

A STUDY ON SOCIAL MEDIA ON PURCHASE INTENSION

Submitted in partial fulfilment of the requirements for the award of
Bachelor of Commerce

By

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

**SATHYABAMA INSTITUTE OF SCIENCE AND
TECHNOLOGY**

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

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MAY - 2022

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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Ms. SONA (39740224) who carried out the project entitle _____ under my/our supervision from _____ to.

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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **SONA (39740224)** hereby declare that the Project Report entitled
done by me under the guidance of Dr.Prof.Ms. (Internal) and
(External) at
(Company name and address) is submitted in partial fulfilment of the
requirements for the award of Bachelor of Technology degree in

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to Dr Bhuvanswari., Dean, School of Management Studies and Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept. of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Professional Training Guide Mr. Dr. YASMEEN BANO, MBA, M.Phil, Ph.D Assistant Professor, School of Management Studies, Sathyabama Institute of Science and Technology, Chennai - 600119 for her valuable guidance, suggestions and constant encouragement paved the way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the training.

SONA

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ABSTRACT

In today's life Social Media plays a very significant role in every activities of the people even it has a huge contribution in making of buying decisions by consumers. At present days there are various online networking sites which have a great influence on consumer buying behavior. Social websites like Facebook, WhatsApp, Twitter, Instagram, YouTube etc. plays a major role and it is having many features which can affect and attract many numbers of social media users. This paper will focused on how the consumers use social media in the stages of decision making process and the Social Media Factors That Influence Consumer Buying Behavior that influence their behavior. A survey of 100 consumers selected randomly in the east siang district of Arunachal Pradesh was conducted, to find out to what extent they are impacted by the use of social media, and what role it plays in their decision making process. Around 66% of the respondents reported that they had paid attention on the advertisements presence in social media platform, and 69% of the respondents believe that Social Media influence their buying decisions. The implication of these findings suggests in what segment businesses in east siang district of Arunachal Pradesh should focus their market research and marketing strategy.

CHAPTER – 1

INTRODUCTION

The history of Ghanaian fashion is traced back to the pre-colonial era when indigenous Ghanaians used barks of trees and hides of animals to clothe themselves (Adu-Akwaboa, 1994). Today, Ghanaian Fashion has undergone a complete overhaul because of globalization. In order to remain competitive, IT based of awareness creation and sales are necessary.

As a means of getting the attention and meeting specific needs of customers, experts in advertising have begun the use of social media website appeals in crafting advertisement in order to motivate users to share brand image (Waters, Canfield, Foster & Hardy, 2011; Gallagher & Ransbotham, 2010; Dickey & Lewis, 2010).

In addition, research by CliqAfrica and Avante (2016) postulate that the presence of fashion brands in Ghana is increasingly growing on social media platforms.

According to Kemp (2020), Ghana had about 6.00 million social media users as of January 2020. The total number of social media users in the country increased by 629 thousand (+12%) between April 2019 and January 2020. Social media penetration in Ghana stood at 20% in January 2020. This is therefore an indication that Ghanaian fashion brands are also embracing social media (Aseidu, 2017).

Fashion includes any market or product which contains a stylist element and will possibly exist within a period of time (Aseidu, 2017). The worldwide web was invented 28 years ago (Zhung, 2017). According to Karman (2015) the revolution of the internet has transformed the way data and information are gathered, way of communicating and how businesses are conducted globally.

Accordingly, Stojanovic, Andreu and Curras-Perez (2018) indicated that in the last two decades social media intensity has triggered a marketing communication revolution providing different opportunities for interface between brands and users.

The web 2.0 technology makes it simple for firms and customers to create and display content, share information, and recommend products to other users (Hutagalung, Dalimunthe, Pambudi, Hutagalung & Muda, 2017). The subsequent development of the social media has transformed the way people interact and share information with each other. This study focuses on Instagram (social media). Instagram is a mobile request and application that enables users to crack their mobile photos into images, and then shared on the Instagram application (Treitel, 2020).

Those images can as well be shared on other social media network sites such as Facebook, Twitter, Tumblr and foursquare. According to Ershad and Aghajani ([2017](#)), Instagram is seen to be the fastest rising worldwide network site. It has over 400 million continuing monthly users and 80 million shared pictures with 3.5 million likes on daily basis (Hawi & Samaha, 2016). Treitel (2020) opined that Instagram has become widespread and more popular in people's way of life, which can have adverse psychological effect. Today, people spend so much time on social media such as Instagram.

According to Agnihotri et al. ([2016](#)); Huang, Roth & Madden (2016); Zhan, Sun, Wang & Zhang (2016), businesses could make use of social media as a tool for creating and sustaining relationships with customers, improving brand equity and increase firm's performance

Brand equity is an important concept for understanding the objectives, mechanisms and the net impact of marketing efforts (Reynold & Philips, 2005). Aaker ([1991](#)) defines brand equity as a set of brand assets and liabilities linked to a brand, its

name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers.

According to Yoo and Donthu (2001), brand equity marks the difference in consumer choice between the focal branded product and an unbranded product given the same level of product features.

Hence, brand equity generates value for consumers and helps brands create defensible competitive positions that cannot be easily transferred to other brands (Pitta & Kastsanis, 1995). Brands have resorted to several strategies including advertising, sales force, public relations, slogans and symbols in the attempt to develop brand equity (Aaker, [1991](#)). Yazdanparast et al. (2015) opine that social media-based marketing activities tend to be an effective marketing strategy to build brand equity in this digital era.

Consequently, brands have incorporated social media marketing into their marketing strategies to build lasting relations. The function of social media as a forebearer of brand equity in the fashion industry is a scarcely researched theme (Keller, 2016). The interaction between users and brands has greater importance for brands since social media users depends on the advice of other user (Stojanovic et al., 2018), and this interaction amongst them stimulates consumer decision-making process (Chan, 2019; Hinz et al., 2011).

Recently, firms have become aware of the need to recognize the impact of social media communication and brand perception (Kumar et al., 2016; Stojanovic et al., 2018). Incontrovertibly, past studies have demonstrated a deeper and good understanding of social media communication (Swaminathan, 2016), yet very few studies have been conducted on interface of users with fashion brands (Stojanovic et al., 2018), neither have combined social media, brand equity and purchase intention in a single study.

Again studies that have been conducted in areas of social media have used theories such as social presence theory (SPT) (Karikari, Osei-Frimpong & Owusu-Frimpong, 2017), theory of planned behaviour (TPB), theory of reasoned action (TRA) and technology acceptance model (TAM) (Ajjan & Harstshorne, 2008; Chang et al., 2015) to highlight intention to use social media or its adoption.hips and connections with consumers (Erdogmus & Cicek, 2012).

Therefore, scholars have researched social media communications in varied spheres for instance, the effect of social media and brand equity (Zahoor & Qureshi, 2017), predictors of social media analysis (Guede, Curiel & Antonoviaca, 2017), antecedents of social media marketing application (Brech, Messer, Schee, Rauschnabel & Ivens, 2017), effectiveness of social media in improving purchase intentions (Dehghani & Tumer, 2015), creative strategies in social media marketing (Ashley & Tuten, 2015), user interaction on social media and purchase intention (Hutter, Hautz, & Dennhardt, 2013), foundation of social media communication (Constantinides, 2014), impact of social media communication on brand loyalty (Balakrishman, Dahnil & Yi, 2014), and effect of social marketing on brand loyalty (Erdogmus & Cicek, 2012).

CHAPTER – 2

REVIEW OF LITERATURE

In the study area it has dramatically increased due to cheap internet facilities provided by various telecom services of India. Social media plays a huge role in influencing consumers in their way of purchasing. Here are some of the ways that social media affects the behaviors of consumers like Reviews from influencers, Reviews from social media connections, Brand's social media presence, Social media advertising and "Trending" and "Popular" algorithms.

Ranjeet Singh (2020) highlights the Issues & Challenges of Social Media and its affect on Consumer buying Behavior. He concludes that social media is an indispensable tool for consumers. Undoubtedly all kinds of businesses have turned to social media to find and connect with their target market. A social media platform puts in a prime position for executing effective digital marketing campaigns. Consumer behavior, while still driven by personal, psychological, and social factors, has changed with the advent of social media. With access to an almost- infinite ocean of information at any given time, businesses have to seize every opportunity to be in front of their target audiences.

Fitore Jashari (2017) concludes that young unemployed people are the main social media users in Pristina. Considering the increasing trend in the use of social media, makes young people to continuously using social media. The most used social media in Pristina are social networks (Facebook, LinkedIn), while the least are the Blogs and the Microblog. This high share of using the social media by consumers in Pristina is also impacting their behavior as consumers, affecting each of the stages of consumer decision making process, and the influential factors of this process i.e., (motivation, attention, learning, memory).

Rob Fitz Gerald (2019) clear about that Consumer behavior, while still driven by personal, psychological, and social factors, has changed with the advent of social media. With access to an almost infinite ocean of information at any given time, businesses have to seize every opportunity to be in front of their target audiences. Have the right strategies, and your brand can surely take advantage of social media when it comes to converting visitors into customers

Mukhaini (2014) examined the impact of using social media on consumer buying behavior. With the main objective to understand which type of products mostly purchased using social media that are mostly used by consumers in Oman. The study shows that Instagram is the most suitable social media site for the Omani consumers to buy their preferred product (fashion) online.

According to **Agnihotri et al. (2016)**; **Huang, Roth & Madden (2016)**; **Zhan, Sun, Wang & Zhang (2016)**, businesses could make use of social media as a tool for creating and sustaining relationships with customers, improving brand equity and increase firm's performance.

Ashley and Tuten (2015) said branded social campaigns offer more touchpoints to influence ongoing communication between the brand story and consumers during the day which can increase brand relationship, persuade online customers to engage on social media content and assists managers to uncover common themes within customers' feedback. Both UGC and FCC via social media have positive relationship with behaviour intentions. For instance, several researchers have found social media communication to be a positive influencer of consumer purchase intentions (Goodrich, 2011; Keller & Lehmann, 2003; Martin et al., 2003; Shivinski & Dabrowski, 2013, 2015, 2016; Yoo et al., 2001). Khadim, Zafar, Younis and Nadeem (2014) postulated that FCC and UGC and positive feedback

about the brand on network sites positively influence the perception of consumers and intention to buy.

According to Preibusch (2013), investigator uses a survey as a tool to collect data from institutions or individuals. The survey is suitable for a study that measures both the independent variables and the dependent variables and is a helpful way to collect participants' information rapidly (Amin & Ahmad, 2012; Lee et al., 2014b;). A survey is a method of gathering data about people to describe, compare, or explain their knowledge, attitudes, and behavior. Survey is a data collection strategy where data are collected from individuals, called respondents, by having them respond to questions (Monette et al., 2005). The approach enables the establishment of extensive opinions under natural situations (Auka, Bosire & Matern, 2013). Chandra (2004) noted that surveys are comparatively economical (especially self-administered surveys); surveys are valuable in describing the characteristics of an outsized population and no other method of observation can give this universal capability. In addition, when considering the limited time period of data collecting and the cost it is reasonable to apply the survey method for a study

CHAPTER - 3

OBJECTIVES OF STUDY

The main objectives of the present study are in the following ways:

- To study the most constantly used social media platforms or websites by the consumers.
- To examine Social Media Factors that Influence Consumer Buying Behavior
- To analyze the impact of social media on the stages of consumer buying decision process.

CHAPTER – 4

LIMITATIONS OF STUDY

The first weakness was that, the researcher used relatively, a small number of items to calculate each of the structural model constructs discussed in this article. When replicating this study, researchers should consider the inclusion of objects in the measuring model.

A potential investigator may consider conducting a mixed-method study to collect information-rich data through interviews whilst checking the meaning of variables through quantitative analysis.

Finally, this study used a Ghanaian sample, making it impossible to generalize the findings to other countries.

The majority of social media users in Ghana are still young people; thus, when replicating this research, one should take into consideration social, economic and cultural differences.

A stronger confirmation and generalization of the results should be performed in different countries in future research in this area.

CHAPTER SCHEME

- First chapter deals with the introduction and design of the study.
- Second chapter deals with Review of literature.

- Socio economic profile of the respondents is presented in third chapter.
- Fourth chapter shows the determinants of income and employment.
- Fifth chapter deals with summary of findings and suggestions.

CHAPTER – 5

RESEARCH METHODOLOGY

5.1 METHODOLOGY:

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

5.2 RESEARCH DESIGN:

A research design is the arrangement of conditions for collections and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This research design applied for the study is ‘Descriptive Research’

5.2.1 Descriptive Research Design:

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

5.3 SAMPLING TECHNIQUE:

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

5.3.1 Non-probability sampling:

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

5.3.2 Convenience Sampling:

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

FRAMEWORK OF ANALYSIS

As a requirement for SEM, confirmatory factor analysis was conducted, discriminant validity analyses were done. Reliability test was done via Cronbach's alpha to understand the internal consistency of the instrument. In this study, result estimation will be produced by testing hypotheses. The mediator (brand equity) provides more evidence about why or how social and purchase intentions are interrelated. The research tested brand equity mediation impact by following Baron and Kenny (1986) in order to justify the link between the independent variables and the dependent variable. (a) social media (IV) should significantly affect brand equity (mediating variable), (b) brand equity should significantly affect purchase intention (dependent variable), (c) social media should significantly affect purchase intention and (d) the effect of social media on purchase intentions should no longer be significant (full mediation) or weaken (partial mediation) after the researcher controls for brand equity.

Single factor ANOVA

NULL HYPOTHESIS (HO):

AL TERNATE HYPOTHESIS (H1):

Anova: Single Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
38	4	162	40.5	1771
37.6	4	162	40.5	1745.453

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	0	1	0	0	1	5.987378
Within Groups	10549.36	6	1758.227			
Total	10549.36	7				

CHAPTER – 6

DATA ANALYSIS AND INTERPRETATION

INTRODUCTION

This chapter deals with the analysis and interpretation of the study. Primary data were collected for this study. The data obtained from the survey were statistically analyzed and presented in numerical figures, using the arithmetic average, percentage, standard deviation, etc. The results are interpreted and presented by using charts, tables, and descriptions by words, in order to have a clearer presentation.

AGE

TABLE 6.1

AGE	NO OF RESPONDENTS	PERCENTAGE %
Up to 20 years	65	65%
20-40 years	26	26%
Over 40 years	8	8%
Not to say	1	1%
TOTAL	100	100

From the above table 3.1, it is shown that out of 100(100%) Respondents, 65(65%) are of upto 20 years, 26(26%) belong to the age group range of 20-40 years, 8 (8%)

are belongs to the age group range of over 40 years, 1(1%) belong to not to say group. Hence, it can be found that most of respondents 65(65%) are in the age group range of upto 20 years.

GENDER

TABLE 6.2

GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
MALE	52	52%
FEMALE	48	48%
TOTAL	100	100

From the above table 3.2, It is shown that out of 100(100%) Respondents, 52(52%) are male, 48(48%) are Female.

Hence, it can be found from the study that the majority of respondents 52(52%) are Male.

QUALIFICATION

TABLE 6.3

QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE%
Under graduate	60	60%
Post graduate	26	26%
Working	10	10%
Others	4	4%
TOTAL	100	100

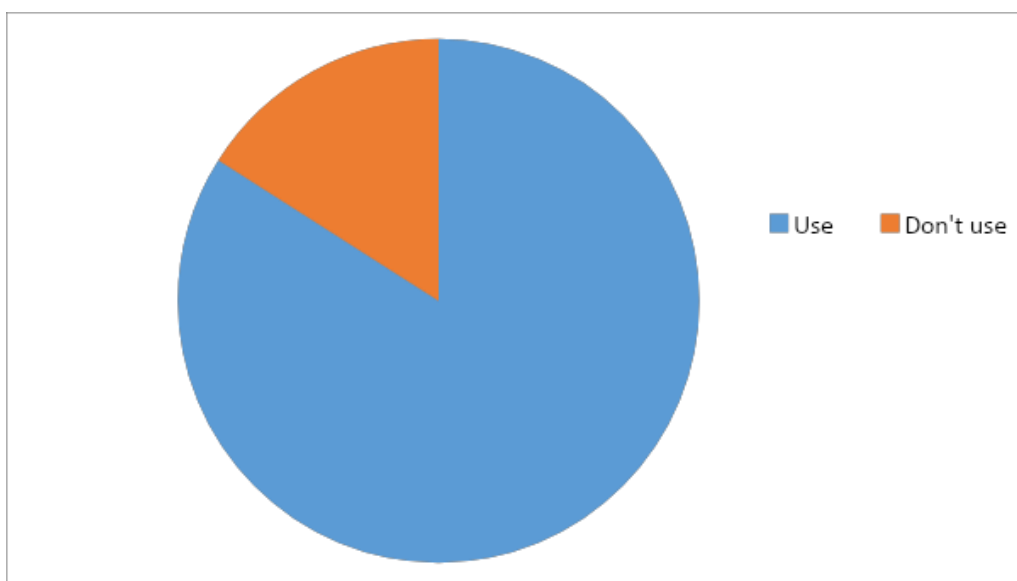
From the above table 3.3, It is shown that out of 100(100%) Respondents , 60 (60%) belongs to under graduate, 26(26%) belongs to post graduate, 10(10%) belongs to working and 4(4%) belongs to others.

Hence, it can be found from the study that the majority of respondents are 60(60%) are under graduates.

DO YOU USE SOCIAL MEDIA

TABLE 6.4

DO YOU USE SOCIAL MEDIA	NO.OF RESPONDENTS	PERCENTAGE%
Yes	84	84%
No	16	16%
TOTAL	100	100



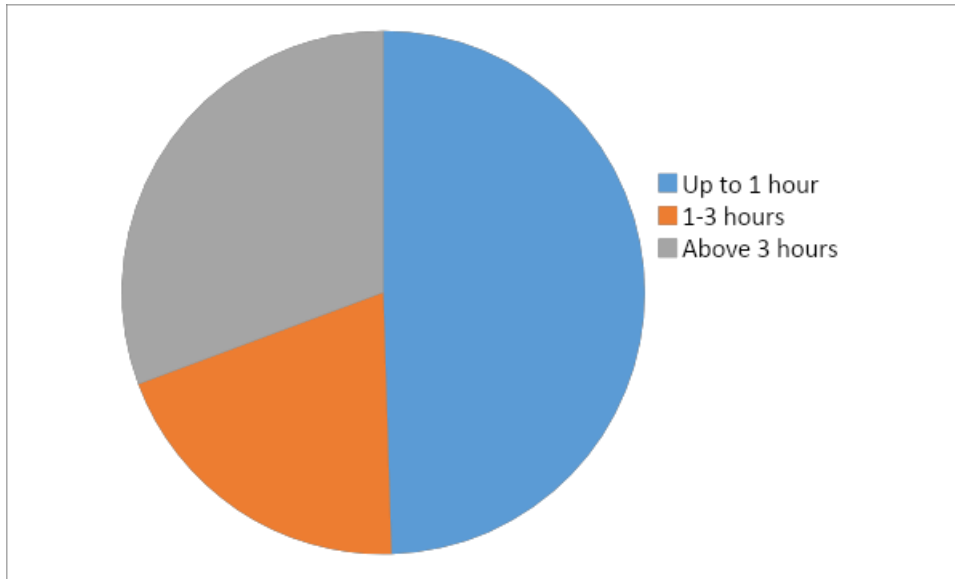
From the above table 3.4, it is shown that out of 100(100%) respondents, 84(84%) use social media and 16(16%) do not use social media.

