

IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOR OF I- PHONE

Submitted in partial fulfillment of the requirements for the award of

BACHELOR OF BUSINES ADMINISTRATION

By

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INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

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BONAFIDE CERTIFICATE

This is to certify that this Professional Training Report is the Bonafide work of **GANESH S (Reg. No.38280037)** who underwent the professional training in **"IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOR OF I-PHONE** under our supervision from January 2020 to March 2021.

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DECLARATION

I **GANESH S (Reg.No.38280037)** hereby declare that the Project Report entitled A Study **“IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOR OF I-PHONE** done by me under the guidance of Dr. P Kumarswamy is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration degree .

DATE: 22/03/2021

PLACE: CHENNAI

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ABSTRACT

Social Media have given plenty of opportunities to consumers in adapting different aspects in life. Facebook, Twitter and Instagram have played significant roles in expanding consumers' online purchases. Though Oman and other Arabian countries are facing shortage in utilizing these sites efficiently, we still have substantial evidence of its use. This paper aims to understand which consumers are mostly influenced by online purchasing of cell phones, reasons that tempt consumer to purchase online, types of products that are mostly purchased using Social Media To achieve these objectives, we conducted two primary research methods, questionnaire and interview to investigate the impact of Social Media sites on users' changing behavior who aim to purchase cell phone online .The findings show that social media has made significant change in consumers' buying decision towards choosing particular products. This study has many implications on both theory and practice.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOR OF I-PHONE

Consumer behavior, while still driven by personal, psychological, and social factors, has changed with the advent of social media. With access to an almost-infinite ocean of information at any given time, businesses have to seize every opportunity to be in front of their target audiences. Social media has become an indispensable tool for consumers online in this day and age. It's no surprise that all kinds of businesses have turned to social media to find and connect with their target market. consumers are 71% more likely to make a purchase based on social media referrals. As social media continuously reaches a wider audience, social media advertising has made it possible for hyper focused targeting and retargeting. social media can play a huge role in influencing consumers in their purchases. This allows brands to make more strategic marketing strategies that reach their market while maximizing their resources.

Social Media is playing significant roles in different aspects of our lives. What is interesting in SM is that it supports users in several sectors, such as, business, marketing, advertising and education (Hennig-Thurau et al., 2010). From business perspective, businesses and buyers can interact directly by SM with each other, and thereby find whatever products and services are looking for (Parson, 2013).

Consumers today are progressively utilizing technology and particularly Social Media as an effective tool in their online shopping process. This process can be defined as is an electronic process that allows consumers to deal with business people and meet their purchases' needs. Social Media have played important role in spreading this phenomenon faster (Hennig-Thurau et al., 2010). Interacting with consumers on Social Media may result in increasing potential consumers and the probability of turning potential consumers into real shoppers. In addition to changing existing potential consumers into

buyers, SM encourage those buyers to promote and share their purchases experience among their friends by giving their positive or negative opinions towards a purchased product (Parson, 2013). A study indicated that SM enable 25% of all consumers to post links about products and services information in their retail sites to update other users about the purchase process (Pookulangara and Koesler, 2011).

Another study of Miller (2010) stated in his research that social marketing has made very important role in persuading consumers to buy online. He found that 70% of consumers are visiting Social Media to get useful information, 49% of them made the decision to buy certain product and 60% of consumers prefer to share their information about the products with others online. However, the actual transactions of purchasing processes occur for only 7% of consumers (Miller and Lammas, 2010). Online shopping is growing everywhere and different categories of consumers are influenced by this phenomenon. For instance, the percentage of online buyers is increasing in India, China, Japan and Australia for about 87%, 85% (North Asia and Europe), 83% (North America), 81% (South and Latin America) and 53% (Africa and Pakistan) (Solorzano, 2011).

The overall online purchasing process has enabled 875 million consumers to boost the percentage of other online shoppers to 40% in the recent two years due to the recommendations posted in different SM about products. For instance, 41% of users buy books, clothes, accessories and shoes (36%), videos, DVDs and games (24%), airline tickets (24%) and electronic equipment (23%) (Achille, 2008). Despite the fact that buying online is spreading and growing fast in short term period, some regions and countries have very limited volume of online purchasing transactions, such as, the Arab world situation. During the last 15 years, the Arab world has significantly faced a major evolution of technology which led to many changes in the norms of doing businesses, practicing governance and carrying out greater growth. With approximately more than 125 million individuals are using the internet in the Arab region and more than 53 million are considered as active users on SM (Government, 2012). A study shows that one of every 3 internet users purchase goods and services online at least once per month. These active users represent 43% of users who had several previous experiences in buying online (Galal, 2011). Although the high number of Middle East online users, the percentage of these users has recorded as the lowest (3.7%) compared to Western

countries (Go-Gulf, 2013). This research is focusing on the purchasing perspective of consumers who use different Social Media sites to buy their preferred products. The study aims to examine why consumers purchase using Social Media, to understand which type of consumers use SM and are influenced the most, to know which products most suitable for SM and to understand the most suitable SM for specific products and particular consumers. This paper will present several important sections starting with a collection of literature and related researches, identifying the methodology, findings, analyzing and discussion, and finally a limitations, future expectations and conclusion about the impact of SM on consumer buying behavior supported with theoretical and practical contributions.

