

“A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING IN CONSUMER BEHAVIOUR”

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

By

NAVEENA.R (39280073)



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)
Accredited with Grade “A” by NAAC

JEPPIAR NAGAR, RAJIV GANDHI SALAI, CHENNAI-600119.

APRIL 2022



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with "A" grade by NAAC

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119

www.sathyabama.ac.in



DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **NAVEENA.R (39280073)** who carried out the project entitled **"A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING IN CONSUMER BEHAVIOUR"** student of Sathyabama Institute Of Science and Technology under my supervision from January 2022 to March 2022.

Ms.S. Shanthini M.com, NET

Internal Guide

Dr. BHUVANESWARI. G, MBA., Ph.D.

Dean – School of Management Studies

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I **NAVEENA.R (39280073)**. Hereby declare that the Project Report

“A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING IN CONSUMER BEHAVIOUR”

done by me under the guidance of **Ms.S.Shanthini M.com,NET-** School of Business Administration is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

NAVEENA.R

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. G. Bhuvaneswari, MBA., Ph.D., Dean, School of Management Studies and Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept of Management Studies 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 Project Guide **Ms.S.Shanthini M.com,NET** for her valuable guidance, suggestions and constant encouragement paved 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 project.

NAVEENA.R

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLES	ii
	LIST OF CHARTS	iii
1	INTRODUCTION	
	1.1 Introduction	1 – 8
	1.2 Industry profile	9
2	REVIEW OF LITERATURE	
	2.1 Introduction	10
	2.2 List of reviews	10 – 27
3	RESEARCH METHODOLOGY	
	3.1 Statement of the problem	28
	3.2 Need for the study	28
	3.3 Objectives of the study	29
	3.4 Scope of the study	30
	3.5 Limitations of the study	30
	3.6 Research design	31
	3.7 Source of data	31
	3.8 Structure of questionnaire	31
	3.9 Sampling technique	32
	3.10 Period of study	32
	3.11 Analytical tools	32
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage analysis	33 - 57
	5.1 Chi – Square distribution	58 – 61
	5.2 Hypothesis	62
6	FINDINGS AND SUGGESTION	
	5.1 Findings	63 – 64
	5.2 Suggestions	65 – 66
7	CONCLUSION	
	6.1 Conclusion	67
	REFERENCES	68 – 69
	APPENDIX (QUESTIONNAIRE)	70 – 76

ABSTRACT

The goal of this paper is to research empirically the role of social media in consumers' decision-making processes. A quantitative survey investigates up to what degree experiences are altered by the use of social media. Customer sentiments on items and administrations are currently progressively overwhelmed by outsiders in advanced spaces, which thusly impact conclusions in the disconnected space. Web-based social networking has engaged purchasers, as advertisers have no control over the substance, timing, or recurrence of online discussions among shoppers. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation. Social media marketing puts consumers back to the center of the business world and provides marketers a new set of tools to interact with consumers and to integrate them into the brands through innovative ways. In essence, marketers have to understand how the social media has influenced consumer buying behavior. Social media marketing is the contemporary style of marketing as it concentrates on opening new horizons for marketers in order to promote a product or service as compared to conventional media. In recent times, consumer behavior and satisfaction has become an important asset for any organization to attain its position in the market and to increase its profitability. For this purpose, organizations are employing social media technique. From research, it is evident that companies are employing social media marketing in order to interact with the consumers. Social media marketing has given organizations a new way of dealing and changing the buying behavior of the consumers. People use social media to share their experiences, reviews, information, advice, warnings, tips and any kind of issues that are interesting to their "connection" or friends. Social media is used as advertising for the marketer.

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1.1	AGE OF RESPONDENCE	33
4.1.2	PREFERENCE OF ONLINE OR OFFLINE RESPONDENCE .	34
4.1.3	SOCIAL MEDIA CHANNELS THEIR ACTIVE USAGE	36
4.1.4	SOCIAL MEDIA WHICH MAXIMUM INFLUENCES PURCHASING DECISION	37
4.1.5	SOCIAL MEDIA ADVERTISEMENT INFLUENCING PURCHASING DECISIONS	38
4.1.6	CUSTOMER PURCHASE INFLUENCED BY ADDS	39
4.1.7	SOCIAL MEDIA MARKETING IS HELPFUL FOR PURCHASING DECISION	40
4.1.8	ONLINE RECOMMENDATION	41
4.1.9	ABOUT REGULAR UPDATES OF PRODUCT OR SERVICE	42
4.1.10	CUSTOMERS RELY ON CUSTOMERS FEEDBACK	43
4.1.11	SOCIAL MEDIA HANDLES HELPING TO ENGAGE WITH FAVORITE BRAND	45
4.1.12	SOCIAL MEDIA'S ARE HELPFUL TO KNOW NEW BRANDS	46
4.1.13	PROPER CONTENT ABOUT THE PRODUCT OF SERVICE	47
4.1.14	NUMBER OF TIME VISIT TO WEB OR BLOG POST	48
4.1.15	INSTANT RESPONSE ONLINE	49
4.1.16	CUSTOMER REVIEWS ON SOCIAL MEDIAS	50
4.1.17	ABOUT NEGATIVE REVIEWS	51
4.1.18	PERCEPTION OF PRODUCT OR SERVICE	52
4.1.19	SOCIAL MEDIA MARKETING HELPFUL FOR TODAY'S BUSINESS	53
4.1.20	BUSINESSES AND THEIR TARGET AUDIENCES	54
4.1.21	BUSINESSES AND CUSTOMERS ENGAGEMENT	55
4.1.22	PROMOTIONAL EMAILS	56
4.1.23	ACTIVE PROMOTIONAL ACTIVITIES IN BUSINESSES	57
4.1.24	CHOICE OF SOCIAL MEDIA HANDLE FOR BRAND AWARENESS	58
4.1.25	SOCIAL MEDIA MARKETING VERSUS TRADITIONAL MARKETING	59

LIST OF CHARTS

CHART NO	PARTICULARS	PAGE NO
4.1.1	AGE OF RESPONDENCE	33
4.1.2	PREFERENCE OF ONLINE OR OFFLINE RESPONDENCE .	34
4.1.3	SOCIAL MEDIA CHANNELS THEIR ACTIVE USAGE	36
4.1.4	SOCIAL MEDIA WHICH MAXIMUM INFLUENCES PURCHASING DECISION	37
4.1.5	SOCIAL MEDIA ADVERTISEMENT INFLUENCING PURCHASING DECISIONS	38
4.1.6	CUSTOMER PURCHASE INFLUENCED BY ADDS	39
4.1.7	SOCIAL MEDIA MARKETING IS HELPFUL FOR PURCHASING DECISION	40
4.1.8	ONLINE RECOMMENDATION	41
4.1.9	ABOUT REGULAR UPDATES OF PRODUCT OR SERVICE	42
4.1.10	CUSTOMERS RELY ON CUSTOMERS FEEDBACK	43
4.1.11	SOCIAL MEDIA HANDLES HELPING TO ENGAGE WITH FAVORITE BRAND	45
4.1.12	SOCIAL MEDIA'S ARE HELPFUL TO KNOW NEW BRANDS	46
4.1.13	PROPER CONTENT ABOUT THE PRODUCT OF SERVICE	47
4.1.14	NUMBER OF TIME VISIT TO WEB OR BLOG POST	48
4.1.15	INSTANT RESPONSE ONLINE	49
4.1.16	CUSTOMER REVIEWS ON SOCIAL MEDIAS	50
4.1.17	ABOUT NEGATIVE REVIEWS	51
4.1.18	PERCEPTION OF PRODUCT OR SERVICE	52
4.1.19	SOCIAL MEDIA MARKETING HELPFUL FOR TODAY'S BUSINESS	53
4.1.20	BUSINESSES AND THEIR TARGET AUDIENCES	54
4.1.21	BUSINESSES AND CUSTOMERS ENGAGEMENT	55
4.1.22	PROMOTIONAL EMAILS	56
4.1.23	ACTIVE PROMOTIONAL ACTIVITIES IN BUSINESSES	57
4.1.24	CHOICE OF SOCIAL MEDIA HANDLE FOR BRAND AWARENESS	58
4.1.25	SOCIAL MEDIA MARKETING VERSUS TRADITIONAL MARKETING	59

CHAPTER – 1

INTRODUCTION

People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social Media have become a convenient way to communicate among all age clusters. The Internet and particularly social media have modified the shoppers and marketers communicating medium. The Internet has characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data - the power to function a physical distribution medium as software - relatively low prices. With the help of net and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing customers for the product before he purchased the product. Consumers use the technology now a days too much as computer is used by many consumers so use of online marketing. Consumer purchase decision is influenced by social media through group communication. The web platform is a new method for developing the business. Social media modifies the communication methods between sellers and buyers. E commerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services. The analysis of consumer behavior is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how Social media is affecting consumer behavior.

1.2 Social Media

1.2.1 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 various social media specialists define the term Social Media and

their definitions on the various points:

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.

1.3. 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 a 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.

1.9.1 Benefits of social media marketing

1. Increased exposure:

Now a days the importance of Social Media Marketing have increased. Consumers and Marketers are using the Social Networking too much. The exposure increased now a days which is showing 92%.

2. Increased Traffic:

With the introduction of web based marketing the users are increasing day by day. The research says that consumers and even marketers using social networking sites too much and due to that sites the traffic has increased day by day which is showing the research that traffic increased up to 80%.

3. Develops Loyal Fans:

Brand Loyalty is the another is most important advantage of social networking sites. Taking an example if a consumer is satisfied with any product he or she will never go to any other company to buy the product. This creates brand loyalty.

4. Provided Marketplace insight:

Social networking sites provides information about product and is available clearly. That means its Features, Functions, Price etc. Consumers will get full information about product only on websites and customers don't have to go to anywhere. The result shows that 72% customers agreed that social networking sites are providing marketing insights.

5. Generated Leads:

There are various different ways to lead generation. Most of the social networking sites generate leads for product and services. For example A blog give as hub for customers engagement. No doubt Face Book is also important source, so in short it is generated leads

6. Improved Search Rankings:

Most of the customers are now spending hours even more than watching television too. And what curiosity they get as social networking sites are the search engines. With the help of social networking the ranks is given to products on the basis of feedback given by the customer online.

7. Growing Business Partnerships:

As a Trading form of selling and purchasing is now replacing with Social Media in the same idea of business is also changing. After taking many years now Binch Box wants beauty obsessed Instagram followers to join them. 12 Now a days growing partnership are also important advantage of social networking sites too.

8. Reduced Marketing Expenditure

: Trading method of selling the product is too costly. As business man needs salesman, office and many more requirement. But now a days social networking sites are user friendly and anybody can use the social media at any time and even businessman can do the advertisement on social media site very cheaply.

9. Improved Sales:

In the present scenario where 4600 photos are shared, 600 websites are created every day. 1,00,000

tweets are sent. Now a days different social networking sites are created so differently as customers can purchase the goods online at any time. No doubt now a days revenue has increase online as compare to earlier days.

10 Effects of social media marketing on consumer behavior. Daily more than one lacs different types of tweets are sent, nearly Seven lakhs contents are posted on facebook, millions of information are searched in google, thousands of photos are sent through instagram, six hundred websites are hosted. There were lot of business opportunities due to development and advancement of social media. In the business environment, consumers become the focal point because of the powerful presence of social media. Several studies were conducted to find out the influence of social media and results of these studies helps the firms to maintain a good position in the market with the help of social media.

1.13 Advantages of social media

1. Increased Brand Recognition Social Media is a new platform for promoting the brand. Social Media helps the companies to attain new customers and also have quick access to customers. When a particular brand is familiar and available in multiple social media sites, It increases the brand recognition to the customers and also attract new customers. When the brand is tweeted frequently in the social media, then the company"s brand image will get increased, there by increasing the growth of the company business.

2. Improved brand loyalty A research work published in US, indicated that when there is higher level of interaction about a brand in social media, then there exists higher level of trust about the brand among customers. It also suggest that companies can take the benefit by using social media tool to connect with its customers. The study also suggests there should be some strategic plan for use of social media to influence the customers. Another study indicates that fifty three out 19 of hundred in American population are following their brands in social media and also they found to be loyal to their brands.

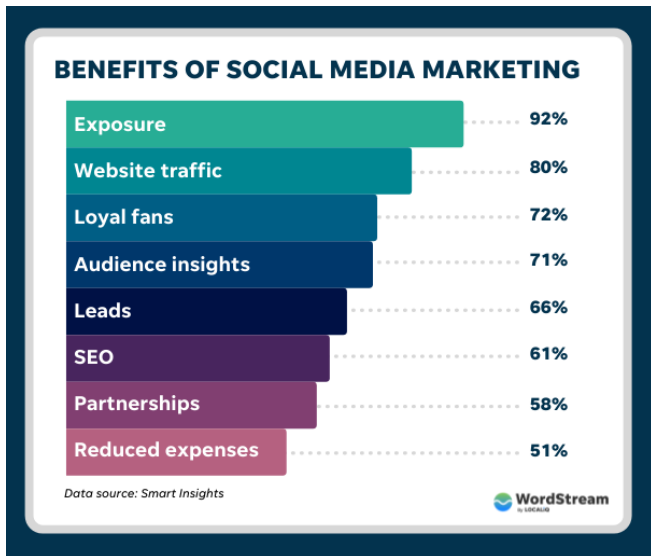
3. Chances to Convert There is chance that each and every comments, post, sharing, likes in social media will become a sale and bring customer. Every comments, post, website links, video, tweets will make the viewers to visit the page and view the product and thereby there is a chance for conversion

into sale. Though all the comments may not get a chance for conversion into sale but every good comment about the product will get a chance for conversion into sale.