Hence, it can be found from the study that the majority of respondents are 84(84%) use social media.

HOW MUCH TIME DO YOU SPEND USING SOCIAL MEDIA (PER DAY)

TABLE 6.5

TIME SPENT ON SOCIAL MEDIA	NO.OF RESPONDENTS	PERCENTAGE%
Up to 1 hour	50	49.5%
1-3 hours	20	19.8%
Above 3 hours	30	30.7%
TOTAL	100	100



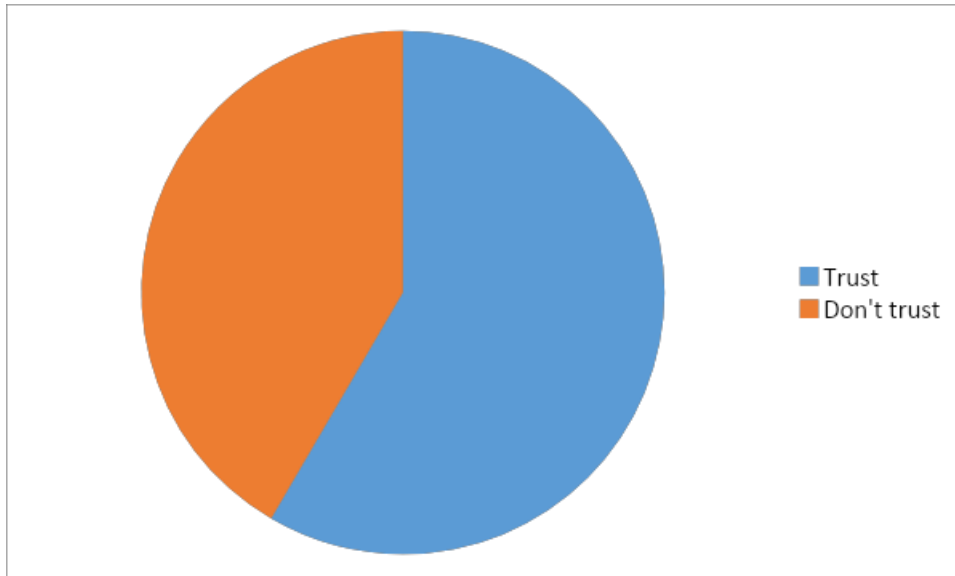
From the above table 3.5, it is shown that out of 100(100%) respondents, 50(49.5%) spend time on social media for up to 1 hour, 20(19.8%) spend 1-3 hours and 30(30.7) spend for above 3 hours.

Hence, it can be found from the study that the majority of respondents are 50(49.5%) spend time on social media for up to 1 hour.

DO YOU TRUST SOCIAL MEDIA

TABLE 6.6

TRUST SOCIAL MEDIA	NO.OF RESPONDENTS	PERCENTAGE%
Yes	42	41.6%
No	58	58.4%
TOTAL	100	100



From the above table 3.6, it is shown out of 100(100%) respondents, 42(41.6%) people trust social media and 58(58.4%) people do not trust social media.

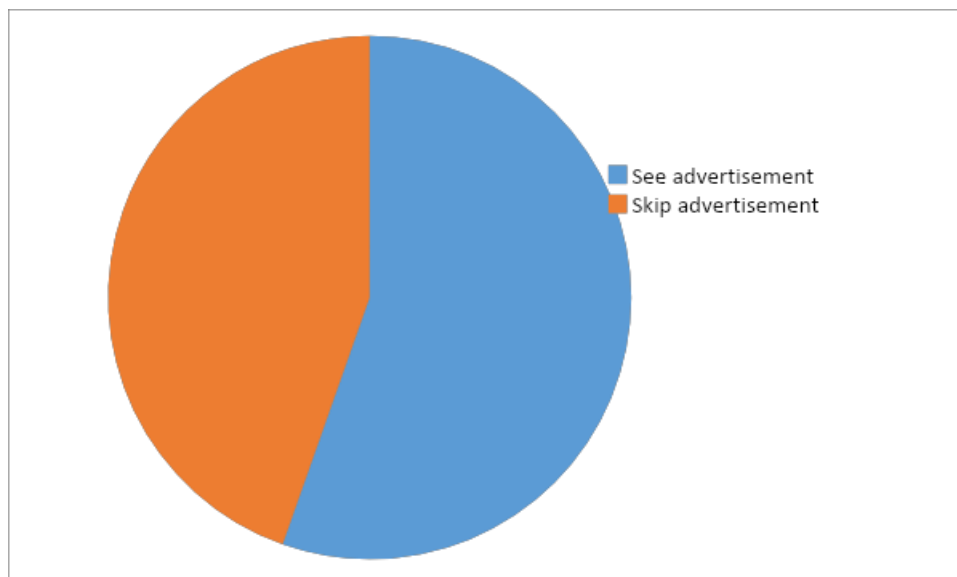
Hence, it can be found from the study that the majority of respondents are 58(58.4%) people don't trust social media.