1.2 INDUSTRY PROFILE

Introduction:

Social media platforms are invaluable for people wanting to connect with friends and family. With social media, advertisers can reach much larger audiences than ever before, enabling them to increase brand awareness, engage with customers, and cultivate new leads, so they continue to spend more and more of their advertising dollars on social. Social ads are an inexpensive way to promote your business and distribute content. They also offer powerful targeting options so you can reach the right audience and make the most of your budget. The use of mobile apps can be seen in areas such as communication, education, cooking, social media, shopping, business (money making), matrimony, and banking. Social media is an essential piece of your business marketing strategy. Social platforms help you connect with your customers, increase awareness about your brand, and boost your leads and sales.

Regulations:

The regulatory responsibilities for cell phones in the U.S. lie with the Federal Communication Commission (FCC), which certifies that these wireless devices, and all phones that are sold in U.S., must comply with the guidelines they have set forth. The FCC relies on the FDA and other health agencies to ensure that cell phones are safe to users and the environment. The effects due to the exposure of wireless communication from an international perspective potentially could include a number of detrimental health effects. New breakthroughs emerging in the fields of wireless technologies, biological research, development standards, and prospects related to safety of telecommunication devices are all being used to make cell phones safer and more utilizable by all.

History:

Cell phones have become a part of many individuals' lives, without which they would feel lost. Technologically, it has been said that cell phones have been among the greatest gifts to mankind. Phones in different forms have been available since the 19th Century. However, as the researchers went on searching for different kinds of phones throughout the next century, in 1956 the Ericsson Company released a fully automatic, cellular, phone system, called the "MTA", in Sweden. This gadget was quite bulky, so users were not that happy to have to take it along, as this mobile phone weighed nearly 40 kilograms (88 pounds)! Later, an improved version of this concept came to fruition in 1965, and it was known as the "MTB". In 1966, a mobile phone called "RATZ - 10" was introduced. On further developments in the field of cellular phones, in 1971 the earliest commercial cellular phone was introduced in Finland, known as the "Zero Generation" mobile network. Later, in the year 1973, Motorola was introduced, which possessed a 5" width and 9" length, and weight of a manageable 2.9lbs. Slowly, with the passing of time, the mobile phones improved by leaps and bounds and, with the introduction of Global Systems for mobile communication, radio spectrums were able to be used effectively in cellular phone systems

PROCESS:

It is not just the technology of the cell phone that has changed over recent periods of time. Their physical designs have also gone through several roller coasters of change and makeovers. They have considerably reduced their bulkiness, changing in shape, size, and weight. Now, cell phones are becoming even sleeker still, making their users feel very comfortable in carrying them. According to researchers, it is believed that, in the future, cell phones will be able to become in sync with our biological reflexes and processes, such as eye movements, thought processes, and kinesthetic movements, and even cultural preferences as well

Description:

The cell phone industry is the fastest growing sector in the larger communications industry today. Right now, the Internet is one of the industries attracting use by the largest numbers of people globally. The cell phone industry is primarily engaged in the manufacturing of mobile phones, including mobile phone handsets. As of now, the cell phone industry is totally concentrated on moving forward technologically. It is one of the fastest moving industries in the world, growing alongside up-and-coming technologies and innovations, building upon the progress of "smart phones" and other phone feature and segments made in recent years.

CHAPTER 2

REVIEW OF LITERATURE

2.1 List of reviews:

Andreoulakis; G. Kandus (2011) correlated the brand of mobile phone to users' security practices, Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is a categorization of areas, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.²⁷

TajzadehNamin A. A.; RahmaniVahid ; TajzadehNaminAidin (2012) analyses that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude", "corporate attitude", and "product (cell phone) choice". In addition, no significant relationship was found between individual decision-making processes (independendmediated) and product choice.

Serkan Aydin, GökhanÖzer, ÖmerArasil, (2005) had focused on to measure the effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of "switching cost" on customer loyalty. The findings of this study show that the switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust.

Jonathan, