on-line Advertising, Recreation, Convenience, privacy issues and data Search.

Garima Gupta (2013)

In her paper analysed the influence of social media on product buying. The results proved of the actual fact that social media have an effect on product buying intentions. Particularly, there's a powerful impact of 3 factors called information about product, peer communication and the level of product involvement on shoppers purchase intentions with respect to social media. The author infers that, because the product is sold through on-line, it can't be examined; perceived data shared about the product on social media and information sharing among peer teams facilitates consumer's analysis on the product and makes decisions accordingly.

Geetanjali Naidu et al., (2013)

46 In their study analyses the influence of social media in purchasing behavior of customer in Raipur. According to the survey result 75% of Indian youth uses internet for sharing their opinion, views and comment in numerous websites. The analysis concludes that people use social media widely for collecting information regarding product.

Balakrishnan et al., (2014)

This study finds the influence of social media towards brand image and buying opinion of younger Generation. 200 questionnaires were distributed to undergraduate students of universities in Malaysia. The response rate was 75 percent. 3 hypotheses and 2 propositions were tested using multivariate analysis and mean. The result showed that the internet communications, online communities, electronic word of mouth, and on-line publicity are successful in promoting the brand image and buying intention of consumers through social media platforms. These findings notify the managers to reach the younger generation customers social media is the best selling tool. This analysis provides information to international sellers in applying social media activities to market their product.

Aindrila Biswas et al., (2014)

In her paper, aims to look the influence of social media on consumer selection behavior. Technology Acceptance Model was adopted to find the social media usage perceptions. The employees of the Multinational companies in India are the samples for the study. A equation modeling was used to test the eligibility of the

model. The results state that users of social media inclined to have more purchase intention than the occasional users.

Dr. Sourbhi Chaturvedi et al., (2014)

In their study indicated that there may be 100 crore members present in social media; social media sites became an important medium for firms and consumers to meet each other for the exchange of information about products. They also suggest that the influence of social media on customer buying behavior is tremendous. Buying behavior in social network is influenced by gender, education, income, age etc.,

Alireza Mohammadpour et al., (2014)

The study aims to find the impact of social media marketing on online buying behavior of customers with respect to brand capital using path analysis technique. A sample of 160 from university of Tehran were asked to fill the questionnaire on social media marketing, brand capital and online shopping behavior of consumers. The results indicated that social media had significant impact on brand name. Social media marketing had significant indirect positive impact on online shopping behavior of consumers. The results conform the role of brand marketing in concurrence with media and online buying behavior of consumers.

Marta Zembik (2014)

In his study explains that Social media comprises of blogs, public forums, social media sites, that is used for communication of some information. The data provided in social media is beneficial for organization/ firms and customers. Customers benefitted from the product information posted by others, recommendations by other customers. Firms benefitted by the information provided by the customers in social media about their products, getting the feedback on their product market, information about the prospective customers, customers needs and demographic characteristics. This article emphasis on how social media information is essential for companies and customers in their decision-making process.

Prof. Assoc. Dr. Elenica Pjero et al., (2015)

The researchers conducted the study in Albania reality sector. Their article targeted on Social Media and its capacity to effect buying behavior of customer. The

researchers discussed the growth and adaptability of Social Media networks by numerous users in the world. The researchers made a multifaceted analysis on the impact of Social Media on consumers and buying intentions. The samples are selected from users of Social Media in all dimensions and the result depicts the significant behavior of consumers.

Tayyaba Noreen et al., (2015)

The researchers conducted the study about the Social media impact in Pakistan and Korea. This study investigates the impact of social media on the buying behavior of consumers. This study focuses on e - word of mouth, social media publicity and social media. The findings indicated that consumers of Korean consumers have higher intention to buy a product using social media platforms when compared to customers in Pakistan. The results

(Jongdee Phusalux, Kittisak Jermsittiparsert, Chompoo Saisama, Naiyana Wongjunya, 2020) conducted a research on the Impact of Social Media Marketing on the Consumer Buying Behaviour of Youth and concluded that Social Media Marketing is highly effective. It is useful to connect with consumers and also maintain the image. It is also concluded that Brand equity has a role in connecting social media marketing and the consumers. This research targets the youth and hence the marketing was also done in platforms well used by the youth.

Chi-square test

Chi-square is the measure which checks or evaluates extent to which a set of the observed frequencies of a sample deviates from the corresponding set of expected frequencies of the samples. It is the measure of aggregated discrepancies actual and expected frequencies. This distribution is called χ^2 distribution. It was first introduced by helmet in 1875. It is also known as “goodness for fit”. It is used as test static in testing hypothesis that provides the theoretical frequencies with which observed frequencies are observed.

It is denoted as $\chi^2 = \sum \frac{(F_0 - F_e)^2}{F_e}$

$$\sum \frac{(F_0 - F_e)^2}{F_e}$$

CHAPTER 4

DATA ANALYSIS

In this chapter, the analysis made with the data obtained from the survey is presented.

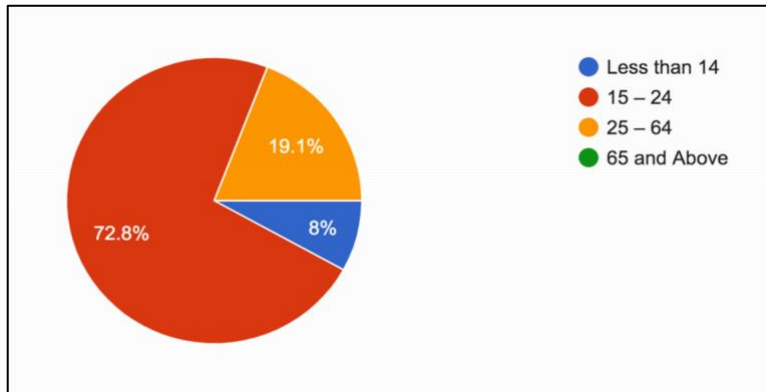


Chart 4.1 Age group

As we can see, in a total of 162 responses, 118 individuals fell in the age group of 15-24 (72.8%), and 31 of them were aged from 25-64 (19.1%) and about 13 of them were aged less than 14 (8%) and absolutely nil in the category of 65 and above. Hence, we form a conclusion here that a dominant part of our respondents is youth consisting of teenagers, college students, bachelors and spinsters.

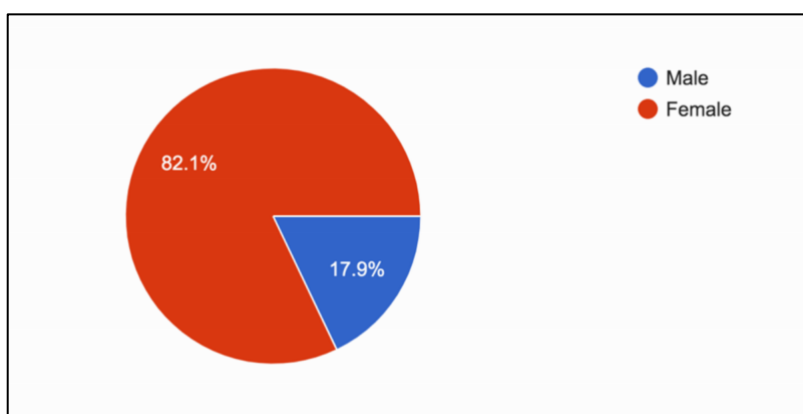


Chart 4.2 Gender

From the pie chart above, we can see that out of 162 respondents, 82.1% of them are female and only the other 17.9% are male. Hence the results obtained from our

analysis will be mainly from a female perspective and cannot be considered as a result for a population having equal percentage of both genders.