4. Conversion ratio The conversion rate of conversion of discussion in a social media into sales is high. It is the important element as seen by business people nowadays. The brands and the reviews about the product started to speak like individual salesman in the social media channels. Due to this effect business people want to improve and increase their business with various people in social media than with firms.

5. Brand Authority Continuous communication with the customers will bring a faith about the product among the customers. People are searching and viewing the comments in the social media about products and services, whenever they are planning to buy a product or avail a service. Every new post about a product in social media by a user will attract many users in the social media and they follow the page for information update. When there is more talk about a product in social media, there it becomes more attractive brand.

6. Reduction in selling price Due to the presence of social media, the advertising cost is getting reduced by way of advertising through twitter, face book etc... Hubspot research concludes that six hours of spending in the net in a week by a seller for social media will bring more number of viewers to the product in social media. In order to get more customers, sellers can spend one hour a day in the social media which will definitely bring more customers and thereby reducing the cost on advertisement which in turn seller can reduce the price of the goods.



1.13 Limitations of social media:

As we know that there are always two coins of the same coin. In the same way no doubt there are many advantages of social media in the same way there are some limitations too. Some of them are as follows:

1. Not enthusiastic:

Think of the situation where consumers do not seem to be completely depend on online purchasing. Delayed shipping, improper packing, complicated cancellation process these are the important points which consider by the consumer and he is believing not enthusiastic.

2. Issues related with security:

There are many problems are related with security. Privacy concerns have hampered the thinking of consumers towards purchasing of online goods. Consumers is worried about transection frauds.

3. Still traditional better:

Still there are certain consumers who are thinking that as compare to online purchasing, better option is traditional as no problem of changing, fraud, deduction of money without successful transection

. 4. Financial risk:

There is big risk of financial risk involved in online purchasing which is thinking by consumers. The

level of uncertainty surrounding is also affecting online buying by the consumers

4. Lack of physical approach:

This is the important limitation of social media. As consumers are purchasing the goods only online and consumers have no idea or not in a position to see the goods physically and in turn consumers will not ready to buy the goods online. We have seen the various advantages and limitations of the social media but in reality these are not full fledged limitations we can say them as partial negative limitations.

1.15 Consumer behavior It is the study about individual, group of individual and the method people use to purchase and use the product or service to satisfy their wants.

The study combines various subjects which include economics, sociology, psychology and marketing. Consumer behavior will make an attempt to find out the 21 various factors which are behind the consumer decision making process for purchase of product.

It also studies the demographic and psychological characteristics of consumers and how consumers are influenced by various factors such as friends, relatives , members in the family, co-workers, people living in the society.

Consumer behavior, also known as client behavior, provides information concerning client and his/her consumption patterns. An organization will still survive if it will offer client desires and demands with a comprehensive understanding of them.

This shows the importance of studying client behavior. This requires understanding client behavior that isn't thus easy. A group or individual in a group can make an influence on the behavior of consumer. The group can be small or large in number. Some of the groups which will make on influence over an individual behavior are members belong to family, workers in the organization, individuals living close to the consumer. Other group which may affect the individual consumer behavior are workers union, associations, trusts, community group etc..

These groups do not have regular communication with the individual customer

The Consumer Buying Process



www.shanepatrickjones.com

This shows the complete process that a client can possibly, whether recognizably or not, go through after they move to buy a product. When creating a purchase decision, social media influence take part a necessary role. When a customer decided to purchase, then he prepares a list of options for deciding the proper product. Even though e commerce sites are offering various tools for browsing, searching for the product, proving product specifications, it is continuous to be a difficult task for the customer. Nearly eighty percent of users of the internet are not using the e-commerce sites because they could not find the right product which they need. Individuals are looking for reviews, recommendations and ranking from the existing customers and from trusted people which includes workers in the organizations, members from family, relatives and friends. Most of the times these trusted people may be out of reach for discussion. Social media sites provides quick access to the friends, relatives and trusted people through web and also permits the customer to view and access to their post and comments in an easier way. This technique helps the consumer to know about the product information shared and posted by others in social media and also this can be viewed in offline also. In any way the most important part of any organization is Consumer. Without consumer there is no value any firm and business organization. It is the duty of business organization whether online or offline to build the relationship with consumers.

INDUSTRY PROFILE

Among the many industries this industry makes all the company and industry involved under one roof for promotional activities for the backbone of the particular business that profit and many other reasons to advertise on social media is that it is a highly cost-effective way to expand your reach. If you play your cards right, you can get your content and offers in front of a huge audience at a very low cost. Most social media platforms offer incredibly granular targeting capabilities, allowing you to focus your budget on exactly the types of people that are most likely to be interested in your business. Below are some tips and resources for getting started with paid social media marketing:

- Facebook ads
- Pinterest ads
- Instagram ads etc;

With the internet as our prime means to promote business and capture a wider market base, using social media to influence the audience is the quickest and the most holistic way to expand business presence. Today, more and more businesses are considering it as a big deal and customers also expect to be able to connect with various brands that they are interested in. Those who can do well in social media can enjoy the benefits of it. But, there are few industries that seem to take the advantage of social media better than other industries. For some, it is simply a natural outgrowth of an established marketing strategy and some others has done a great job by harnessing the power of social media.

2.1 INTRODUCTION

Literature review is the most important and the second step in the process of any research. First of all literature review is to do find out and to understand the main background of the particular subject or research which is taken by the researcher. It is a record which showing what had done in this regard in the recent past. Thus it is the current trend in the selected subject when the review of literature made by the researcher. He/she will become expert in his/her subject and he/she will become Master. It shows what had already done and what type of work yet to be carried out. It shows the direction in which the research direction must go. Research work clearly showing there should not be duplication of work. It also indicated what type of methodology was adopted by various experts researcher. When review of literature is done one should remember that Textbooks and encyclopedic document must not be taken into consideration. The researcher must question from himself what kind of research he has to do. What points must be consider while preparing on studying review of literature. From the literature the researcher must percolate down specific problem to general problem. A various types of research studies have been conducted on various aspects of on impact of social media marketing on consumer buying behavior, which is relevant for this research. Some of the terms related social media, social media marketing, social networking sites buying behavior discussed. Some worthwhile studies relating to the present study viewed here. The researcher has done studies the review on the basis of National and International level Journals.

2.2 LIST OF REVIEWS**2.1. National publications:**

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

Bikhchandani et al., (1998)⁰¹ In their research describes whether or not shoppers shall purchase a product and whether or not they suggest product to others. These are normally used as parameters for

purchase intention. The study additionally reveals the result of knowledge cascades on social media by different product attributes is unconditional with different involvement strengths by shoppers. It concludes that the shoppers try to show totally different levels of involvement in different situations wherever they face with brand buying and recommending to others.

45 ManjuAhuja et al., (2003)⁰² In their article, targeted on investigating the factors that influence the shopping behavior and browsing behavior of consumers during online purchase specifically, the study has been conducted about the consumers using business-to-consumer sites. The researchers also investigated buying preferences of consumers with varied demographic profiles which may reveal different buying approaches and consumer behaviors for a specific class of merchandise and services. Social media is the¹ most effective factors that influence buying behaviour of customers.

Muhammad ShafiqGul et al., (2004)⁰³ In the analysis, the researchers concentrated on finding the relationship of Social Media and buying behaviour of customer. The study involved the students of academic institutes of karachi. Around two hundred and sixty questionnaires were answered by the students. The study finds that there is no strong relationship between Customer Buying behaviour and Social Media .

Ramsunder (2011)⁰⁴ 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.

Raghuramlyengar et al., (2012)⁰⁵ Investigated in Korea, how friends influence shopping through Social Network. Their study concentrate on two important questions, the first question is "Is there any influence by friends on purchases by consumers in social media network", the second question is "if there is such influence which consumers are affected". To strengthen the analysis, sample data were taken from social networking website Cyworld. Sample data of 208 users of Cyworld for ten weeks of purchase and non-purchase information was collected. The researchers build a model on the decision of buying and nonbuying and also with the amount spent. Markov chain Monte Carlo technique and Bayesian approach is used to estimate the model. The results indicated that there are three different categories of consumers with different buying behavior.

Mir et al., (2012)⁰⁶ 46 Thousands 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)⁰⁷ 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)⁰⁸ 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)⁰⁹ 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.

GeetanjaliNaidu et al., (2013)¹⁰ 47 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)¹¹ 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.

Aindril Biswas et al., (2014)¹² 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)¹³ 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)¹⁴ 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)¹⁵ 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. ElenicaPjero et al., (2015)¹⁶ 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)¹⁷ 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 49 proved that e - word of mouth have a bigger impact on buying intention when compared to publicity on social networks.

NimaBarhemmati et al., (2015)¹⁸ In their study found that Social Network Marketing is becoming the most successful model in advertising. This study aims at how Social Network Marketing influences the shopper buying behavior among consumers who use social networking sites. The study also analyzes the relationships between customer engagement, social media selling activities and shopper purchase behavior. A survey was conducted among fifty students of Malaysian National University. The results showed positive relationships between consumer engagement of social media and their buying behaviors.

SakkthivelAM et al., (2015)¹⁹ In 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.

2.3 International publications:

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

Williams et al., (2000)²⁰ 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, p120-122)²¹ 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)²³ Explains in their study that buying choices are powerfully affected by people who the buyer knows and believes. Several internet buyers ask for the 50 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.

Achille (2008)²⁴ This study indicates that due to reviews and recommendations posted in various social media sites by the online buyers has increased the number of online buyers to forty percent in the past two years. As an impact of social media, through online forty one percent of consumers purchased books, thirty six percent consumers purchased clothes and shoes, twenty four percent consumers purchased video games and DVDs, twenty four percent consumers purchased airline tickets and twenty three percent consumers purchased equipment.

OTX analysis DEI Worldwide (2008)²⁵ 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, two thirds of shoppers are doubtless to pass the knowledge they receive to others and over half are doubtless to require action on this information. 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)²⁶ 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.

51 Gursakal (2009)²⁷ This study analyses the influence of media society and the amount of time that customers spent on the net and social media. Nowadays, consumption trends have modified. The usage of magazines, interviews and catalogs by buyers and sellers are altered by searching on e-mails, internet sites and sharing information in social media. Because of the effective role of social media, the time consumed on the net increases, and consumers withdraw from traditional searching methods. Social media have become an important place where opportunities are mentioned, products are advertised and products are commented.

Miller et al., (2010)²⁸ In his study revealed that over eleven million shoppers use 70% of social networking to buy various product and services. The consumers provide useful data concerning the product and share comments with different consumers over social media.

Penn Schoen and Berland Associates LLC (2010)²⁹ In their study explains how the social media can impact consumer electronics. The study was conducted by 1012 web interviews with U.S. general population aged above eighteen. The results discovered that social media network has become integrated into people's lives. Social media helps to form shopper behavior. About 30% of social media users made purchases supported by social media reviews and recommendations from friends and unknown net users, nearly sixty-eight percent of respondents believe that these recommendations are more or less closer to traditional recommendations. About, 33% believe that social media reviews and recommendations they receive are far better than they receive through other means.

Cvijikj (2010)³⁰ In their study examines the Influence of Face book on buying decision making process. Consumers have confidence on opinions of different people or teams during buying decisions. This study evaluates the power of Face book on decision making method. A model Face book application was developed by researcher for sharing opinions with friends and making repositories of things. The study analyses the internet survey of thirty three participants. The survey 52 contained twenty queries, divided into 3 parts. The primary cluster involved data concerning the participant, like gender and age. The next cluster of questions involved the buyer's shopper behavior

and the last centered on the conception, thought and model Face book. The results make sure that consumers see their friends as the most reliable supply of knowledge when compared to other things. Results also indicates that friend,s opinion on a product plays a bigger role than whether or not they possesses the product.

According to McKinsey Company (2010)³¹ In his study, Social Media has a notable influence on customers particularly who are first time purchasers of a product. It has a greater influence on highpriced products because the consumers want to conduct additional analysis and to get opinions for buying the product. This indicates that Social Media has an impact on customers in their data search stage of buying a product and as a result, customers will use Social Media to get data concerning the product and services.

Hoyer et al., (2010)³² In his study explains that Social Media is a non-marketing factor which has a significant influence on customer buying decision process than the other sources of marketing. Social Media is platform where customers exchange much information with others via electronic word of mouth, reviews and recommendations. Social Media websites helps individuals to share and communicate each other via communities. According to the author, buyers on Social Media are ready to pay attention to others opinion and have a trust on the peers and influenced by the peer in their buying decision process.

Kozinets et al., (2010)³³ Suggest that on-line teams make an understandable influence on the buying behavior of the consumer and also in buying decision. For instance, the public discussion forum in the websites of social media offers consumers to collect information about the product, which helps them to take the decision on purchase selections.

Pookulangaran et al., (2011)³⁴ In his article states that purchasing is always an experience and social media permits the consumers to connect with people who are mostly strangers. 53 Cultural characteristics impacts on consumers" usage of social media and a great impact on the online buying behavior.

Haciefendioglu (2011)³⁵ In his study brings to light that buyers are influenced by the opinion of their friends on social media during their purchase decision. The study also states that the opinions of their friends in social media direct the consumers to take decision for purchase a specific product or from a specific company.

MehmoodRehmani et al., (2011)³⁶ In their analysis, investigated the various social media parameters that greatly affected the purchasing decision of consumers. The analysis gave importance to find the influence of social media on the consumers buying decision. The authors outlined the objectives of the studies, so as to realize the objectives, a suitable research model is predicted and research hypotheses were tested on the model.

Constantinides et al., (2011)³⁷ Analysed and reported that Social Media differentiates Shopper"s behaviors. Socio-cultural, Demographic, situational and psychological factors have an effect on shopper"s purchasing behavior. Business people can handle up more practical social media selling activities by categorizing social media users by their age, gender, academic level, geographical location and occupation/income level. In the same way, psychological factors like learning, motivation, perception and personality, Socio-cultural factors like family, social status and family culture. These variables provide benefits for business people to find and target the consumers of social media through proper social media marketing activities.

Diffley et al., (2011)³⁸ In their research investigation, it is clear that, Marketers have analyzed whether or not social media sites may be used as a good tool for selling and whether to involve buyers to participate in marketing on social media sites. They say that firms ought to undertake a distinct approach that attracts shoppers instead of loading their inbox. If more selling advertisements are pushed on to the shoppers, then shoppers will get frustrated over the product. This authors talks about developing a proper approach to use websites as advertising tool. As a conclusion the author suggests that firms has to develop 54 good relationship with shoppers to make social media sites a better tool for selling.

ErkanAkar et al., (2011)³⁹ In their study revealed the thing that affects consumer"s attitudes towards selling through social media. For a businessman, Shopper communities act as new marketplaces for businessmen. The analysis aims to spot the factors that have an effect on the consumer"s attitude towards selling a product on a social media platform.

Edison (2011)⁴⁰ In his recent analysis, on users of on-line social networks in America revealed that about 52% of United States citizens have a minimum of one or additional social network profiles. The analysis showed that one fourth of on-line social marketing users buy their favorite brands, on these on-line social networks sites, of which many users use Face book as brand pages. The result shows that on-line social networks became a source of information on products for buying decision making by

consumers.

Karimov et al., (2011)⁴¹ In their research suggesting that purchasing of products online may be considered risky by customers because of the lack to make physical product analysis, lack of personal information contact, and in some cases the dearth of secure transactions. The efforts towards increasing the basic issue of trust in shopper behaviour can be supported with the employment of social media channels, like Face book, YouTube, Twitter, and company blogs as they enhance the sensation of social presence additionally, shoppers may use social media as a communication tool which can facilitate them decide what to shop for. The recent addition to the capabilities of social media is the addition of mobile applications to communicate with others.

Stephen Guo et al., (2011)⁴² This paper analyses a Chinese marketplace, Taobao, which is the world's largest e-commerce site. Integrated instant electronic messaging tool makes Taobao high from its competitors. In our study, this study specializes how a person's transaction are embedded in the social media. The analyses concludes a model for purchasing a product through buyer recommendation, if an individual wants for a product, how he will act to decide the shop. The 55 model uses data retrieval techniques from the websites and demonstrates how social factors will help to understand client behavior.

According to Drell (2011)⁴³ This study analyses the internet behavior of customers of social media and disclosed 2 main types of information shared through online. They were categorized as high information sharers and low information sharers. In this study, out of 100 percent, High information sharers of on-line shopper's were 20 percent and belong to the age of teens, they are dedicated to brands, and had several of electronic equipment to share the information. On the other hand, Low information sharers of on-line shoppers were are 80 percent, were commonly older, concentrated on quality instead of brand.

IremErenErdogmus et al., (2012)⁴⁴ The aim of this study is to identify the impact of social media on brand trust of the customers. This study takes into account of customers following one brand on the social media and, therefore, the information were collected through the structured form with a sample of 338 folks and tested using various statistical tools. The study concludes that brand loyalty of consumers is affected when the brand was found in various applications and platforms on social media.

Khushbu Pandya (2012)⁴⁵ This study is an effort to make awareness among Indian marketers regarding the facility of social media which is spreading at a massive rate. The study is explorative in nature and used last five years secondary data. The findings of the study answer one major question – what's the state of social media on consumer behavior in India, the study provides figures, all major facts, analysis and examples of case study.

Greenleigh, (2012)⁴⁶ In his study, investigates the behavior of young agers in connection with social media on shopping decision. Millennials are the shoppers who are in the age group between teen to mid-30s. In step with the researcher, Millennials have the characteristics like, always connected to social media, hyper-social, looking into other people activity, shopping and enjoying, strangers as their friends. This study detailed that fifty-one percent of Millennials trust strangers for shopping the product, over relatives or friends. 56 The study shows that eighty-four percent of Millennials takes the opinion from social media communities before shopping for products.

Sharma et al., (2012)⁴⁷ In their study find the advantage and disadvantage about a brand or product present on the Social Media. The study also reveals that Social Media has an overall influence on consumers shopping behavior.

Pietro et al., (2012)⁴⁸ Explore the extend of social media, particularly Face book, influence buying decision. They find happiness in using social media for buying decision. The study reveals about consumer"s suggestions and recommendations on merchandise on Face book, enjoyment in finding the information on brands and products, attitude in the usage of various tools provided by social media for the buying decision of products. The study also infers a good relationship between the views of consumer towards buying intention of customer and social media.

SaadiaNasir et al., (2012)⁴⁹ This analysis targets on the buying behavior of women customers in Pakistan. Study has been conducted with two hundred feminine respondents from Lahore town. The results indicate that women consumers take into account traditional word of mouth to be more promising information than social media for purchase choices.

Angella J. Kim et al., (2012)⁵⁰ This study identifies the attributes of social media activities that influence consumer purchase towards branded luxury products. The study identifies 5 apparent Social media activities of luxury brands and they are amusement, communication, fashionable, tailor made and word of mouth. The results indicate that there exists significant positive relation between social

media and purchase intention of consumer.

Themba et al., (2013)⁵¹ Examines how the students of African University have interaction in product related e Word of mouth and the impact of their interaction on their shopping decision. The study reports that the communication in brand-related e Word of mouth through social networks is comparatively low and has an absolute positive impact on buying decision.

VordemEsche et al., (2013)⁵² Report shows that recently, social media represent one in all the foremost outstanding challenges for promoting managers. A recent study by the Marketing promoting Center at Germany, that asked 146 managers to say about the foremost vital entrepreneurial challenges over succeeding few years, finds that eighty-nine percent of the respondents name social media.

Forbes et al., (2013)⁵³ Made an analysis with a study of around 240 sample consumers on their purchases in relation to the type of the product bought and its costs. The conclusion shows that the purchase decision is influenced by the suggestion of the consumers on-line friends. The study reveals that fifty-nine percent of the sample uses Face book and used public media to receive product information from contacts or friends. These result shows that there is an influence on shopping behavior by social media.

Lehmann et al., (2013)⁵⁴ The effect of social media on customer buying behaviour was analysed in this study. Promotion strategies were used on news websites and social media websites for respiratory disease vaccination. The outcome of the study indicates that individuals responded a lot to the social media news while comparing websites news. This study concludes that social media is a important tool to influence the shopping decision of individuals.

Leerapong et al., (2013)⁵⁵ Checked out the factors which influence the on-line buying decision of consumers through the social network, notably Face book. In their study, consumers graded the factors like risk, trust, convenience etc... That inspired or discouraged them from buying the product all the way through Face book.

Huimin et al., (2013)⁵⁶ This study analysed the consumer buying decision method and information flows between people in social media. This study uses the consumer buying decision method as a source and analysed many research articles to check its hypothesis associated with the different types of proximity. Results and theories have proved that the publicity and information about the product in

social media platforms are stricken by the various varieties of proximity plays that are making an impact in the consumer buying decision method.

AtesBayazitHayta (2013)⁵⁷ This research aims to grasp the influence of social media in today's life and brings new view and to see the consequences of social media networks on shopping behaviors of shoppers. The sample consisted of a around 600 young shoppers between the age limit of 18-24 years who use social media marketing and have account in any of the social networks. Interview technique was used to confirm the study. The primary data collected through structured form consists of inquiries about demographic data of teenagers, the length and aim of teenagers to use net and social media. In the Questionnaire, 5-point scale was applied to confirm the link between buying behaviors of teenagers and social media. The Cronbach Alpha scale was employed to find the connection between shopping behaviors of shoppers and social media and the result was 0.965. The result of the study implies that social media technique produce a vital impact on buying behaviors of shoppers with respect to age and academic qualification.

Michel Laroche et al., (2013)⁵⁸ In their research say that the brand communities supported by websites impact the client Centric model and brand trust. The study aimed to show the relationships between client and brand, product, company and different customers. A study was conducted on four hundred samples through survey method. The result of the study disclosed that brand communities available on social media have a positive impact on customer-brand, customer-product, customer-customer relationships and client- company . The research also concludes that brand trust plays an negotiator role in changing the consequences of relationships in brand community to brand loyalty.

Shu-Chuan Chu et al., (2013)⁵⁹ In their analysis examines the social media user's responses for social media advertising. Consumers who are using social media as a tool of advertising to interact with others and with the brand. Due to numerous users in the age group 18-35, who are using social media, the online luxury market experienced enormous growth. Brand consciousness and awareness has an impact on user's view on social media advertising, that affects their response towards social media advertising and affects buying intention .

Grahl et al., (2013)⁶⁰ In their study conducted an field experiment in an online site where the visibility of the product is considered as like for the product. This study investigates the casual result of social recommendations on searching behavior. During a four-week experiment with new customers, the study discovers that displaying social recommendations caused increase in revenue, compared to

revenue in previous method. The display of social recommendations results in 22 percent higher probability rate of buying a product by first time consumers. Overall, results counsel that for on-line stores social recommendations and Likes are intangible assets with vital business worth.

GhulamRasoolMadni (2014)⁶¹ This study was conducted in Pakistan, which analyzed the influence of social media and social networks on the shopping behavior of consumers. For the study, one thousand consumers belong to the age between 18 to 50, who are having a minimum of one account in social media was selected as sample. A questionnaire form was distributed to collect the data. The results concludes that the social media has a noticeable impact on the buying behavior of consumers in Pakistan.

Hajli et al., (2014)⁶² In his findings says that Social media contributed new opportunities to customers to interact in websites. Customers use on-line communities, to get the information and to communicate with other users. The information from the survey shows social media enables the interaction of customers, which results in increased trust and intention to shop for products. The results also encompass the intention to shop for products.

JugalKishor et al., (2014)⁶³ In their study analysed the aspects that effects buying attitude on Social Networking Websites, factors that have an effect on searching attitude on social networking sites. The study also explains the various mode of payment used for purchasing through Social Networking Websites. This study disclosed that social networking sites have totally different industries and customers. The study focuses on buying through Social networking Websites. The results of the study shows that time spent on social websites that influences the disposition to yearning for things on an extended social 60 communication. The study shows the people who often use informal communication are tend to accept for additional offers. It's discovered from this study that people of varied age teams have association with the Social Networking Websites.

Elisabetaloanas et al., (2014)⁶⁴ Their article is expounded to the impact of social media on shopper's behavior and is quantitative analysis in nature. A sample of one hundred and sixteen respondents was used and various statistical tools were used with the help of SPSS to arrive at the conclusion. The data were collected from the respondents using online web forms. From the analysis, one can see to extent of social media influence on shoppers behavior and also it affect consumer mind set and the consumer's thinking as customer can decide anything.

FundeYogesh et al., (2014)⁶⁵ In their article state that Social media has reformed the ways of information sharing and communication. In India, the growth of social networking and social media websites provides businessmen a new alternative to contact customers. The researchers in this article make an attempt to find the influence of social media on shopping decision of consumers. The article analyzes the impact on different stages and usage pattern of shopping process. The research also insists that the social media is mostly used for getting information about the product and quality. The study also indicated that the reviews and opinions in social media have an effect on the buying decision process.

Felix PratamaChianasta et al., (2014)⁶⁶ The research was conducted at Indonesia to identify the impact of social media on promotion strategies. This survey has been completed using 205 samples. The inference of the survey shows that the influence of promotion strategies used by Lenovo through social media was not positive. The results indicated that through social media, Lenovo has not employed effective promotion strategies. The past studies indicate that there exists a positive influence of social media to consumer purchasing decision with respect to other brands in Indonesia. The study concludes that marketing managers of Lenovo have to put more efforts to draw the attention of consumers toward their product through the social media.

WeerawitLerrthairakul et al., (2014)⁶⁷ This study, examines the impact of e- word-of-mouth which impacts buying decision process in the airline market. The data was collected from consumers who purchased the tickets of Low-Cost Carriers by reading the information on product review from social websites. The study also reveals that social media plays a considerable role in consumers buying decision process during the purchase of tickets from Low-Cost Carriers. The study provides information to these companies to develop effective online marketing strategy through social media to get prospective customers.

Mehdi Abzari et al., (2014)⁶⁸ The aim of this study is to analyse the influence of social media on customers views on buying intention and brand image. Sample of around 200 customers in an Iranian was taken to study and they were asked to fill the survey form. The conclusion of the study proved both social media and traditional advertising have an important impact on brand image.

Qureshi et al., (2014)⁶⁹ This study investigates about the Consumer experiences in hotels and restaurants on Social media. Data is collected through questionnaire from various restaurants managers and customers. Totally about 191 survey forms were distributed to customers and only 161

of them were came. The data was analysed using social sciences software system. The results were helpful for restaurants managers to improve service quality.

Bilal et al., (2014)⁷⁰ This study examines on the role of social media networks on customer buying decision in garment industry. Primary data were collected using self administered structured form with the students and faculty members of Gujrat University. Various statistical techniques were applied on the collected data. This result indicates that there exists a significant positive impact on customer buying decision by social media in garment industry. The study shows how important is the presence in social networks for earning profits in the market.

D. Anthony Miles (2014)⁷¹ The study aims at analyzing and finding influence level of a website on consumers and their decisions. This study also examines the impact of social media on client behavior. This study employed survey method with a sample 62 of 383 college students. Statistical methods like factor analysis and structural equation modeling were applied on collected data to test the factor structures and psychological factors of the data. Three hypotheses were framed and tested using AMOS software and the results notes that social media have an impact on customer behavior. The website used for the analysis is ratemyprofessor.com.

BidyanandJha et al., (2015)⁷² This study makes an analysis on how social media impacts on buying intentions on adults. This study analysed the information in 3 parts. The first part consists of exploratory study followed by factor analysis and finally with structural equation modeling. The entire study was tested with AMOS software version 21 and SPSS version 21. The study proved that the communication on social media has an impact on buying behavior with respect to the brand image.

Harshini C S (2015)⁷³ This study conducts an analysis of the existing theoretical contributions on Social Media Advertisements and buying intention of the consumers. The study highlights the fact of Social Media Advertisements and its impact on intention to buy, previous studies investigated about the impact of advertisements given through website towards consumer"s shopping behavior. This study provides a cluster of consumer"s response towards Social Media Advertisements with reference to customer buying Intention.

S. Bion Aldo Syarief et al., (2015)⁷⁴ This study analysed the role of social media, especially Twitter, a social networking site, in communication with friends, with respect to the buying intension for the products of students companies at president University. A sample of 140 students of President

University was taken to study and was asked to fill the questionnaire. Various statistical tools like structural equation model, factor analysis, likertsacle were applied by using SPSS package. 8 hypotheses were framed and tested. Out of eight hypotheses, 6 showed positive relation and rest showed negative relation.

WaqarNadeem et al., (2015)⁷⁵ This study was conducted on how consumers buy goods online via peer recommendations and Face book. This study also tested whether the website 63 service quality have an influence on shopper trust, attitudes, and loyalty intentions. A survey was conducted with Italian teenage customers who uses Face book to buy clothes .various hypothesis was framed and these hypotheses were tested by structural equation modeling. The result of the study indicate that online service quality and use of Face book for on-line buying have a great impact on consumer trust.

Nick Hajli (2015)⁷⁶ Indicated in his paper that Social commerce could be a new technology in e-commerce and the application of social media allows the customers to communicate more in the net. The author proposes a brand new model to get a better understanding of social commerce employing a PLS-SEM methodology to check the model. Results show web applications attracts the consumer to interact with others on the web. Customers use social media constructs that successively increase the amount of trust and buying intention.

Alok R. Saboo et al., (2015)⁷⁷ The researchers convey that, according to social identity theory, consumers work effortlessly to increase the attractiveness of the team"s people in the group. In the world of music industry, the researcher proposed that consumers will involve in 3 social media activities to boost the attractiveness of their brands. First they send sample music in social media, secondly they follow the music artists in social media, and finally they put comments on the artists' social media websites. With respect to brand attachment theory, the researchers argue that these three activities on social media influence the consumer buying behavior. Statistical analysis were performed with thirty-six music artists over seventy-three weeks and the results shows how the buying behavior of consumer is influenced by social media activities.

Yichuan Wang et al., (2015)⁷⁸ Tn their study, found that social media platforms has contributed to the growth of recent business developments in e-commerce and also modified the buyer decision making process. A survey was conducted with two hundred and seventeen active customers in the social commerce sites at pre-purchase stage and post-purchase stage. The results indicate that there exists both positive and negative opinion about the product. This affects the consumers" purchases. Word of

mouth content in social media has an effect on 64 consumers" intention to shop for a product. The Word of mouth contents thereby increasing the chance of actual shopping for products and also helps in information sharing of product with others on social commerce sites.

NugzarTodua et al., (2015)⁷⁹ This article highlights on the attitude toward social media marketing, in Georgia. The article aims to investigate the usage of social media for small business in Georgia. The influence of the research have unconcealed that social media are largely used by customers, however, there is an only little impact on the consumer buying decision. The Conclusions of the study provide more insight for higher understandings of demand of customers in Georgia and also provides the information for implementation of the various strategy for marketing the products through social media.

CHAPTER - 3 RESEARCH METHODOLOGY

3.1 STATEMENT OF THE PROBLEM

There are a big retail stores and many different shops are there in the various cities of this south Indian part, and nowadays many changes are taking place. Research has trying to see that now social media marketing is changing the situation and taking place of traditional channels of marketing. Not only young generation but old age consumers, working women, homemakers women those who are working in various organization like Banks, Private organizations and many more industries have show their interest in social marketing. In modern world, is the world of technology where social media marketing is rising too rapidly. Study show that many consumers are shifting from traditional way to modern way of purchasing the goods and services too. We have seen that social websites are rising day by day like Flipkart, Amazon and many more. The way of thinking of consumers and many customers are shifting i.e. changing. The perception of young as well as middle age and even old age consumers are changing and moving. Some consumers are thinking that it has low cost that means as compare to other ways means older way is relatively cheaper. So, social media and various networking sites are developing day by day and consumers are attracting towards them. Many students, housewives, working class people are changing their mind from traditional way to modern way. It is now really true that social networking which are doing the job of marketing are mean to changing the mind and thinking of many and various consumers. So researcher trying to find out how social media has changing the thinking and way of many consumers who are living in that district for that research has collected much information about that and trying to find out in part of social networking sites or social media marketing on consumer buying behavior.

3.2 NEED FOR THE STUDY

- Social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation.
- Social media allows marketers to connect and engage potential customers where

they are at: LinkedIn, Twitter, YouTube, Facebook, Instagram, and even some of the younger platforms like TikTok. With a strong social media strategy and the ability to create engaging content, marketers can engage their audience.

3.3 OBJECTIVES OF THE STUDY

- To study the impact of Social media marketing on consumer buying decision process.
- To measure the change in perception of the consumers through the content and engagement on Social medias.
- To understand how business businesses can engage more customers to increase the brand value.
- To measure the positive influence of products and services social media advertising.

3.4 SCOPE OF THE STUDY

- The Scope of this research is ultimately to understand many features, advantages of social media marketing.
- Understand the behavior of the consumer, factors affecting consumer behavior.
- Traditional method of marketing like Radio, Television are considered Upstarts with questionable staying power.
- Many progressive business owners are dabbling in social media Marketing
- The long term benefit of an effective broad scope social media marketing campaign cannot be measured in days or weeks.
- Bloggs, Twitter, Facebook fans, Dig links, Skype are various tools Adopted by customers as well as marketers too.
- Scope is concerned with the place of the research also, for that researcher Has taken area in respect of thane district, apart from this researcher has Taken Ulhasnagar, Wada, Bhindi etc.

3.5 LIMITATIONS OF THE STUDY

- The study is confined to a small region of Chennai district.
- The data collected is totally primary data given by Chennai region respondents. There is chance for personal bias.
- Lack of accuracy can be reason for inappropriate conclusion or suggestions.
- Most the young people came for regarding social media handles as compared to elderly people.
- Elder people lacking knowledge about Social media marketing and not able adapt for SSM as compared to their traditional marketing experience.
- Due to shortage of time and other constraints, the study has been limited 105

respondents only.

3.6 RESEARCH DESIGN

3.6.1 Descriptive research design

The study is purely descriptive research as it sought to identify the Customer Satisfaction level based on the respondent responses. Descriptive research involves data in order to answer research questions concerning the current status of the study.

3.7 SOURCE OF DATA

The data are collected from the primary data and data collection is the term used to describe a process of data collecting.

Primary Data – Questionnaire was prepared and given to 105 respondents

Secondary Data – online journals and websites & review of literature from published articles.

3.8 STRUCTURE OF QUESTIONNAIRE

The questionnaire was framed in sequence of knowing response regarding the online vs traditional shopping and the second part of the questionnaire is framed completely regarding social media marketing influence and impact on their shopping decisions.

3.9 SAMPLING TECHNIQUE

3.9.1 convenience sampling method

Survey sampling is selecting members from a target population to be in a sample for a sample survey. Usually the survey is some type of questionnaire (i.e. in-person, phone or internet survey). Convenience Sampling This type of sampling can be done by simply creating a questionnaire and distributing it to their targeted group. Through this method, researchers can easily finish collecting their data in a matter of hours, free from worrying about whether it is an accurate representation of the population. Convenience sampling is a type of sampling where the first available primary data source will be used for the research without additional requirements. It is also an easy sampling method to collect data from the people without any hurdles.

3.10 PERIOD OF STUDY

The duration of this study is from January 2022 to March 2022 which is three months of study.

3.11 SAMPLE UNIVERSE

The Sample Universe includes the people of South India region.

3.12 SAMPLE SIZE

The Sample size of the participants was of 105 people.

3.13 ANALYTICAL TOOLS

PERCENTAGE ANALYSIS – It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

PIE CHART - A pie chart is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice is proportional to that will represents the data as per the responses by respondents through out the questionnaire.

CHAPTER - 4 DATA ANALYSIS AND INTERPRETATION

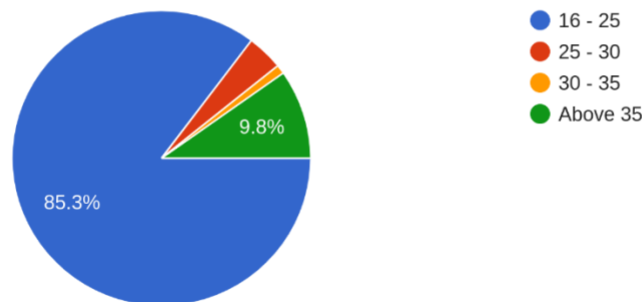
4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1 AGE OF RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	16 – 25	90	85.7
2	25 – 30	10	26.7
3	30 – 35	4	14.2
4	Above 35	1	9.5
	TOTAL	105	

SOURCE :- Primary Data

Age
102 responses



(Fig:4.1.1)

INTERPRETATION: from the above analysis 85 percentage of respondents are from age group 16 to 25 26 percentage of respondents are from age group of 25 to 30 and 14 to 14.2 percentage of respondents are of age group 30 to 35 9 percentage of respondents are about 35.

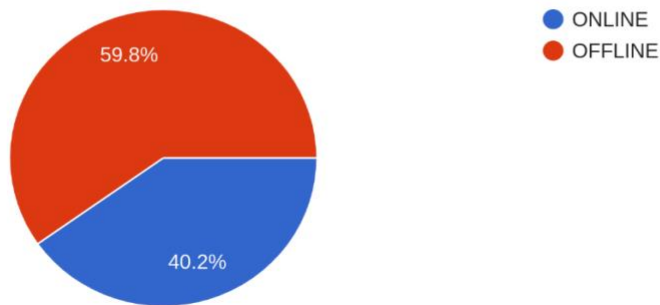
INFERENCE :- majority 85.7 percentage of respondents are 16 to 25 in this question

TABLE 4.1.2 PREFERENCE OF ONLINE/OFFLINE RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	ONLINE	41	39.4
2	OFFLINE	63	60.6
	TOTAL	104	

SOURCE:-Primary Data

Do you prefer shop
102 responses



INTERPRETATION:-from the above analysis 39 percentage of respondents prefer online shopping 60 percentage of respondents prefer offline shopping

INFERENCE :-majority 60 percentage response prefer offline shopping

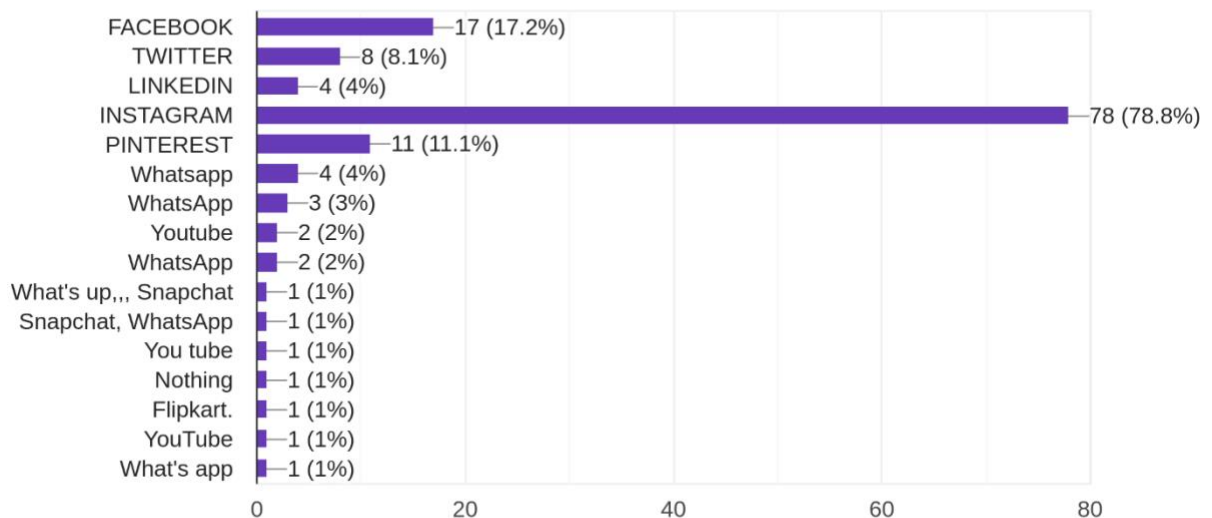
TABLE 4.1.3 SOCIAL MEDIA CHANELS THEIR ACTIVE USAGE

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	FACEBOOK	19	17.2
2	TWITTER	8	8.1
3	LINKEDIN	4	4
4	INSTAGRAM	76	78.8
5	PINTEREST	10	11.1
6	OTHER	4	18
	TOTAL	102	

SOURCE:-Primary Data

Which Social Media Channels are you most active on ?