DO NOT PAY ATTENTION TO ADVERTISEMENT ON SOCIAL MEDIA WEBSITE

TABLE 6.7

DO NOT PAY ATTENTION ON SOCIAL MEDIA	NO.OF RESPONDENTS	PERCENTAGE%
Yes	55	55.4%
No	45	44.6%

TOTAL	100	100
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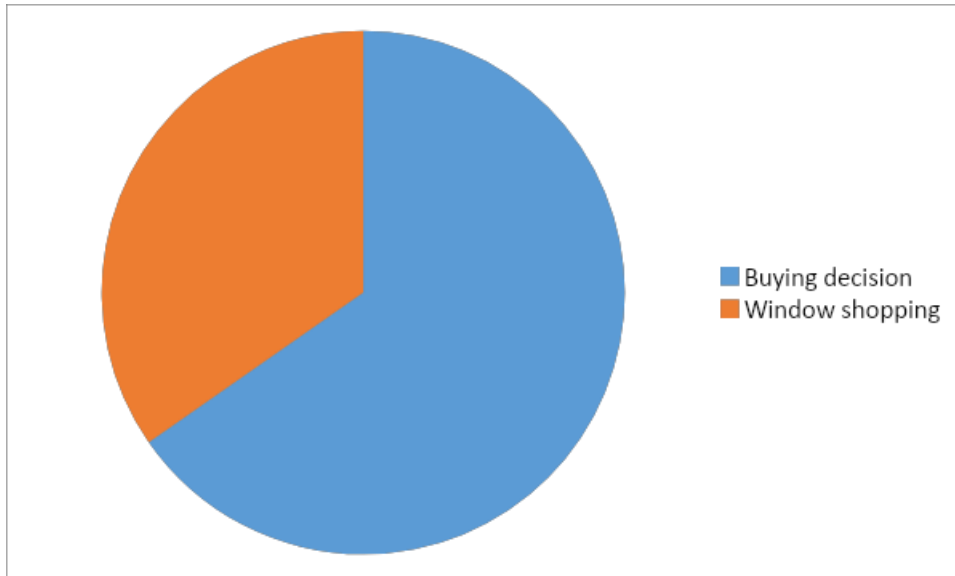
From the above table 3.7, it is shown that the 100(100%) respondents, 55(55.4%) people do not pay attention to advertisement on social media and 45(44.6%) people pay attention to advertisement on social media.

Hence, it can be found from the study that the majority of respondents are 55(55.4%) people do not pay attention to advertisement on social media.

DO YOU BELIEVE THAT SOCIAL MEDIA INFLUENCE YOUR BUYING DECISIONS?

TABLE 6.8

INFLUENCE YOUR BUYING DECISIONS	NO.OF RESPONDENTS	PERCENTAGE%
Yes	65	65.3%
No	35	34.7%
TOTAL	100	100



From the above table 3.8, it is shown out of 100(100%) respondents, 65(65.3%) believe that social media influence there buying decisions and 35(34.7%) people have got influenced by social media on their buying decisions.

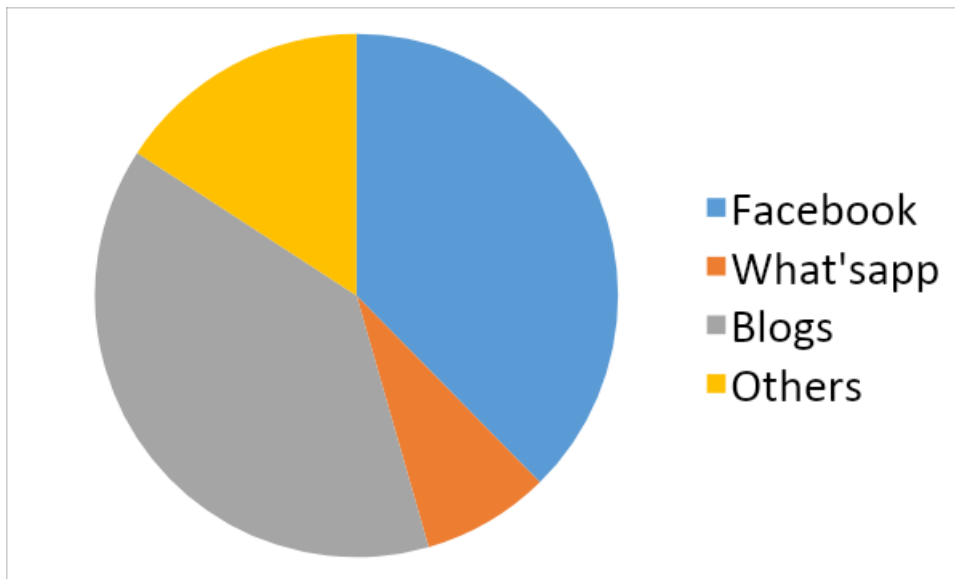
Hence, it can be found from the study that the majority of respondents are 65(65.3%) people believe that social media have influenced by buying decisions.