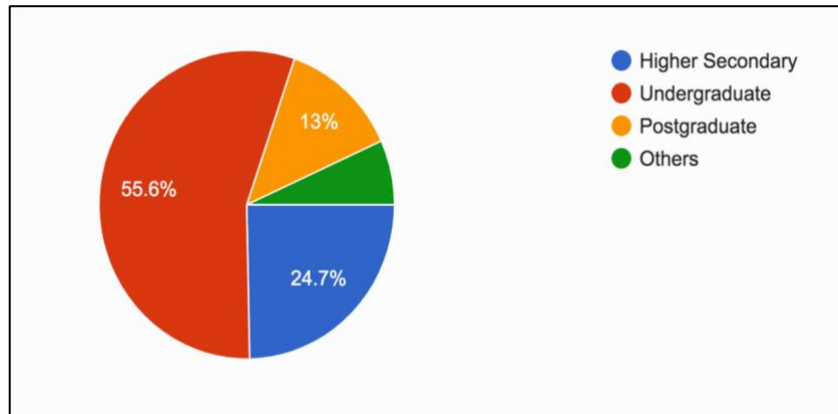


Chart 4.3 Educational qualification

Out of our respondents, a major part of them are undergraduates (55.6%), followed by higher secondary (24.7%), postgraduates (13%) and others (6.8%). This confirms the fact that our respondents are primarily students.

These three pie charts show that a majority of our target audience are youth from the ages of 15-24, mostly comprising of women who are pursuing their education.

The data has been analyzed by using a statistical tool called chi-square. The Chi-square is a statistical method widely used by researchers to analyze data. It is used to test the relationship between categorical variables. A null hypothesis is formed to arrive at a conclusion as to whether the variables are related or not. The null hypothesis states that there is no relation between the two variables and that the variables are independent. If the p-value is lesser than 5%, we reject the null hypothesis and conclude that the variables are dependent. If the p-value is greater than 5%, we accept the null hypothesis and conclude that the variables are independent.

Chi-square tests in this research paper have been performed on basis of the questions in the survey and the age group of the target audience. The chi-square value has been

worked out manually in excel by forming the observed and expected frequencies, and the p-value is derived by running the chi-square test in excel to derive an accurate answer.

4.1 Chi-square analysis between age of the target audience and social media influencing their purchase.

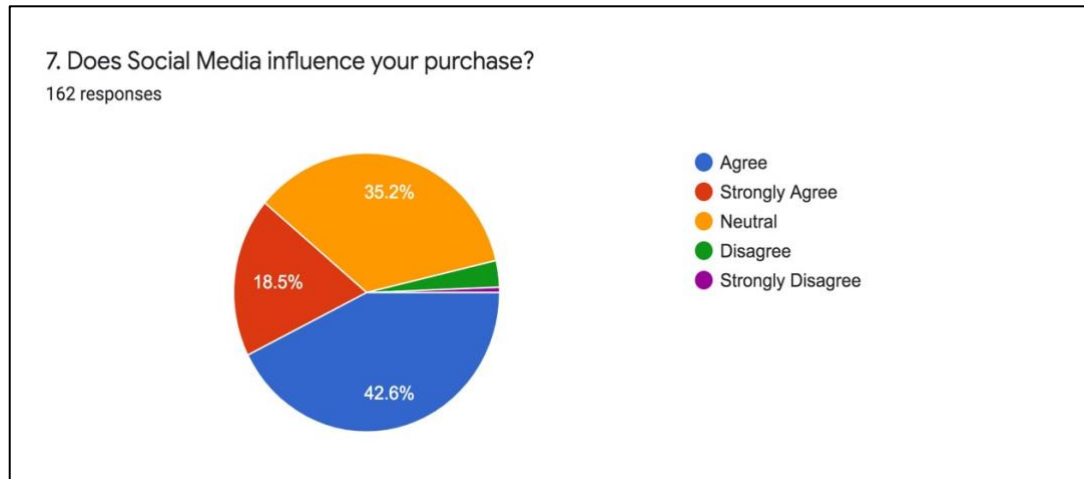


Chart 4.4 -Social Media influence on purchase

Chi-square analysis:

OBSERVED FREQUENCY:

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
Less than 14	4	1	7	1		13
15 - 24	51	1	40	25	1	118
25 - 64	14	3	10	4		31
Grand Total	69	5	57	30	1	162

Null hypothesis: There is no significant relationship between age and social media influence in buying behavior.

Level of significance = 5% or 0.05.

EXPECTED FREQUENCY:

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
Less than 14	5.537037037	0.40123	4.5741	2.407407407		13
15 - 24	50.25925926	3.64198	41.519	21.85185185	0.728395062	118
25 - 64	13.2037037	0.95679	10.907	5.740740741		31
Grand Total	69	5	57	30	1	162

CHI- SQUARE DATA:

Chi-square points = $(\text{Observed} - \text{Expected})^2 / \text{Expected}$

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
Less than 14	0.426669144	0.89354	1.2866	0.822792023		13
15 - 24	0.010917329	1.91655	0.0555	0.453546767	0.101276418	118
25 - 64	0.048023479	4.36324	0.0755	0.527837515		31
Grand Total	0.485609952	7.17334	1.4177	1.804176305	0.101276418	162

Chi-square statistic = Sum of chi-square points

Chi-square value = 10.98205087

P-value = 0.202718297

INTERPRETATION:

In the Observed frequency table, out of the 118 respondents in the age group of 15-24, 43% of them agree with social media influencing their buying behaviour, 34% of them stay neutral and 21% of them strongly agree. The survey was circulated largely to a population of college students between the age group 18-21. This shows the variety of responses in the same age group, and may be due to the difference in interests, opinions and the different social media apps used by them. However, as 64% have shared their responses between agreeing and strongly agreeing, social media has influenced their purchase. Nevertheless, age group of the target audience and social media influencing their purchase has no relation between each other according to our test. The p-value is higher than the value of significance 0.05, we will accept our null hypothesis. Hence we state that there is no relationship between both the variables.