99 responses



INTERPRETATION: - from the above analysis 17 percentage of respondents shows face work as their active social media 8 percentage of people shows Twitter as their active social media and 4% LinkedIn 78 percentage of respondents are active on Instagram everyday 11 percentage of them are active on Pinterest

INFERENCE:- 78 percentage of people are active on Instagram everyday

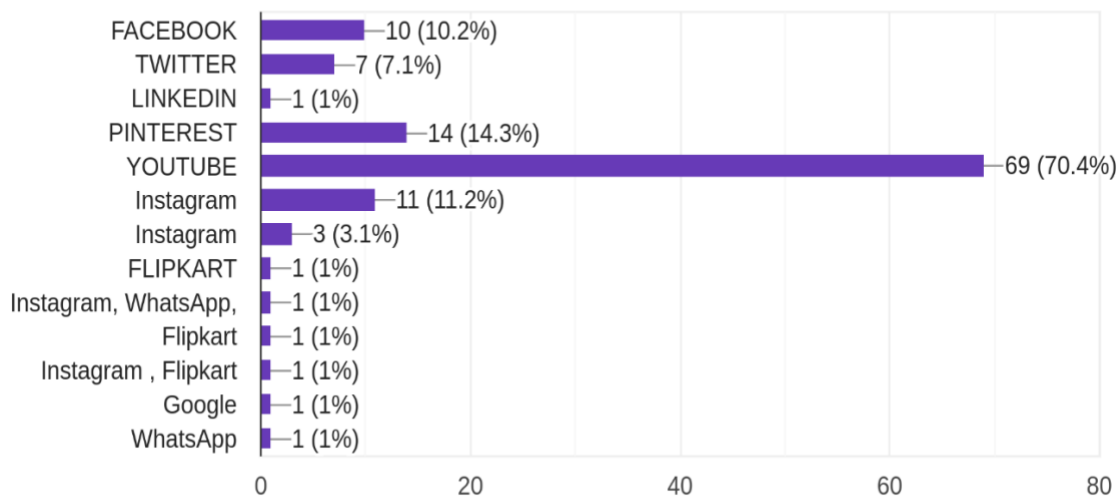
TABLE 4.1.4 SOCIAL MEDIA WHICH MAXIMUM INFLUENCE PURCHASINGB DECISION

S.NO	PARTICULARS	NO.OF RESPONENTS	PERCENTAGE
1	FACEBOOK	10	10.2
2	TWITTER	7	7
3	LINKEDIN	1	1
4	PINTEREST	1	14
5	YOUTUBE	68	70.4
	TOTAL		

SOURCE:-Primary Data

Which of this Social Media will influence your purchasing decision?

98 responses



INTERPRETATION:- from the above analysis 10 percentage of people are influenced by Facebook ads 7 percentage of people are influenced by Twitter ads whereas one percentage of respondents are influenced by LinkedIn ads 14 percentage are from Pinterest 69 percentage are from YouTube

INFERENCE:-

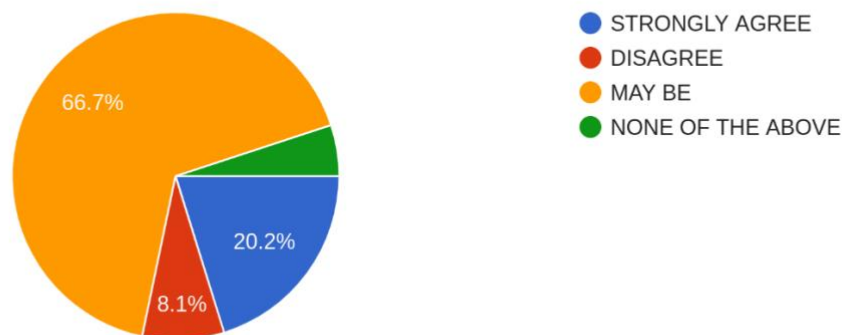
majority of 69 percentage of respondents are influenced by advertisements from Facebook and making their purchasing decision

TABLE 4.1.5 SOCIAL MEDIA ADVERTISEMENTS INFLUENCES PURCHASING DECISIONS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	STRONGLY AGREE	69	20.2
2	DISAGREE	20	8.1
3	MAY BE	8	66.7
4	NONE OF THE ABOVE	5	4.2
	TOTAL	102	

SOURCE:-Primary Data

Social Media advertisements influences my Purchase
99 responses



INTERPRETATION:- from the above analysis 66 percentage of respondents think maybe social media advertisements influence my purchasing decision where is 20 percentage of respondents strongly agree that social media advertisement influence their purchase a percentage of them disagree

INFERENCE:- majority of 66 percentage of people are accepting maybe social media advertisements are influencing their purchasing decision

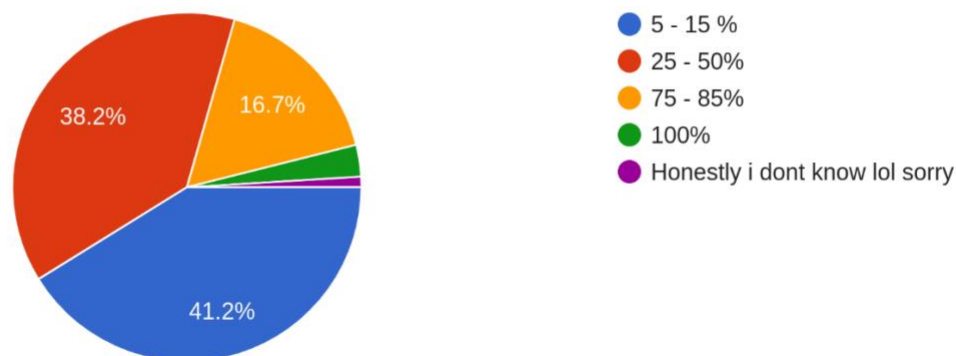
TABLE 4.1.6 HOW MUCH CONSUMERS PURCHASE ARE INFLUENCED BY A SOCIAL MEDIA ADVERTISEMNTS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	5-15%	42	41.2
2	25-50%	39	38.2
3	75-85%	20	16.7
4	100%	3	3.1
5	DON'T KNOW	1	2
		105	

SOURCE:-Primary Data

How much of your purchases you think are influenced by a social media advertisements?

102 responses



(FIG 4.1.6)

INTERPRETATION:- from the above analysis out of 105 to 15 percentage of influence through social media advertisements are accepted by 41 percentage of people whereas 38 percentage of people say that only 25 to 50 percentage my purchasing decisions are influenced by social media advertisements.

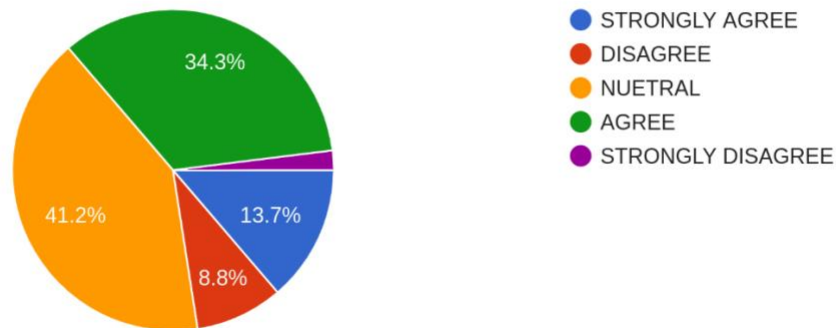
INFERENCE:- majority 41 percentage of respondence say that only 5 to 15 percentage of my purchasing decisions are influenced by social media marketing advertisements.

TABLE 4.1.7 SOCIAL MEDIA MARKETING IS HELPING ME IN PURCHASING

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	STRONGLY AGREE	14	13.3
2	DISAGREE	36	8.6
3	NEUTRAL	44	41.9
4	AGREE	9	34.3
5	STRONGLY DISAGREE	2	2
	TOTAL		

SOURCE:-Primary Data

Social media marketing is helping me in my Purchasing
102 responses



(FIG 4.1.7)

INTERPRETATION:- from the above analysis 13 percentage of people strongly agree social media marketing is helping their purchasing decision Paris 41 percentage of respondents are neutral about this only 34 percentage of respondents agree that social media marketing is helping their purchasing decision.

INFERENCE:-Majority of 41.2 percentage of people are neutral about the decision of purchasing from social media marketing because it's not so helpful according to their opinion

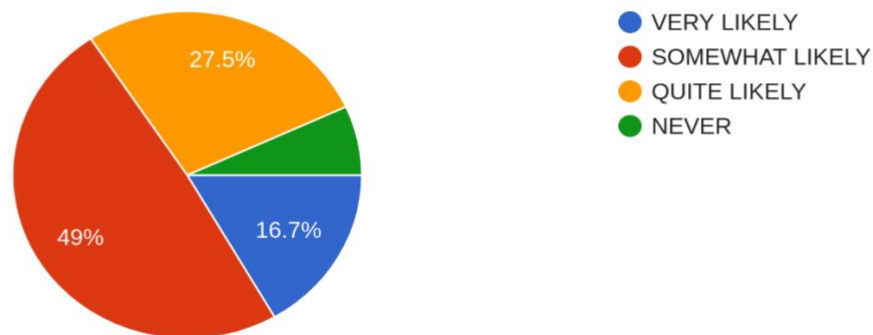
TABLE 4.1.8 HOW MUCH LIKELY WILL YOU BUY A PRODUCT RECOMMENDED ONLINE

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	VERY LIKELY	17	16.2
2	SOMEWHAT LIKELY	50	47.6
3	QUITE LIKELY	30	28.6
4	NEVER	7	6.7
5	SOMETIMES	1	1.2
	TOTAL	105	

SOURCE:-Primary Data

How likely will you buy a product recommended online?

102 responses



(FIG 4.1.8)

INTERPRETATION:- from the above analysis out of 149 percentage of people somewhat likely will buy the product or service which are recommended online Paris 27.5 percentage of respondents quite likely preferred to buy the product which is recommended online 16 percentage of people very likely would buy the product 6 percentage of people never would like to buy the product recommended online

INFERENCE ; majority 49 percentage of respondents somewhat likely will buy the product which is recommended online

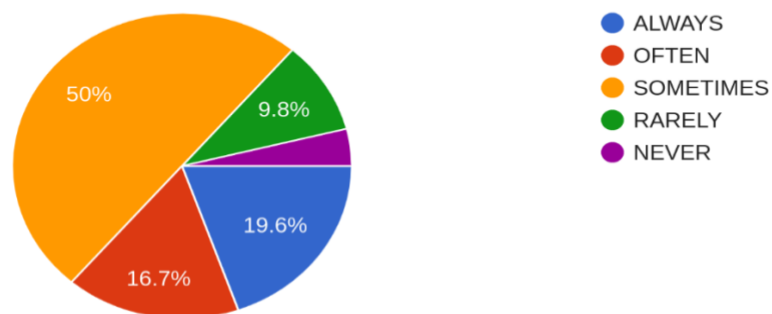
TABLE 4.1.9 ABOUT REGULAR READING OF PRODUCT/SERVICES CONTENT THAT INFLUENCE PURCHASING DECISION.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	ALWAYS	22	19.6
2	OFTEN	17	16.7
3	SOMETIMES	51	50
4	RARELY	11	9.8
5	NEVER	4	4.7
	TOTAL		

SOURCE:- Primary Data

How often do you watch or read the Product / Services content that influences your purchasing decision?

102 responses



(FIG 4.1.10)

INTERPRETATION:- from the above analysis 50 percentage of respondents sometimes would watch a read the content of products and services which influence their purchasing decision where is 16 percentage of people often do it 9 percentage of people rarely I'm watching or reading the content by influencers about the product

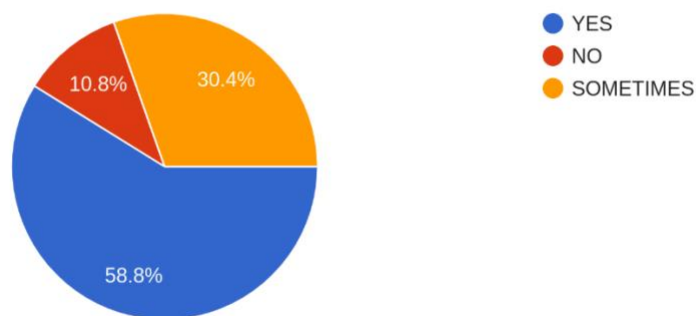
INFERENCE:-majority of 50 percentage people sometimes read the content that influences their purchase of a product or service

TABLE 4.1.10 ABOUT RELYING ON THE FEEDBACK OF THE ONLINE CUSTOMERS BEFORE MAKING PURCHASING DECISION.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	YES	62	59
2	NO	11	10.5
3	SOMETIMES	32	30.5
	TOTAL		

SOURCE:- Primary Data

I always rely on the feedback of online customers before making my purchasing decision
102 responses



(FIG 4.1.11)

INTERPRETATION:- from the above analysis 58 percentage of respondents says that they realise rely on feedback of online customers before making their purchasing decision paras 10 percentage of people say no and 30 percentage of respondents sometimes rely on feedback of online customers before making the purchasing decision.

INFERENCE:- majority of 58.8 percentage of people say ask for feedbacks are helpful for the purchasing decision.