WHICH OF THE SOCIAL MEDIA DO YOU USE?

TABLE 6.9

SOCIAL MEDIA DO YOU USE	NO. OF RESPONDENTS	PERCENTAGE%
Facebook	38	37.6%
WhatsApp	40	38.6%
Blogs	7	7.9%
Others	15	15.8%

TOTAL	100	100
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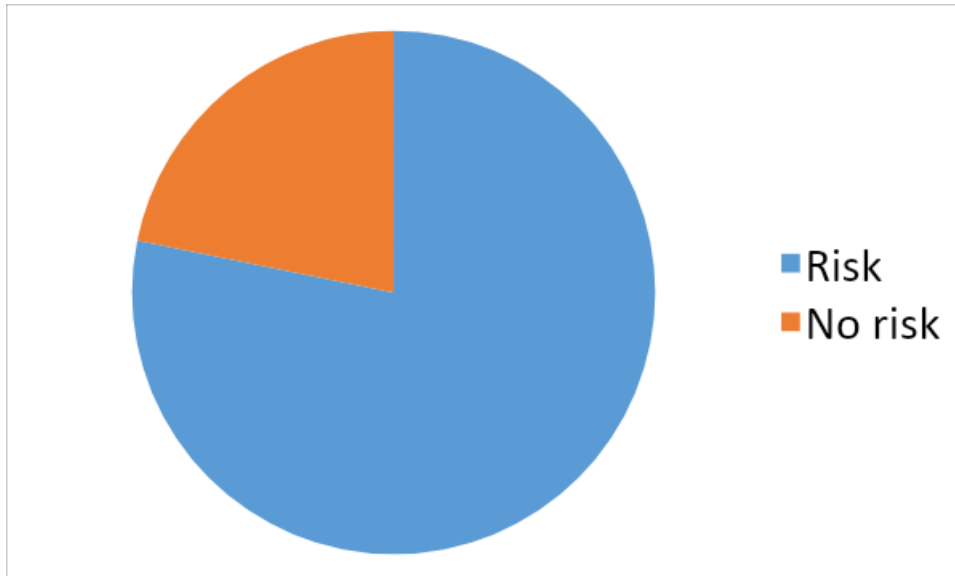
From the above table 3.9 , it is shown that out of 100(100%) respondents,38(37.6%) people use Facebook, 40(38.6%) people use WhatsApp ,7(7.9%) use blogs and 15(15.8%) use other social media.

Hence, it can be found from the study that the majority of respondents are 40(38.6%) use WhatsApp.

SOCIAL MEDIA RISK?

TABLE 6.10

SOCIAL MEDIA RISK	NO.OF RESPONDENTS	PERCENTAGE%
Yes	78	78.2%
No	22	21.8%
TOTAL	100	100



From the above table 3.10, it is shown that the out of 100(100%) respondents, 78(78.2%) people feels social media is a risky and 22(21.8%) people feels it is not risky.

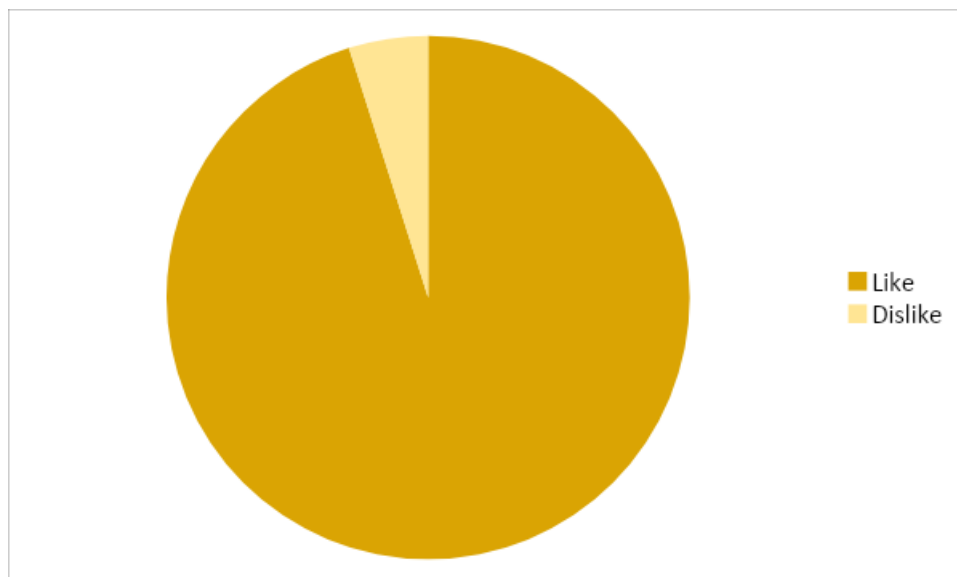
Hence, it can be found from the study that the majority of respondents are 78(78.2%) people feels social media is risky.