4.2 Chi-square analysis between age and whether it helps them make a better purchase decision.

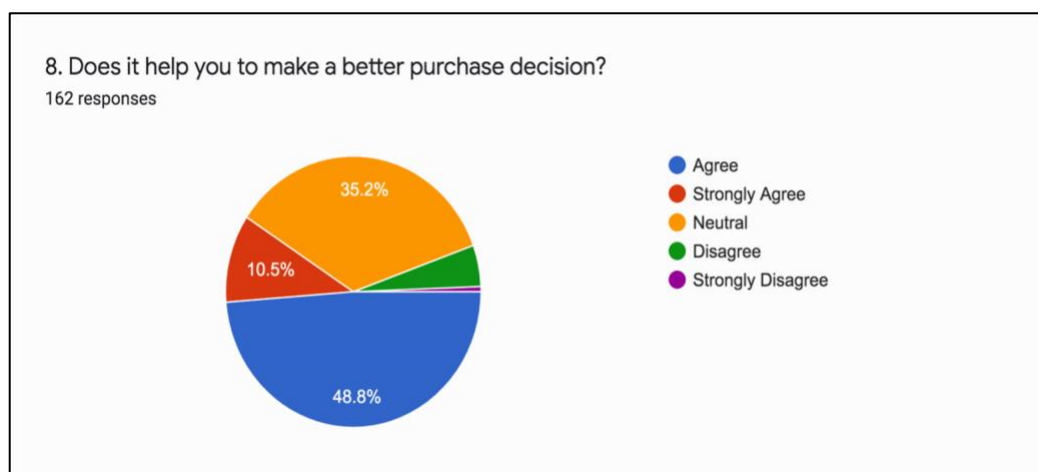


Chart 4.5 – Purchase Decision

OBSERVED FREQUENCY:

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	58	3	44	12	1	118
25 - 64	15	4	8	4		31
Less than 14	6	1	5	1		13
Grand Total	79	8	57	17	1	162

Null hypothesis: There is no significant relationship between the age and whether social media helps them make a better purchase decision.

Level of significance = 5% or 0.05.

EXPECTED FREQUENCY:

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	57.54320988	5.82716	41.519	12.38271605	0.728395062	118
25 - 64	15.11728395	1.53086	10.907	3.25308642		31
Less than 14	6.339506173	0.64198	4.5741	1.364197531		13
Grand Total	79	8	57	17	1	162

CHI- SQUARE POINTS:

Chi-square points = $(\text{Observed} - \text{Expected})^2 / \text{Expected}$

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
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15 - 24	0.003626096	1.37165	0.1483	0.011828711	0.101276418	118
25 - 64	0.00090992	3.98248	0.775	0.171492492		31
Less than 14	0.018181927	0.19967	0.0397	0.097229205		13
Grand Total	0.022717944	5.5538	0.963	0.280550408	0.101276418	162

Chi-square statistic = Sum of chi-square points

Chi-square value = 6.921295533

P-value = 0.54514768

INTERPRETATION:

Considering the observed frequency table here, 49% of the age category 15-24, 48% of people of age 25-64 and 46% of people less than 14 years of age have agreed that social media helps them make better purchase decisions. Contrarily, 37% of ages 15-24, 25% of ages 25-64 and 7% of ages less than 14 have opted for the neutral option. Again, a total of 10.5% of the total population strongly agrees that it has helped them make better purchase decisions. Hence, despite being independent variables with no relation, a majority of the total target audience agree that it has helped in better purchase decisions. Our p-value is higher than the level of significance. This shows that there is no relation between the age and better purchase decisions by using social media.

4.3 Chi-square analysis between the age and whether they depend on online reviews before purchasing a product.

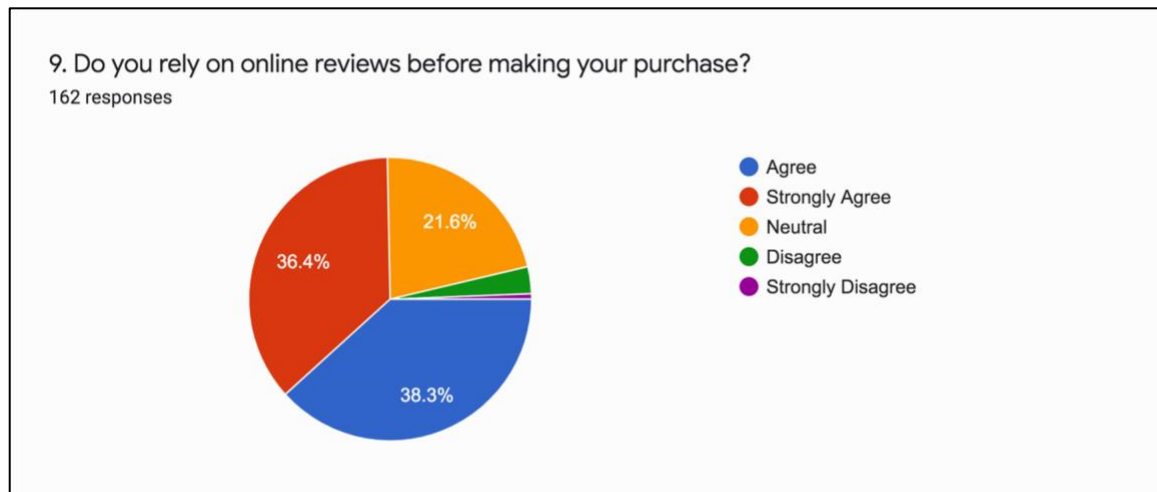


Chart 4.6 – Online reviews and purchase decision

Evaluation:

OBSERVED FREQUENCY:

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	41	3	26	47	1	118
25 - 64	17	1	5	8		31
Less than 14	4	1	4	4		13
Grand Total	62	5	35	59	1	162

Null hypothesis: There is no significant relation between the age and relying on online reviews before purchase.

Level of significance = 5% or 0.05.

EXPECTED FREQUENCY

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	45.16049383	3.64198	25.494	42.97530864	0.728395062	118
25 - 64	11.86419753	0.95679	6.6975	11.29012346		31
Less than 14	4.975308642	0.40123	2.8086	4.734567901		13
Grand Total	62	5	35	59	1	162

CHI-SQUARE POINTS:

Chi-square points = $(\text{Observed} - \text{Expected})^2 / \text{Expected}$

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	0.383293171	0.11316	0.01	0.376917375	0.101276418	118
25 - 64	2.223198571	0.00195	0.4302	0.958794862		31
Less than 14	0.191189535	0.89354	0.5053	0.113968162		13
Grand Total	2.797681278	1.00866	0.9456	1.449680399	0.101276418	162

Chi-square statistic = Sum of chi-square points

Chi-square value = 6.302938469

P-value = 0.613338595

INTERPRETATION:

Inspecting the pie chart, we can see that out of the total population, a majority of people have selected the agree (38.3%) and strongly agree (36.4%) option whereas a very minor part has opted for the disagree option. In the 15-24 age category, the option strongly agree dominates the rest, followed by the agree option. Again, we conclude

that despite being independent variables, a majority of the target audience accept that they depend on online reviews before purchase. The p-value is higher than the level of significance. Hence, we will accept the null hypothesis and state that there is no relation between age and dependence on online reviews before purchase.