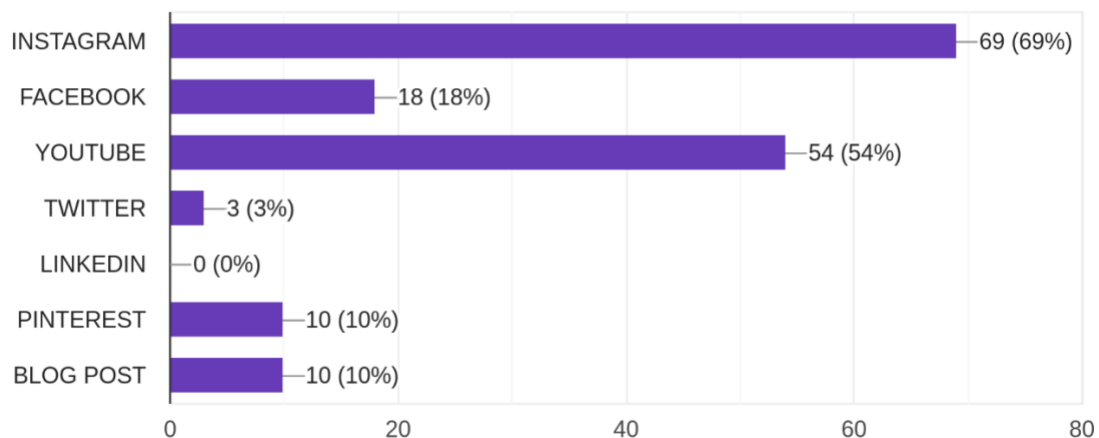
TABLE 4.1.12 SOCIAL HANDLES HELPING TO ENGAGE WITH FAVORITE BRAND

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	INSTAGRAM	67	69
2	FACEBOOK	18	18
3	YOUTUBE	54	54
4	TWITTER	3	3
5	LINKEDIN	0	0
6	PINTEREST	11	10
7	BLOG POST	10	10
	TOTAL		100%

SOURCE:- Primary Data

Which social media handle helps you to engage with your favourite Product / Service online.

100 responses



(FIG 4.1.12)

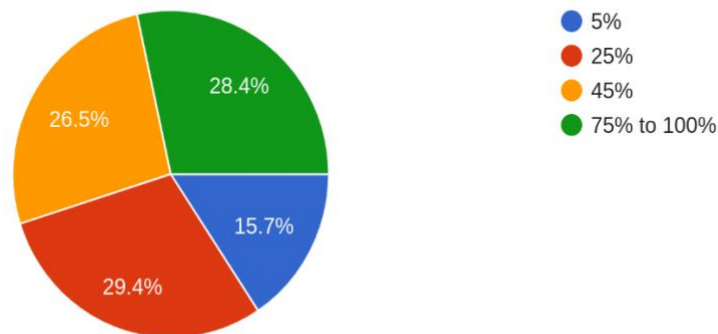
INTERPRETATION:- from the above analysis 69 percentage of people accept Instagram as their favorite social media for engaging with their favorite product service online 18 percentage of respondents accept Facebook as their handle to follow for engage with favourite product and services online respondents 54% go with YouTube 3% go with Twitter

INFERENCE:- majority of 69 percentage of people accept Instagram

TABLE 4.1.12 SOCIAL MEDIA ADS ARE HELPFUL TO KNOW NEW BRAND

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	5%	15	15,7
2	25%	30	29.4
3	45%	27	26.4
4	75 – 100%	30	28.4
	TOTAL		

How much Social Media Advertisements helps you to find a BRAND new products / services.
102 responses



(FIG 4.1.13)

INTERPRETATION :- from the above analysis 26 percentage of people accept 45 percentage these social media advertisements helps me to find a brand new products services online paras 28 percentage of people accept from 75 to 100 percentage social media advertisements are helping me to find a new brand of products and services online

INFERENCE :- majority of 28 percentage of respondents accept social media advertisements are helping to find new brand from from 75 percentage to 100 percentage.

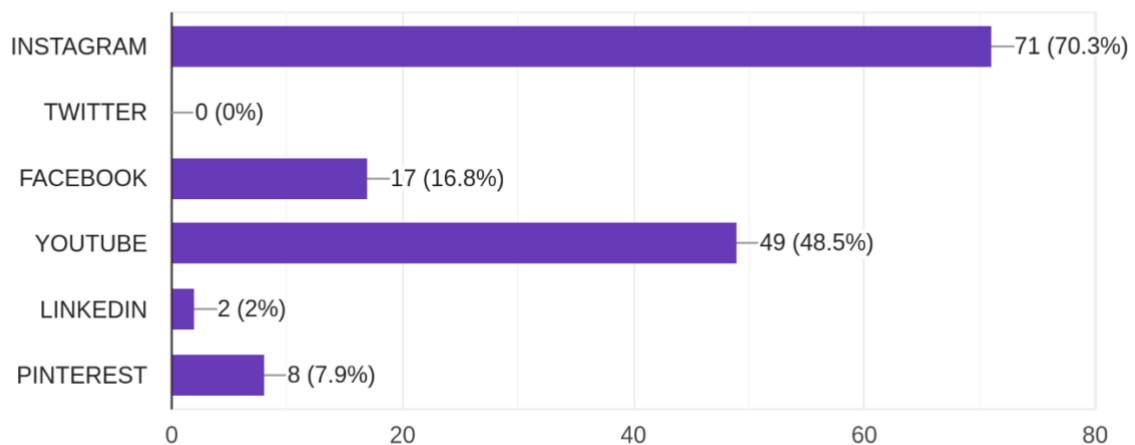
TABLE 4.1.13 CHOISE OF SOCIAL MEDIA HANDLE FOR BRAND AWARENESS MORE OFTEN

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	INSTAGRAM	71	71
2	TWITTER	0	0
3	FACEBOOK	10	17
4	YOUTUBE	52	49
	TOTAL	104	100%

SOURCE:-Primary Data

Which social media handle you choose to buy a product more often ?

101 responses



INTERPRETATION:- from the above analysis 70 percentage of people will shoes Instagram as a social media handle to buy a new product online Paris 17 percentage of people choose Facebook 49 percentage of people choose YouTube another are linked in Pinterest Twitter.

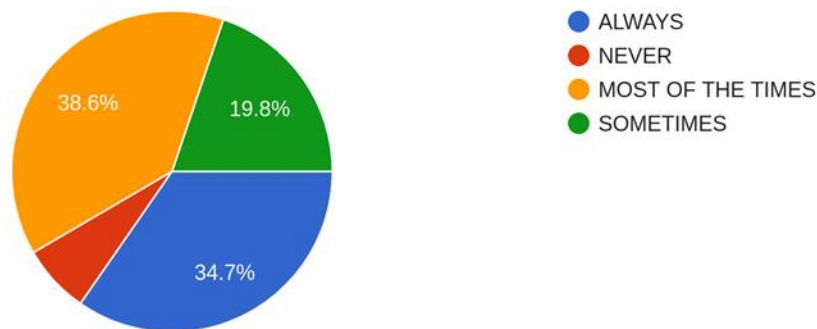
INFERENCE:- Majority of 70.3 percentage of people choose Instagram as a social media handle to choose to buy a new product.

TABLE 4.1.14 PROPER CONTENT ABOUT THE PRODUCT/SERVICES ATTRACTS CUSTOMERS FOR BUYING DECISIONS.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	ALWAYS	37	34.7
2	NEVER	8	6.8
3	MOST OF THE TIMES	36	38.6
4	SOMETIMES	22	19.8
	TOTAL	101	100%

SOURCE:-Primary Data

Proper Content about the product / services attracts customers for buying decisions.
101 responses



(FIG 4.1.13)

INTERPRETATION:- from the above analysis 38.6 percentage of response most of the times are attracted by the proper content about the product to service which they love to buy online 19.8 percentage of people sometimes get influenced and 34 percentage of respondents always get influenced by the content which is posted

INFERENCE:- majority of 38.6 percentage of people most of the times are influenced by the proper content which is post by their favorite product service social media handle

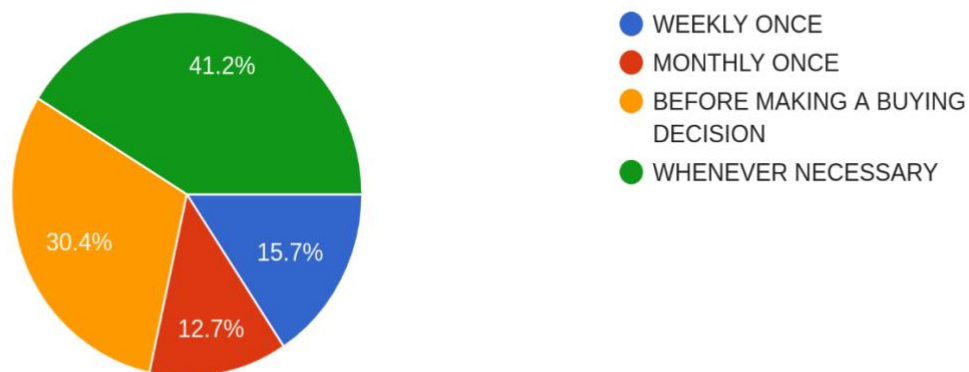
TABLE 4.1.15 ABOUT NO.OF TIMES RESPONDANTS VISIT THEIR FAVORITES BRANDS SOCIAL MEDIA PROFILE

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Weekly once	16	15.7
2	Monthly once	12	12.7
3	Before making a buying decision	32	30.4
4	Whenever	41	41.2
	TOTAL	102	100%

SOURCE:-Primary Data

How many times you visit your favourite Brand's Social media profile.

102 responses



(FIG 4.1.14)

INTERPRETATION:- from the above analysis 41 percentage of people visit their favorite brand social media profile whenever necessary Paris 30 percentage of people always visit before making a buying decision and 12 percentage of people monthly ones 15 percentage of people weekly once.

INFERENCE:- majority of 41.2 percentage of people whenever necessary are visiting brands social media profile for content for update

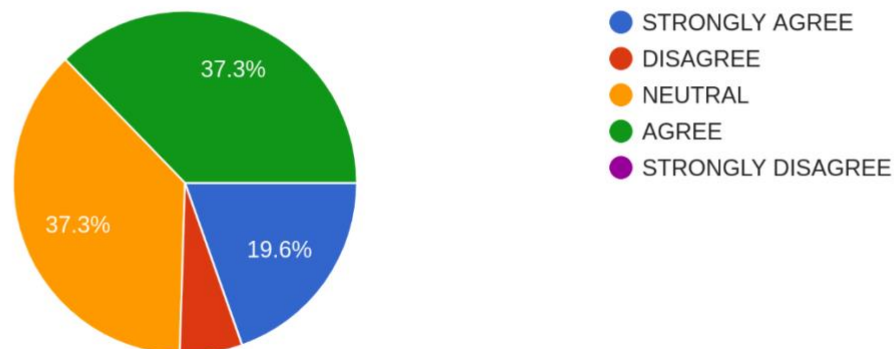
4.1.15 ABOUT SOCIAL MEDIA MARKETING IS THE PLATFORM THAT PROVIDES FOR INSTANT RESPONSE ABOUT THE PRODUCTS/SERVICES.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly agree	22	19.8
2	Agree	30	37.3
3	Disagree	30	37.3
4	Neutral	21	9.8
	TOTAL	102	100%

SOURCE :- Primary Data

Social media marketing is the platform for instant response about the products/services.

102 responses



(FIG 4.1.15)

INTERPRETATION:- from the above analysis 37.3 percentage of people neutrally accept that social media marketing platform is for instant response and also 37.3 percentage people agree it's a platform for instant response only 19.6 percentage of people strongly agree that social media marketing platform is for the incident response

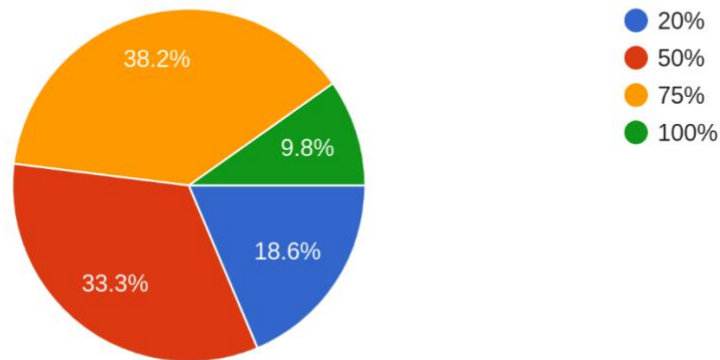
INFERENCE:- majority of 37.3 percentage of respondents.

TABLE 4.1.17 ABOUT CUSTOMER REVIEWS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	20%	20	18.6
2	50%	35	33.3
3	75%	35	38.2
4	100%	10	9.8

How much of these reviews of customers are helpful for making a buying decision?

102 responses



INTERPRETATION :- from the above analysis it is said that 38.2 percentage of people think 75 percentage of these reviews by customers are helpful for buying a product online where is 33.3 percentage of people accept only 50 percentage these reviews are helpful whereas other side 75% is only its helpful only 9.8 percentage of people says it is 100% helpful for making a buying decision.

INFERENCE :- majority of 38.2 percentage of people think that only 75 percentage these reviews of customers are helpful for making a buying decision.

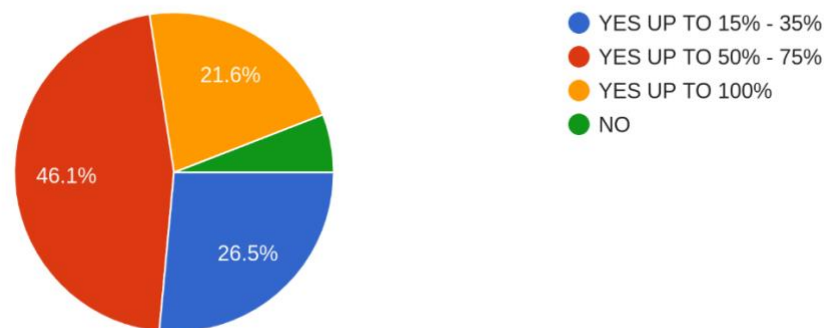
TABLE 4.1.18 ABOUT NRGATIVE REVIEWS OF ORDUCTS/SERVICES.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Upto 15% - 35%	35	26.5
2	Upto 50% - 75%	25	46.1
3	Upto 100%	39	21.6
4	no	13	8.9

PRIMARY DATA :-

Negative reviews of a product / services will stop my buying decisions?