DO YOU LIKE SOCIAL MEDIA

TABLE 6.11

DO YOU LIKE SOCIAL MEDIA	NO.OF RESPONDENTS	PERCENTAGE%
Yes	95	95.1%
No	5	4.9%

TOTAL	100	100
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From the above table 3.11, it is shown out of 100(100%), respondents 95(95.1%) people likes social media and 5(4.9%) people don't like social media.

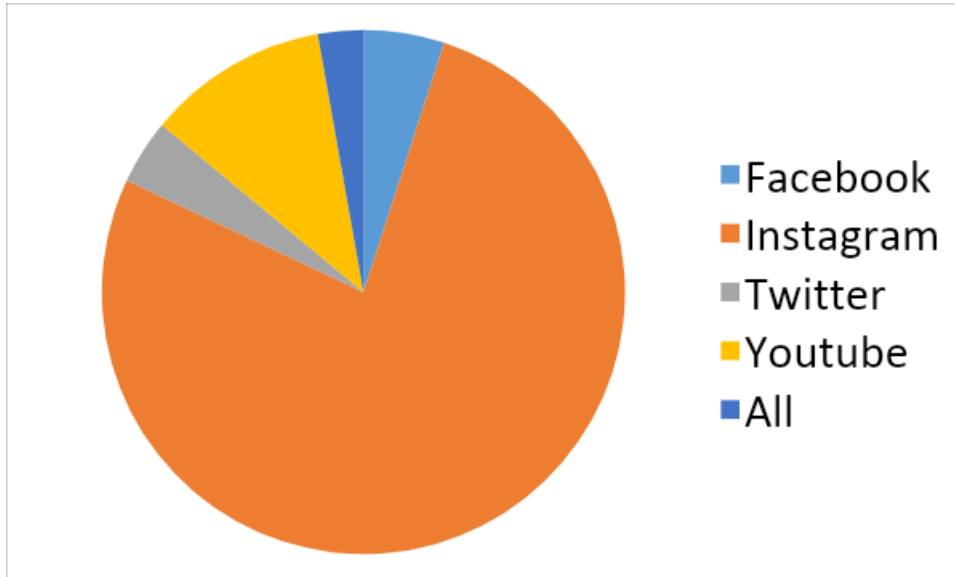
Hence, it can be found from the study that the majority of respondents are 95(95.1%) people likes social media.

WHICH SOCIAL MEDIA IS BEST?

TABLE 6.12

WHICH SOCIAL MEDIA IS BEST	NO.OF RESPONDENTS	PERCENTAGE%
YouTube	52	52%

Facebook	16	15.7%
Instagram	32	32.4%
TOTAL	100	100



From the above table 3.12, it is shown that out of 100(100%) respondents 52(52%) suggest YouTube is the best social media, 16(15.7%) suggest Facebook is best and 32(32.4%) suggest Instagram is best.

Hence, it can be found from the study that the majority of respondents are 52(52%) suggest YouTube is the best social media.

CHAPTER – 7

FINDINGS

INTRODUCTION

Questionnaire is designed in order to collect the data from the respondents. The major findings of the study of the valuable suggestions are presented in this chapter.

SOCIO ECONOMIC PROFILE OF THE SAMPLE RESPONDENT

The findings relating to socio-economic profile of the respondents reveals that

1. Majority (10%) of the respondents of my questionnaire is Use all the social media.
 2. Majority (11.5%) of the respondents of my questionnaire is Advertisement must have the skip options.
 3. Majority (15.7%) of the respondents of my questionnaire is Eradicate the uses of social media.
 4. Majority (24%) of the respondents of my questionnaire is Social media is just for entertainment.
 5. Majority (22.7%) of the respondents of my questionnaire is No issues in social media.
 6. Majority (26%) of the respondents of my questionnaire is Shows their attention on messaging or texting social media.
-
7. Majority (40.3%) of the respondents of my questionnaire is Uses social media for promotion purpose.
 8. Majority (55%) of the respondents of my questionnaire is Need to use the social media safely.

9. Majority (49.7%) of the respondents of my questionnaire is Social media urge the buying decision of an individual.

10. Majority (78%) of the respondents of my questionnaire is it will influence the younger generation.

11. Majority (63%) of the respondents of my questionnaire is Trust on social media becomes reducing now a days.

12. Majority (41%) of the respondents of my questionnaire is more time consumed by social media.

CHAPTER – 8

SUGGESTIONS

1. There are different types of social media which affecting the mental health of an individual.
2. There are many uses of social media like sending messages, downloading, uploading, important message and many more.
3. Comparison can be made between traditional mode of media and social media communication.
4. It increases the person's involvement in decision making and which is very important.
5. Social media gives latest updates and increase the knowledge in general.

CHAPTER – 9

CONCLUSIONS

1. At last we have seen from the social media are important playing role in the lives of an individual.
2. Even now a days to purchase the goods or any other work with social media is safe.
3. All the banking companies are giving one time password to maintain secrecy and trying avoiding frauds.
4. It can be seen that since last ten years social media has done extra ordinary work in the life of the consumers.
5. Main parts of social media is currently allows customers value goods, give various suggestions.