4.4 Chi-square analysis between the age and whether social media helps them

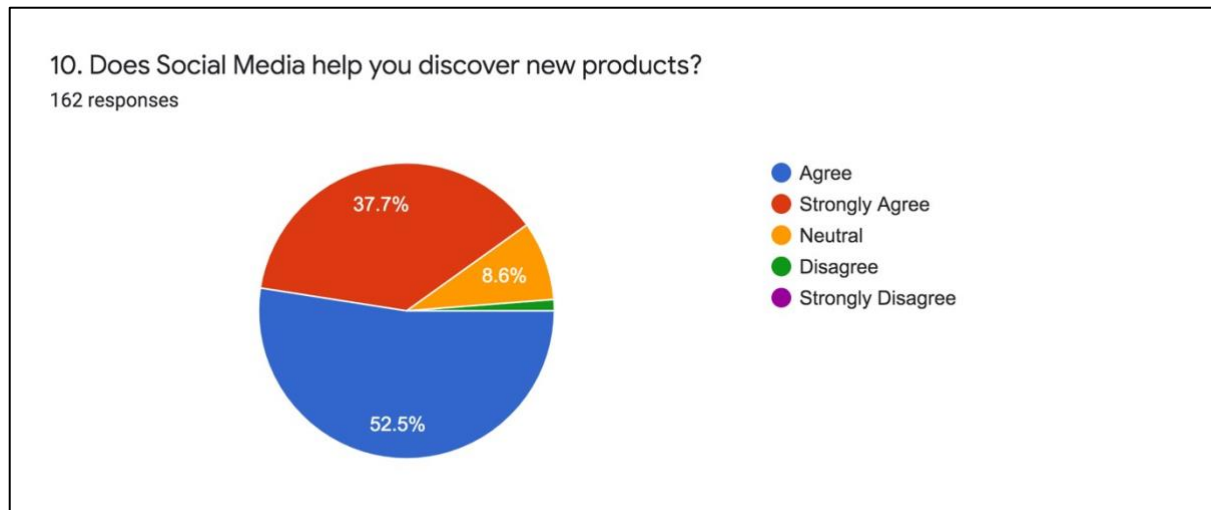


Chart 4.7 – Discovering new products

discover new products.

Evaluation

OBSERVED FREQUENCY:

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Grand Total
15 - 24	59	1	12	46	118
25 - 64	19	1	1	10	31
Less than 14	7		1	5	13
Grand Total	85	2	14	61	162

Null hypothesis: There is no significant relation between age and social media helping to discover new products.

Level of significance: 5% or 0.05

EXPECTED FREQUENCY:

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Grand Total
15 - 24	61.91358025	1.45679	10.198	44.43209877	118
25 - 64	16.2654321	0.38272	2.679	11.67283951	31
Less than 14	6.820987654		1.1235	4.895061728	13
Grand Total	85	2	14	61	162

CHI-SQUARE POINTS:

Chi-square points = $(\text{Observed} - \text{Expected})^2 / \text{Expected}$

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Grand Total
15 - 24	0.137109659	0.14323	0.3186	0.05532744	118
25 - 64	0.459739499	0.99562	1.0523	0.239735328	31
Less than 14	0.004698062		0.0136	0.002249622	13
Grand Total	0.601547219	1.13885	1.3844	0.297312391	162

Chi-square statistic = Sum of chi-square points

Chi-square value = 3.422156842

P-value = 0.754295932

INTERPRETATION:

In the observed frequency table, 50% of the age group 15-24 have agreed with the question and 39% have strongly agreed whereas only 10% of them have stayed neutral. In the other two age groups, a majority of the population have agreed and strongly agreed. The grand total of the agreed population is 85 and the strongly agreed population is 61. The p-value is higher than the level of significance, hence we accept the null hypothesis and state that there is no relation between the two variables.

4.5 Chi-square analysis between age and whether they purchase products promoted by youtubers or influencers.

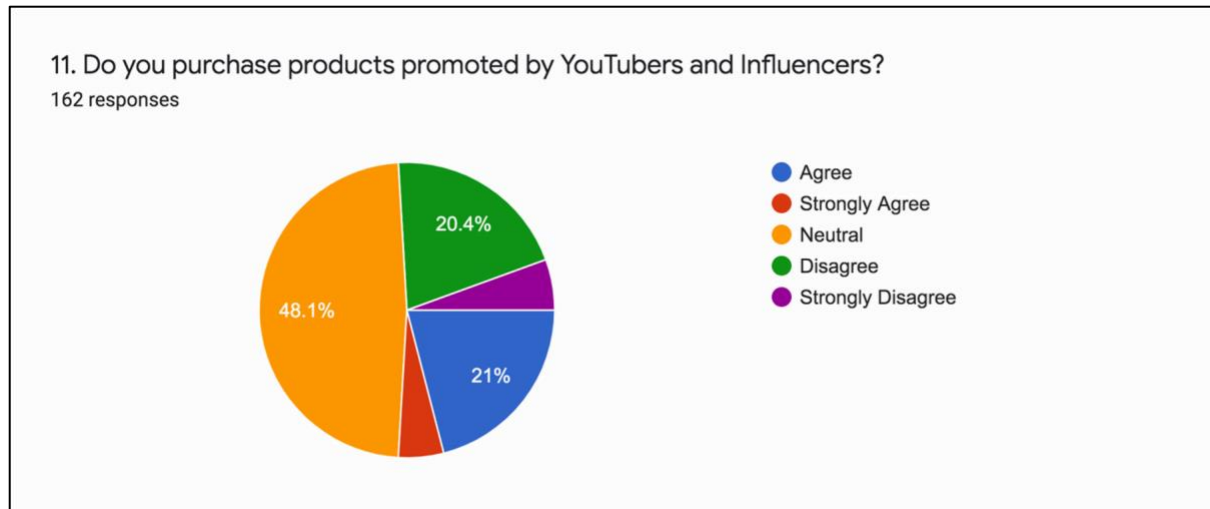


Chart 4.8 – Purchasing promoted products

Evaluation:

OBSERVED FREQUENCY:

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	22	28	56	7	5	118
25 - 64	7	3	16	1	4	31
Less than 14	5	2	6			13
Grand Total	34	33	78	8	9	162

Null hypothesis: There is no significant relation between the age and whether they purchase products promoted by youtubers and influencers.

Level of significance: 5% or 0.05

EXPECTED FREQUENCY:

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	24.7654321	24.037	56.815	5.827160494	6.555555556	118
25 - 64	6.50617284	6.31481	14.926	1.530864198	1.722222222	31
Less than 14	2.728395062	2.64815	6.2593			13
Grand Total	34	33	78	8	9	162

CHI-SQUARE POINTS:

Chi-square points = $(\text{Observed} - \text{Expected})^2 / \text{Expected}$

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	0.308801989	0.65337	0.0117	0.236058799	0.369114878	118
25 - 64	0.037482137	1.74003	0.0773	0.184090004	3.012544803	31
Less than 14	1.891290989	0.15864	0.0107			13
Grand Total	2.237575116	2.55204	0.0997	0.420148803	3.38165968	162

Chi-square statistic = Sum of chi-square points

Chi-square value = 8.691140851

P-value = 0.369017036

INTERPRETATION:

As we observe the pie chart, we see that the answers have been split across all five categories. A majority of 48% have stayed on the neutral side, whereas 21% have agreed and 20% disagreed with

the same. Hence, we come to know that only 21% of the population are interested in purchasing promoted products. Out of this 21%, 64% of them are from the age group of 1524. This must be due to the fact that youtubers and influencers gather a majority of their followers from the youth. Our p-value is higher than our 5% level of significance, hence age and purchasing products promoted by influencers and youtubers are independent variables and have no relation between each other.