102 responses



(FIG 4.1.16)

INTERPRETATION :- from the above analysis 46.1 percentage of people say s up to 50 to 75 percentage of negative reviews of a product or service. Dad buying decision where is only 21.6 percentage of people say yes that 100 percentage of my buying decision will be stopped by a negative review about a product online and the other side 26.5 percentage of people say yes.

INFERENCE :- Majority of respondents that is 46.1 percentage of people say yes up to 50 to 75 percentage of my buying decisions will be stopped because of the negative reviews of a product or service online.

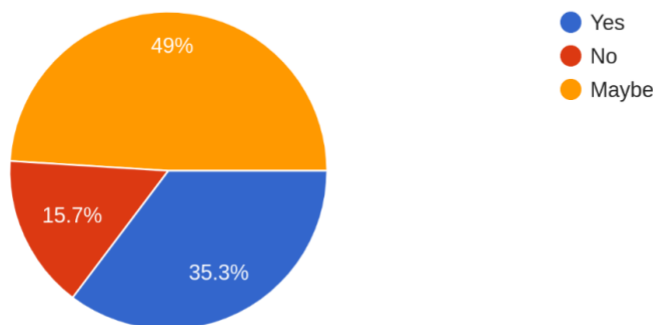
TABLE 4.1.19 ABOUT PERCEPTION OF A PRODUCT/SERVICE ONLINE AFTER A NEGATIVE FEEDBACK.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	YES		35.3
2	NO		15.7
3	MAY BE		49

SOURCE:-Primary data

Did you change your perception about a product / services because of social media marketing than compared to Traditional marketing?

102 responses



(FIG 4.1.17)

INTERPRETATION :- from the above analysis 49 percentage of of respondents say that maybe perception of product has changed because of social media marketing as compared to traditional marketing where is only 15.7 percentage of people say no again 35.3 percentage of people are accepting it.

INFERENCE:- Majority of 49 percentage of people think maybe perception of a product service online will change because of social media marketing as compared to traditional marketing.

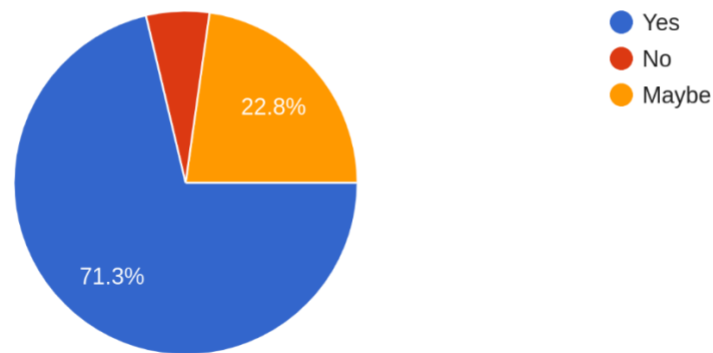
TABLE 4.1.20 HOW MUCH IS SOCIAL MEDIA MARKETING HELPFUL FOR BUSINESS.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	YES	72	71.3
2	NO	8	9.2
3	MAY BE	21	22.3

SOURCE:-Primary Data

Do you think social media marketing helpful for today's businesses for huge customer engagement.

101 responses



(FIG 4.1.18)

INTERPRETATION :- from the above analysis 71.3 percentage of people say that social media marketing is helpful for today's business which is customer engagement where 21.08 percentage respondents think maybe it can be a reason.

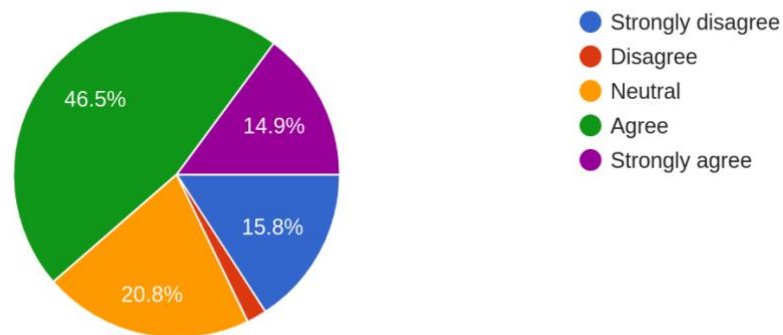
INFERENCE:- Majority 71.3 percentage of people have accepted social media marketing is helpful for today's business for huge customer engagement.

TABLE 4.1.21 SOCIAL MEDIA MARKETING IS MAKING BUSINESSES EASY TO FIND THEIR TARGET AUDIENCE.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Strongly agree	14	15.8
2	disagree	2	2.4
3	Neutral	28	20.8
4	Agree	47	46.5
5	Strongly agree	38	14.9
	TOTAL		

SOURCE Primary Data

Now a days Social media marketing is making businesses easy to find their target audience.
101 responses



(FIG 4.1.19)

INTERPRETATION :- from the above analysis 46 percentage of people agree that nowadays social media marketing is making business is easy to find their target audience where is only 14 percentage of people strongly agree 20 percentage of people are neutral about it 2 percentage of people disagree

INFERENCE :- majority of 46.5 percentage of people agree that nowadays social media marketing is making businesses easy to find the target audience and its booming.

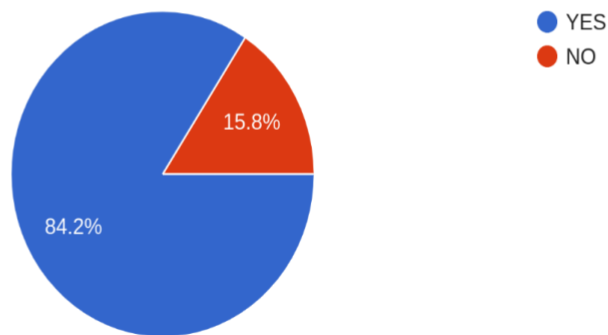
TABLE 4.1.22 SOCIAL MEDIA AND TODAYS BUSINESSES ENGAGEMENT WITH CUSTOMERS.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	YES	95	84.2
2	NO	10	15.8
	TOTAL	105	100%

SOURCE Primary Data

Social Media Marketing is the reason for engagement of customers with their favourite Brand/Product.

101 responses



INTERPRETATIONS :- from the above analysis 84.2 percentage of people say saying that social media marketing is the reason for engagement of customers with their favourite brand or product nowadays where is 15.8 percentage of people are not accepting that social media marketing is reason for engagement of customers.

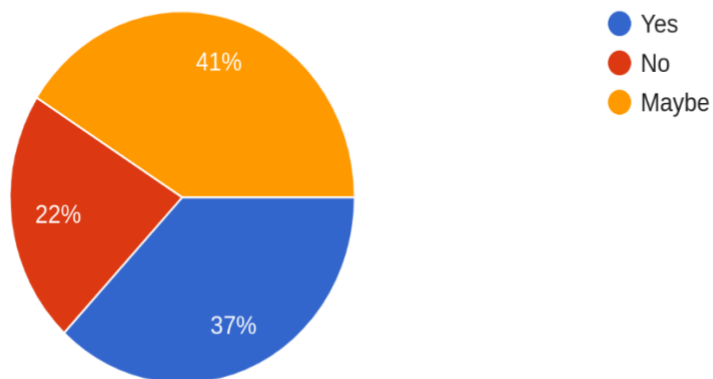
INFERENCE :- majority of 84.5 percentage of people say as that is social media marketing is the reason for engagement of customers with their favorite brand product nowadays. Listening.

TABLE 4.1.23 PROMOTIONAL E- MAILS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	YES	50	37%
2	NO	20	22%
3	MAY BE	35	41%
	TOTAL		

Promotional E-mails sent daily are been reason to get enough attention to buy the product/services.

100 responses



INTERPRETATION :- from the above analysis 41 percentage of people think that maybe promotional emails and daily are being reason to get enough attention to buy a product or service online 22 percentage of respondents say no to this whereas 37 percentage of people say that these promotional emails sent daily are been reason to get enough attention to buy the products of service online.

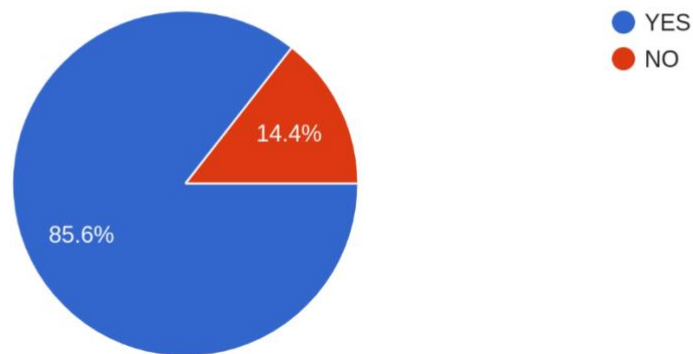
INFERENCE :- majority of respondents that is 41 percentage of respondents that these promotional emails sent daily maybe can be the reason to get enough attention to buy a product or service online.

TABLE 4.1.24 :- ACTIVE PROMOTIONAL ACTIVITIES.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	YES	87	85.6
2	NO	28	14.4
	TOTAL		

Active Social Media Promotion and every day content sustains customers for long time.

97 responses



INTERPRETATION :- from the above analysis 85.6 percentage of people say yes that active social media promotion and everyday content sustains customers for long time then the inactive social media profile of a product or service whereas 14.4 percentage of people say no to it.

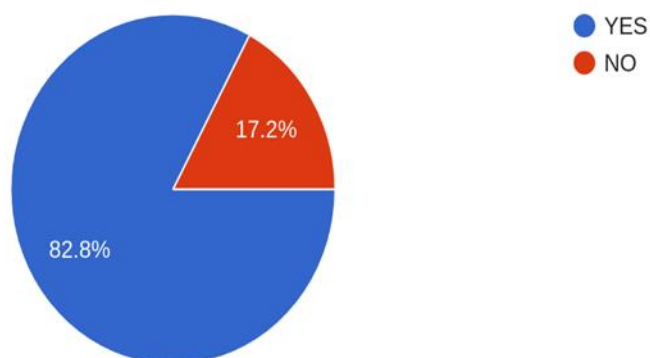
INFERENCE :- majority 85 percentage of respondents say ask that active social media promotion and everyday content sustains customers for a long time now a days for business.

TABLE 4.1.25 SOCIAL MEDIA MARKETING VS TRADITIONAL MARKETING.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	YES	86	82.8
2	NO	32	17.2
	TOTAL	99	100%

Social Media marketing engage more customers than traditional Marketing.

99 responses



INTERPRATATION :- from the above analysis 82.8 percentage of people accept that social media marketing engage more customers than traditional marketing. Whereas 17.2 percentage of people are not ready to accept that social media marketing is not engaging more customers.

INFERENCE :- majority of 82.8 percentage of people are accepting that social media marketing is more engaging than traditional marketing regarding business booming and customer engagement

CHI-SQUARE TEST

CROSS TABULATION

The cross tabulation table is the basic technique for examining the relationship between two categorical (nominal or ordinal) variables, possibly controlling for additional layering variables. The Crosstabulation procedure offers tests of independence and measures of association and agreement for nominal and ordinal data.

CHI-SQUARE TEST

The chi-square test measures the discrepancy between the observed cell counts and what you would expect if the rows and columns were unrelated. The degree of influence of the following independent variables pertaining to the respondents with respect to the factors influencing marketing decisions and market conditions is:

$(O-E)^2$

$$(\chi^2) = \sum \frac{O-E}{E}$$

With Degree of Freedom (D.F.) = (c-1) (r-1) where,

O = Observed frequency,

E = Expected frequency,

c = Number of columns,

r = Number of rows

ASSOCIATION BETWEEN AGE AND PREFERENCES SHOPPING ONLINE OR OFFLINE

	ONLINE SHOPPING	OFFLINE SHOPPING	<i>Marginal Row Totals</i>
16 – 25	39	40	79
above 35	2	23	25

	ONLINE SHOPPING	OFFLINE SHOPPING	<i>Marginal Row Totals</i>
16 – 25	39 (31.14) [1.98]	40 (47.86) [1.29]	79
above 35	2 (9.86) [6.26]	23 (15.14) [4.08]	25
<i>Marginal Column Totals</i>	41	63	104 (Grand Total)

The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and [the chi-square statistic for each cell].

The chi-square statistic, p -value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

You'll notice we've also calculated a chi-square statistic with the popular Yates correction. There's probably a consensus now that the correction is over-cautious in its desire to avoid a type 1 error, but the statistic is there if you want to use it.

The chi-square statistic is 13.6077. The p -value is .000225. Significant at $p < .01$.

The chi-square statistic with Yates correction is 11.9307. The p -value is .000552. Significant at $p < .01$.

ASSOCIATION BETWEEN PREFERENCE OF SHOPPING ONLINE OR OFFLINE AND NUMBER OF TIMES VISITING THE FAVOURITE BRANDS SOCIAL MEDIA PROFILE FOR CONTENT BEFORE BY MAKING A BUYING DECISION

	WEEKLY ONCE	MONTHLY ONCE	BEFORE MAKING BUYING DECISION	WHENEVER NECESSARY	Row Totals
	14	7	5	4	30
OFFLINE SHOPPING	2	7	26	40	75
Column Totals	16	14	31	44	105 (Grand Total)

The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and [the chi-square statistic for each cell].