4.6 Chi-square analysis between age and the page of a brand affecting their views on the brand.

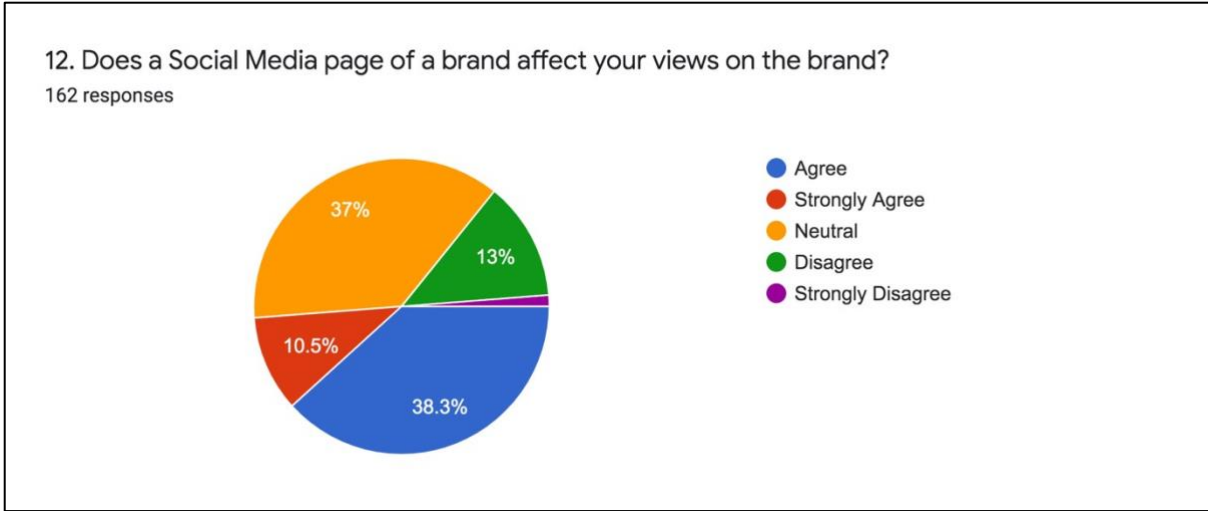


Chart 4.9 – Page of brand affecting views on brand

Evaluation:

OBSERVED FREQUENCY:

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	47	13	44	13	1	118
25 - 64	10	5	12	3	1	31
Less than 14	5	3	4	1		13
Grand Total	62	21	60	17	2	162

Null hypothesis: There is no significant relation between age and social media page of a brand affecting the views on the brand.

Level of significance: 5% or 0.05

EXPECTED FREQUENCY:

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	45.16049383	15.2963	43.704	12.38271605	1.456790123	118
25 - 64	11.86419753	4.01852	11.481	3.25308642	0.382716049	31
Less than 14	4.975308642	1.68519	4.8148	1.364197531		13
Grand Total	62	21	60	17	2	162

CHI-SQUARE POINTS:

Chi-square points = $(\text{Observed} - \text{Expected})^2 / \text{Expected}$

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	0.074927944	0.34472	0.002	0.030771882	0.143230801	118
25 - 64	0.292917614	0.23972	0.0234	0.019689835	0.995619275	31
Less than 14	0.000122538	1.02584	0.1379	0.097229205		13
Grand Total	0.367968096	1.61028	0.1633	0.147690922	1.138850077	162

Chi-square statistic = Sum of chi-square points

Chi-square value = 3.428110234

P-value = 0.904696831

INTERPRETATION:

Out of the total population of 162, 62 of them have agreed with social media page affecting the views and 60 of them have stayed neutral. There are also 17 of them who strongly agreed to this question and 21 who have disagreed. However, considering in total we can say that about 50% of the population go with agreeing and strongly agreeing, and 37% of them staying neutral. Our p-value is higher than the level of significance, hence we accept our null hypothesis and state that there is no relation between age and the social media page of a brand affecting the views on the brand.

4.7 Chi-square analysis between age and whether the content, comments and shares change their perception of the brand.

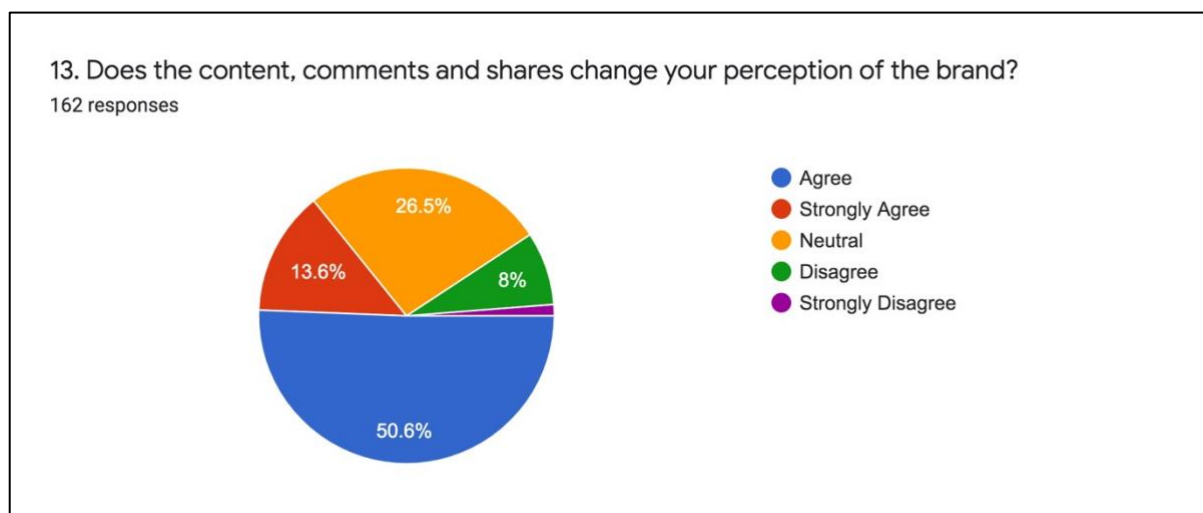


Chart 5.0 – Changing perception of brand

Evaluation:

OBSERVED FREQUENCY:

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	65	7	28	16	2	118
25 - 64	10	6	12	3		31
Less than 14	7		3	3		13
Grand Total	82	13	43	22	2	162

Null hypothesis: There is no significant relation between age and the content, comments and shares changing the perception of the brand.

Level of significance = 5% or 0.05.

EXPECTED FREQUENCY:

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	59.72839506	9.46914	31.321	16.02469136	1.456790123	118
25 - 64	15.69135802	2.48765	8.2284	4.209876543		31

Less than 14	6.580246914		3.4506	1.765432099		13
Grand Total	82	13	43	22	2	162

CHI-SQUARE POINTS:

Chi-square points = (Observed-Expected) ^2/ Expected

Age/Social media influence	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
15 - 24	0.465269803	0.64384	0.3521	3.80452E-05	0.202552835	118
25 - 64	2.064292722	4.95912	1.7288	3.47706E-01		31
Less than 14	0.026775994		0.0588	8.63334E-01		13
Grand Total	2.556338519	5.60296	2.1397	1.211078697	0.202552835	162

Chi-square statistic = Sum of chi-square points

Chi-square value = 11.71267406

P-value = 0.164491391

INTERPRETATION:

Observing the pie-chart we see that about 50% of the total population have agreed the content and the comments do affect their perception of the brand. 13.6% of them have strongly agreed and 26.5% of them have stayed neutral. Out of the 50% who agreed, 79% of them belong to the 15-24 age category, and in the 13.6% of the people who

strongly agreed, 72% of them are again from the same age category. The 8% of the people who disagreed must have opted so as different people have different perceptions about the same content and products. Due to the differing mindset, they do not consider this section seriously while considering the impression of the brand. Our p-value is higher than the level of significance, hence we accept our null hypothesis and state that the two variables are not dependent on each other.

4.8 Chi-square analysis between age and them mentioning their satisfaction/dissatisfaction in the comments and reviews.

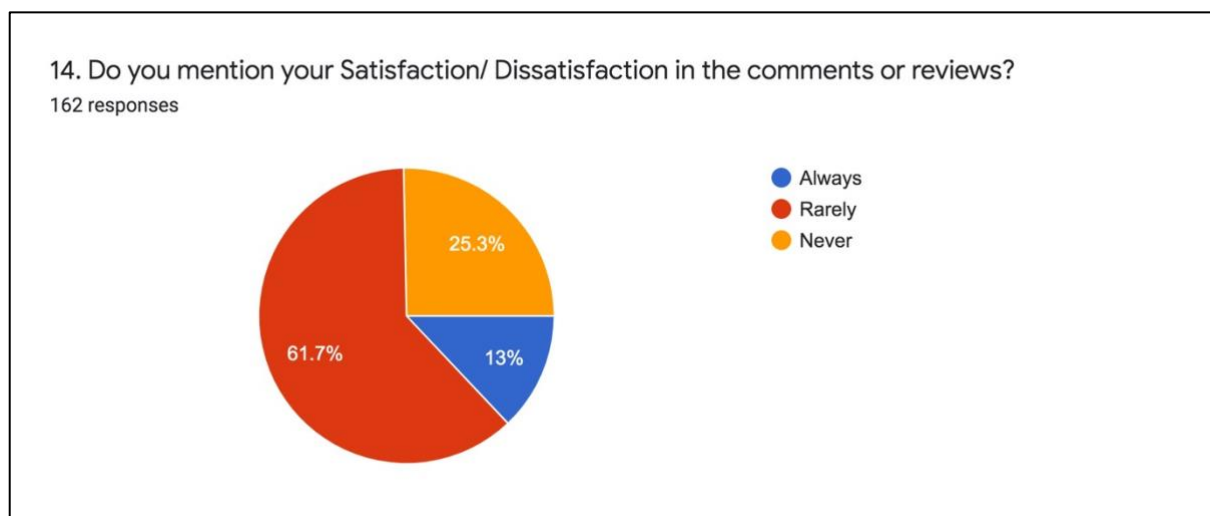


Chart 5.1 – Mentioning satisfaction/ dissatisfaction

Evaluation:

OBSERVED FREQUENCY:

Age/Social media influence	Always	Never	Rarely	Grand Total
15 - 24	13	32	73	118
25 - 64	6	4	21	31
Less than 14	2	5	6	13
Grand Total	21	41	100	162

Null hypothesis: There is no significant relation between the age and mentioning the satisfaction/dissatisfaction in the comments or reviews.

Level of significance: 5% or 0.05

EXPECTED FREQUENCY:

Age/Social media influence	Always	Never	Rarely	Grand Total
15 - 24	15.2962963	29.86	72.84	118
25 - 64	4.018518519	7.846	19.136	31
Less than 14	1.685185185	3.29	8.0247	13
Grand Total	21	41	100	162

CHI-SQUARE POINTS:

Chi-square points = $(\text{Observed} - \text{Expected})^2 / \text{Expected}$

Row Labels	Always	Never	Rarely	Grand Total
15 - 24	0.344722446	0.153	0.0004	118
25 - 64	0.977043864	1.885	0.1816	31
Less than 14	0.058811559	0.889	0.5108	13
Grand Total	1.380577869	2.926	0.6928	162

Chi-square statistic = Sum of chi-square points

Chi-square value = 4.999772777

P-value = 0.28732081

INTERPRETATION:

Analyzing the pie-chart, we see that almost 62% of the population have mentioned that they very rarely comment their views, followed by 25% stating that the never comment and only 13% stating that they always comment. The reason for a majority of population to rarely or never comment might be due to being not interested, time

consumption and people also trying not to comment the same thing as others. Our p-value is higher than the level of significance, hence we accept the null hypothesis and state that there is no relation between age and mentioning their satisfaction and dissatisfaction in the comments.

4.9 Chi-square analysis between age and the percent in which their monthly shopping was influenced by social media.

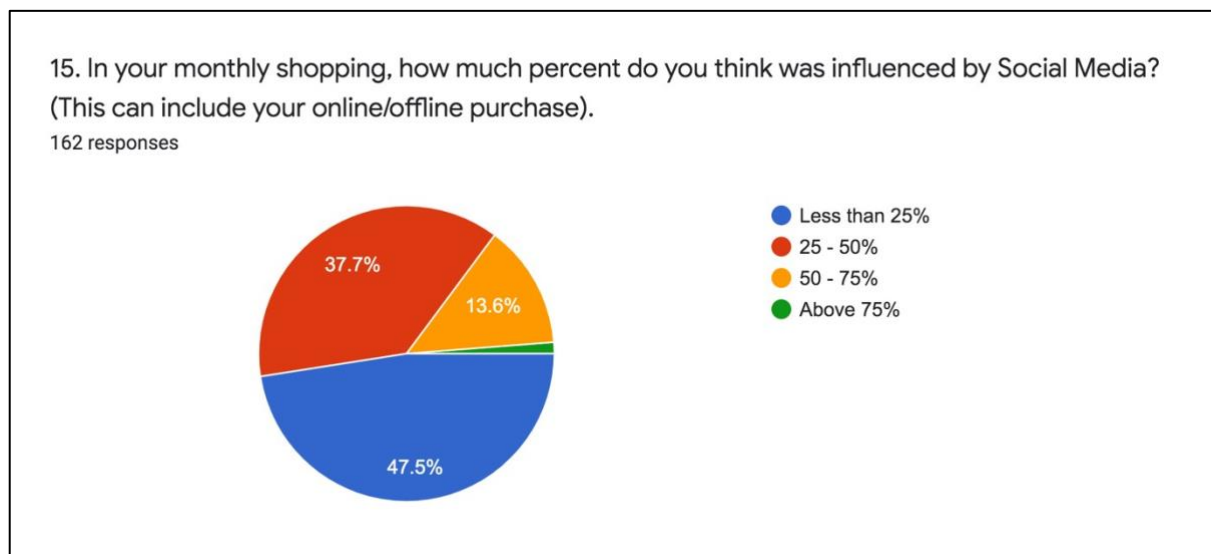


Chart 5.2 – Percent of shopping influenced by social media

Evaluation:

OBSERVED FREQUENCY:

Age/Social media influence	25 - 50%	50 - 75%	Above 75%	Less than 25%	Grand Total
15 - 24	41	19	2	56	118
25 - 64	14	2		15	31
Less than 14	6	1		6	13
Grand Total	61	22	2	77	162

Null hypothesis: There is no significant relation between age and the percent their monthly shopping was influenced by social media.