The chi-square statistic, p -value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

Results						
	WEEKLY ONCE	MONTHLY ONCE	BEFORE MAKING BUYING DECISION	WHENEVER NECESSARY		Row Totals
ONLINE SHOPPING	14 (4.57) [19.45]	7 (4.00) [2.25]	5 (8.86) [1.68]	4 (12.57) [5.84]		30
OFFLINE SHOPPING	2 (11.43) [7.78]	7 (10.00) [0.90]	26 (22.14) [0.67]	40 (31.43) [2.34]		75
Column Totals	16	14	31	44		105 (Grand Total)

The chi-square statistic is 40.9084. The p -value is < 0.00001 . The result is significant at $p < .01$.

ASSOCIATION BETWEEN GENDER AND PREFERENCE SHOPPING ONLINE OR OFFLINE

FEMALE	MALE	<i>Marginal Row Totals</i>	
OFFLINE SHOPPING	47	16	63
ONLINE SHOPPING	30	11	41
<i>Marginal Column Totals</i>	77	27	104 (Grand Total)

The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and [the chi-square statistic for each cell].

The chi-square statistic, p -value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

You'll notice we've also calculated a chi-square statistic with the popular Yates correction. There's probably a consensus now that the correction is over-cautious in its desire to avoid a type 1 error, but the statistic is there if you want to use it.

FEMALE	MALE	<i>Marginal Row Totals</i>	
OFFLINE SHOPPING	47 (46.64) [0]	16 (16.36) [0.01]	63
ONLINE SHOPPING	30 (30.36) [0]	11 (10.64) [0.01]	41
<i>Marginal Column Totals</i>	77	27	104 (Grand Total)

The chi-square statistic is 0.0265. The p -value is .870654. Not significant at $p < .01$.

The chi-square statistic with Yates correction is 0.0044. The p -value is .947369. Not significant at $p < .01$.

HYPOTHESIS

- Association between age and preference of shopping online and offline .

Null hypothesis: there is no relationship between age and preference of shopping online or offline

Alternative hypothesis: there is a relationship between age and preference of shopping online or offline

The chi-square statistic is 13.6077. The p -value is .000225. Significant at $p < .01$.

The chi-square statistic with Yates correction is 11.9307. The p -value is .000552. Significant at $p < .01$.

- Association between gender and preference of shopping online or offline

null hypothesis there is no relationship between gender add preference of shopping online or offline.

Alternative hypothesis there is a relationship between gender and preference of shopping online or offline

- Association between preference of shopping online or offline and number of times visiting the favourite brands social media profile

Null hypothesis: there is a relationship between preference of shopping online or offline and number of times visiting favourite branch social media profile.

Alternative hypothesis there is no relationship between preference of shopping online or offline with number of times visiting their favourite brands social media profile for content.

The chi-square statistic is 0.0265. The p -value is .870654. Not significant at $p < .01$.

The chi-square statistic with Yates correction is 0.0044. The p -value is .947369. Not significant at $p < .01$

A hypothesis is a research-based statement that aims to explain an observed trend and create a solution that will improve the result.

Current research shows that an effective social media campaign will promote the business and its brand along with its products and services while encouraging the and target market to engage with the business and its brand through comments, images, videos and a range of other multimedia.

CHAPTER 5

FINDINGS AND SUGGESTIONS

5.1 - FINDINGS

- According to the response from the Questionnaire reveals Majority 85.3% of respondents are from age group 16-25.
- Majority 59.8% of respondents prefer offline shopping Majority 78.8% of respondents are active on Instagram.
- Majority 70.4% of respondents purchasing decisions is influenced by YouTube.
- Majority upto 66.7% of respondents are accepting that “may be Social media marketing advertisements influence my purchase .
- Majority 41.2% of respondents think that only 5-15% of Social media marketing advertisements are influencing their purchasing decisions.
- Majority 41.2% of respondents are also accepting that it's neutral about the Social media marketing helping their Purchasing decisions.
- Majority 49% of respondents somewhat likely will buy the product which is recommended online. Majority 50% of respondents Sometimes do watch / read their favourite product /services content that influences their purchasing decisions.
- Majority 58.8% of respondents yes they are relying on feedback of online customers before making their purchase.
- Majority 69% of respondents chose Instagram as their Social media handle that is helping them to engage with their favourite product /services online.
- Majority 29.4% of respondents accepts 25% of Social media marketing advertisements helps them to find a Brand new product /services online.
- Majority 71.3% of respondents choose Instagram as handle to buy a product online.
- Majority 38.6 percentage of respondents have answered most of the times proper content about the product or service attracts customers for buying decisions.

- Majority 41.2% of response to that they received their favourite brand social media profile when our necessary .
- Majority 37.3 percentage of respondents equally agree that social media marketing is the platform for instant response about the product or services .
- Equally The Other 37.3 percentage of response are neutral about this.
- Majority 38.2 percentage of respondents comes to a conclusion that Social media marketing advertisements are only 75% of customers are helpful for making a buying decisionS.
- Majority 46.1 percentage of respondents admitted that negative reviews of a product is up to 50 to 75% will stop their buying decision.
- Majority 49 percentage of respondents may change their perception about a product or service because of social media marketing than compared to traditional marketing.
- Majority 71.3 percentage of respondents think that social media marketing helpful for today's business for huge customer engagement.
- Majority of 46.5 percentage of respondents agree that social media marketing is making businesses easy to find the target audience nowadays.
- Majority 84.2 percentage of respondents accepts as for the statement that is "Social media marketing is the reason for engagement of customers with their favourite brand or product" .
- Majority 41 percentage of respondents think maybe the promotional email sent daily are been reason to get enough attention to buy the product or services.
- Majority 85.6 percentage of response accepts yes for active social media promotion and everyday content sustains customer for long time.
- Majority 82.8% of respondents game up with the large voting on social media marketing as compared to traditional marketing.
- Majority of people opinion on social media marketing were like
- Helpful tool to purchase
- Transparent of information
- Instant reviews and response
- Making businesses easy to find the target audience
- Good and flexible platform for engaging with buyers and Consumers at the same time

5.2 – SUGGESTIONS AND RECOMMENDATIONS

- ❖ The study overall reveals both the positive and negative aspects of consumers on based of their experiences in social media marketing.
- ❖ Consumers experience in buying through social media marketing nowadays is positive as soul as the negative side is because of that fraudulent involved in some of the block post or social media marketing platforms
- ❖ Some of the customers have also complaint about social media marketing flexibility for illiterate and elder generation people
- ❖ Social media handles have a far reach with the younger generation as compared to elder generation so this can push to a situation for the elder people to deny buying products from online.
- ❖ Business nowadays widely welcoming marketing methods involving social media handles for innovative advertisements are supportive but understandable for consumers and being transparent is more important.
- ❖ Social media marketing has a positive side and a negative side It is businesses responsibilities to take care about the negative side for securing customers loyalty

- ❖ There are various variables like education, occupation, income, gender, age and many more which affecting consumer behavior and social media too.
- ❖ There are different types social networking sites are there like twitter, whatsapp. You tube, skype, and many more which affecting consumer behavior.
- ❖ There many social media marketing and social networking sites where as some of them are very much significant while some are not significant.
- ❖ There are many uses of social media networking like sending messages, downloading, uploading, important messages transmission and many more.
- ❖ The more use of social networking sites increases the persons involvement in decision making and which is very important .
- ❖ Comparison can be made between traditional mode of media and social media communication
- ❖ Traditional media is also affecting the behavior of consumer so the social media but social media give latest updates and increase the knowledge society in general and consumers in particular.

- ❖ It can be recommended that social media is more affecting behavior of consumers as comparison can be made between traditional marketing and social media marketing.

CHAPTER 6

CONCLUSION

6.1 - CONCLUSION

Social media can be a powerful tool for any organizational can increase your visibility. Enhance relationships, establish two-way Communication with customers, provide a forum for feedback, unimproved awareness and reputation of the organization. For these reasons, social media websites have become an important platform for organizations.

Social media can be a powerful tool for any organization. It can increase your visibility, enhance relationships, establish two-way communication with customers, provide a forum for feedback, and improve the awareness and reputation of the organization. For these reasons, social media websites have become an important platform for organizations.

The comparison of Social media advertising channels as whole and tradition channels advertising as a whole results in favor of Social media advertising channels. On every aspect of the advertising respondents agree that Social media advertising channels are better than that of tradition media advertising. The following table gives the hypothesis and the results of the data analysis for these hypothesis

REFERENCES

- ❖ Achille s. j. (2008). world statistics on the Number of Internet Shoppers [Online].USA:SanteAchille
Available: <http://blog.webcertain.com/worldstatistics-on-the-number-ofinternet-shoppers>.
- ❖ Aldo Syarief, and Genoveva, (2015),The Analysis of Communication between Friends on Social Media towards Purchase Intension (A Study Case of Companies in Entrepreneurship Project of President University, Bekasi, Indonesia), Procedia - Social and Behavioral Sciences, Vol. 169, , pp. 31-42, ISSN number 1877-0428
- ❖ Anthony Miles, D. (2014) "Social Media and Consumer Behavior: A Marketing Study On Using Structural Equation Modeling for Measuring the Social Media Influence On Consumer Behavior.", Academy of Business Research Conference, pp. 43-72
- ❖ AsadRehman. and Sharma, S., (2012). Assessing the Impact of Web 2.0 on Consumer Purchase Decisions: Indian Perspective. International Journal of Marketing and Technology, vol. 2(7), pp.125-139.
- ❖ Azhar Ahmad Nima Barhemmati (2015), "Effects of Social Network Marketing (SNM) on Consumer Purchase Behavior through Customer Engagement ", Journal of Advanced Management Science Volume. 3, Number. 4, pp. 307-311
- ❖ Bayazit Ates Hayta (2013), "A study on the of effects of social media on young consumers' buying behaviors", European Journal of Research on Education, ISSN Number: 2147-6284 , Main Issue: Human Resource Management, Page.Number 65-74

APPENDIX

(QUESTIONNAIRE)

Name :

Age :

- a) 16 – 25
- b) 25 – 30
- c) 30 – 35
- d) Above 35

Gender :

- a) Male
- b) Female

1) Do you prefer shop to

- a) ONLINE
- b) OFFLINE

2) Which Social Media channels are you most active on ?

- a) FACEBOOK
- b) TWITTER
- c) LINKEDIN

d) INSTAGRAM

e) PINTEREST

3) Which of this Social media will influence your purchasing decision ?

a) FACEBOOK

b) TWITTER

c) LINKEDIN

d) INSTAGRAM

e) PINTEREST

4) Social media advertisements influences my Purchase ?

a) STRONGLY AGREE

b) DISAGREE

c) MAY BE

d) NONE OF THE ABOVE

5) How much of your purchases you think influenced by a social media Advertisements ?

a) 5 – 15 %

b) 25 – 50 %

c) 75 – 85 %

d) 100%

6) Social media marketing is helping me in my Purchasing decision.

a) Agree

b) Disagree

c) Neither Agree nor Disagree

7) How likely are you buy a product recommended online ?

- a) Very likely
- b) Somewhat likely
- c) Quite likely
- d) Very likely

8) How often do you watch or read the Product / services content that influence your purchasing decision ?

- a) Daily
- b) 1 – 2 times a week
- c) Once a month
- d) Only when needed

9) I always rely on the feedback of online cutomers before making my purchasing decision.

- a) YES
- b) NO

10) Which social media handle helps you to engage with your favorite Product / Service online.

INSTAGRAM

FACEBOOK

YOUTUBE

TWITTER

LINKEDIN

PINTEREST

BLOG POST

11) How much Social media Marketing/advertisements helps you to find a Brand new products/services.

- a) 5%
- b) 25%
- c) 45%
- d) 75% to 100%

12) Which social media handle you choose to buy a product more often?

INSTAGRAM

TWITTER

FACEBOOK

YOUTUBE

LINKEDIN

PINTEREST

13) Proper Content about the product/service attracts customers for a buying decisions.

- a) ALWAYS
- b) NEVER
- c) MOST OF THE TIMES
- d) SOMETIMES

14) How many times you visit your favorite Brand's Social media profile.

- a) WEEKLY ONCE
- b) MONTHLY ONCE
- c) BEFORE MAKING A BUYING DECISION

d) WHENEVER NECESSARY

15) Social media marketing is the platform for instant response about the products/services.

a) AGREE

b) DISAGREE

c) MAY BE

d) NONE OF THE ABOVE

16) How much of these reviews of customers are helpful for making a buying decision?

a) 20%

b) 50%

c) 75%

d) 100%

17) Negative reviews of a product / service will stop my buying decisions ?

a) YES UPTO 15% - 35%

b) YES UPTO 50% - 75%

c) YES UPTO 100%

d) NO

18) Did you change your perception about a product / services because of social media marketing than compared to Traditional marketing?

a) YES

b) NO

19) Do you think social media marketing helpful for today's businesses for huge customer engagement.

a) YES

b) NO

20) Now a days Social media Marketing is making businesses easy to find their target audience.

a) YES / AGREE

b) NO / DISAGREE

c) MAY BE

d) I DON'T THINK SO

21) Social Media Marketing is the reason for engagement of customers with their favorite Brand/Product

a) YES

b) NO

22) Promotional E-mails sent daily are been reason to get enough attention to buy the product/service

a) YES

b) NO

23) Active Social Media Promotion and every day content sustains customers for long time

a) YES

b) NO

24) Social Media marketing enage more customers than traditional Marketing

a) AGREE/YES

b) DISAGREE/NO

25) Your Opinion On Social Media marketing