Level of significance: 5% or 0.05.

EXPECTED FREQUENCY:

Row Labels	25 - 50%	50 - 75%	Above 75%	Less than 25%	Grand Total
15 - 24	44.43209877	16.0247	1.4567901	56.08641975	118
25 - 64	11.67283951	4.20988		14.7345679	31
Less than 14	4.895061728	1.76543		6.179012346	13
Grand Total	61	22	2	77	162

CHI-SQUARE POINTS:

Chi-square points = (Observed-Expected) ^2/ Expected

Age/Social media influence	25 - 50%	50 - 75%	Above 75%	Less than 25%	Grand Total
15 - 24	0.265107935	0.55243	0.2025528	0.000133158	118
25 - 64	0.463955318	1.16002		0.004781559	31
Less than 14	0.249412296	0.33187		0.005186172	13
Grand Total	0.978475548	2.04432	0.2025528	0.010100889	162

Chi-square statistic = Sum of chi-square points

Chi-square value = 3.235444443

P-value = 0.778768606

INTERPRETATION:

Examining the pie chart, we notice that a majority of the population (47.5%) have stated that social media influenced their monthly shopping less than 25%. Almost 38% of them stated that it influences 25-50% of their purchase. Almost 50% of all three age categories say that it influences less than 25%. Hence in conclusion, we state that

social media influences ones purchase to a maximum of 50% and very rarely above 50%. Yet, this 50% influences people a great deal and also helps brands to succeed a lot. Our p-value is higher than our level of significance, hence we state that there is no relation between the age and the percent of monthly shopping influenced by social media.

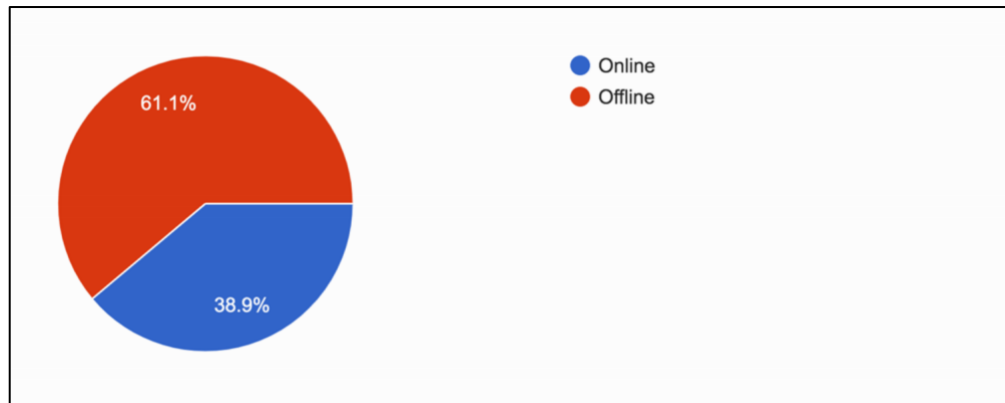


Chart 5.3 – Mode of shopping preferred

As we can see, out of 162 people , a total of 99 people (61%) prefer offline shopping and the rest of the 63 people (39%) prefer online shopping. People prefer offline shopping as they can see the products before purchase and have a real time experience. The rest of the people who prefer online shopping may prefer so as it allows them to save time, have door delivery and also save energy.

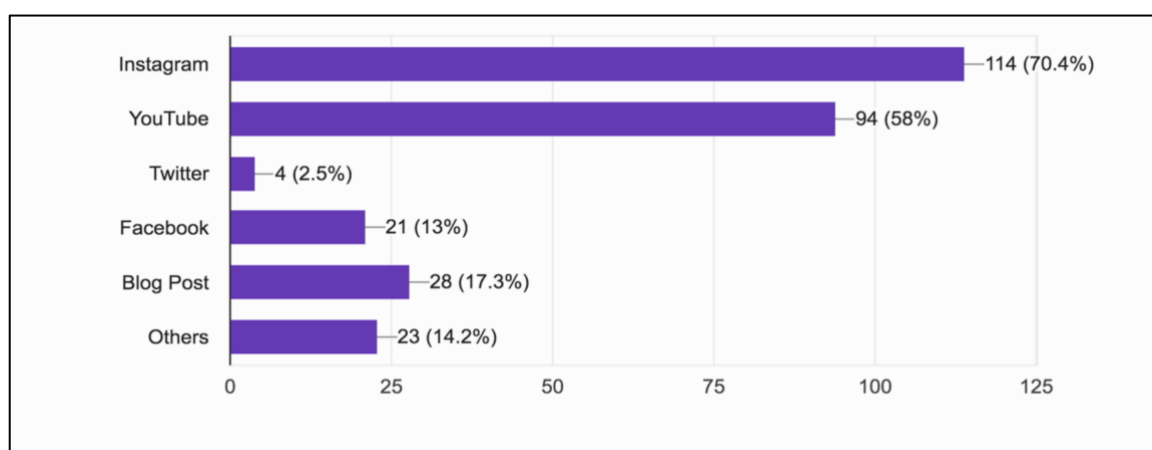


Chart 5.4-Most used Social media platform

Inference:

The most popular app selected by the respondents is Instagram followed by YouTube. Although the most popular social media app in India is Facebook, our target audience are in the age group which prefers Instagram over Facebook.

The second preferred app is YouTube. YouTube has a lot of content to offer in variety. YouTube also recently added a new feature called “Shorts” which is identical to Reels.

The other platforms such as Twitter, Facebook, Blog posts etc., help us to get to know about products from their posts and the sharing of posts between friends. The other platforms mentioned by the target audience were online shopping sites and Google

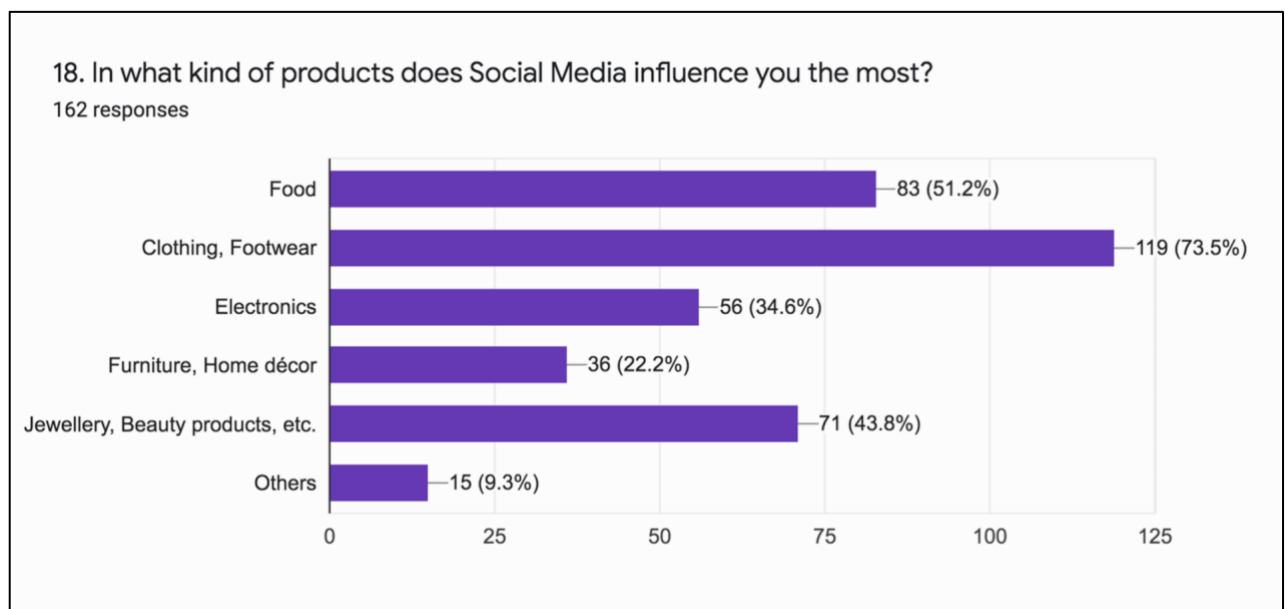


Chart 5.5 – Products influenced by Social Media

ads.

INFERENCE:

The bar graph above shows the kind of products that the target audience get influenced most in social media. They were again permitted to select multiple answers. 73.5% of them have found that they get influenced most in clothing and footwear. This is true because we all get influenced by people wearing fashionable clothes online and shopping apps presenting to us the new styles and fashions in trend. 51.2% of them

also selected food. Food has always been popular on social media. The mouthwatering ads lure people to desire the food. With the help of apps such as Swiggy and Zomato, people order immediately. 43.8% of them have also selected jewelry and beauty products. As for electronics, people get to know about the various models available. If purchased on online shopping sites such as Amazon, they are also allowed to exchange their old gadget for new ones with discounts.

CHAPTER 5

5.1 INFERENCE AND FINDINGS:

1. Online reviews can be a great source of help especially while doing online shopping. The views of different people on the product helps to get a clear view on the positive and negative aspects of the product. Depending on this, customers can make decisions and purchase products with satisfaction.

2. Social media does help people discover new products. This benefits the companies the most during the covid-19 pandemic as people are spending more time on the gadgets and any social media advertising made by brands will be easily noticed by people.

3. A dominant part of the respondents have stayed neutral to buying sponsored products which means that they are interested in knowing about the products yet hesitant to invest on them due to the fact that youtubers and influencers mostly promote sponsored products to earn.

4. During the covid-19 pandemic and the lockdown, a majority of the population have changed to purchasing online. In this case, the social media page of the brand makes a huge difference in the decision-making process. The more appealing the pictures of the product look, the more people desire to buy the product. Considering the population who stayed neutral, we can say that they prefer buying the products offline and examining the product in real life more, hence making the social media page of the brand a secondary tool to appeal them.

5. The people who stayed neutral in commenting or giving feedback must assume that the comments and shares do not matter much due to the fact of them not noticing the comments and shares in a post or also because they think that the reviews in the comments might not be genuine.

6. Out of all Social media apps Youth find YouTube very interesting due to the official MV's, web series, reaction videos, challenges videos and also a large number of educational contents. It has a lot of interesting and knowledgeable content which interests all age groups. YouTube ads help discover new products and also a lot of YouTube videos are available for the reviews of the products which help customers a lot.

7. Google ads play a huge role in advertising products. Google monitors our activity and browsing history to present us ads that are related to our activity. Hence it shows us the various products available, the offers and discounts available and many other things related to our browsing history.

5.2 SUGGESTIONS AND RECOMMENDATIONS:

1. Due to the Covid-19 pandemic and lockdown, traditional shopping is not available as before. Hence people are not able to buy the products they desire. If the pandemic had not occurred, the number of people influenced by social media and changing their buying behavior must have been higher.

2. Advertisements being more genuine instead of being a mere promotion strategy would help people to trust the products and purchase them.

5.3 CONCLUSION

By doing the data analysis, we have found out that age group has no relation with social media influencing customers. Social media has had a very large influence in the consumer buying behavior by helping them with discovering new products and also keeping them updated in the trends. As we found out that Instagram is the most preferred app, small entrepreneurs have also been benefitted by being able to advertise their products and giving content with ease. Despite the fact that age group is not considered an influencing factor, people have been depending largely on social media for buying products online and also for online reviews in order for them to purchase the best product. Brands have been largely benefitted because of social media as they get to reach a larger audience. Hence, we will conclude by stating that despite age group having no influence on the behavior, consumers get impacted by social media to a large extent.

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APPENDIX

IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR SURVEY

1. Email address:

2. Does social media influence your purchase?

- a. Agree
- b. Strongly Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

3. Does it help you to make a better purchase decision?

- a. Yes
- b. No

4. Do you rely on online reviews before making your purchase?

- a. Yes
- b. No

5. Does social media help you discover new products?

- a. Yes
- b. No

6. Do you purchase products promoted by Youtubers and Influencers?
- a. Yes
 - b. No
7. Does a social media page of a brand affect your views on the brand?
- a. Yes
 - b. No
8. Does the content, comments and shares change your perception of the brand?
- a. Yes
 - b. No
9. Do you mention your satisfaction/ dissatisfaction in the comments or reviews?
- a. Always
 - b. Rarely
 - c. Never
10. In your monthly shopping, how much percent do you think was influenced by Social Media? (This can include your online/offline purchase)
- a. < 25%
 - b. 25%-50%
 - c. 50-75%
 - d. 75-100%
11. What type of Social Media influences your purchase?

- a. Instagram
- b. YouTube
- c. Twitter
- d. Facebook
- e. Blog Post
- f. Others

If Others, please specify:

13. In what kind of products does Social Media influence you the most?

- a. Food
- b. Clothing, Footwear
- c. Electronics
- d. Furniture, Home décor
- e. Jewelry, Beauty products, etc.
- f. Others

14. What mode of shopping do you prefer most?

- a. Online
- b. Offline

15. What is your Age?

- a. Less than 14
- b. 15 – 24
- c. 25 – 64
- d. 65 above

16. Gender

- a. Male
- b. Female

17. Marital status

- a. Married
- b. Unmarried

18. What is your Occupation?

- a. Student
- b. Private sector
- c. Public sector
- d. Others

19. What is your Educational Qualification?

- a. Higher Secondary
- b. Undergraduate
- c. Postgraduate

20. Family Income per month

- a. Less than 50000
- b. 50000 – 100000
- c. 100000 – 200000
- d. Above 200000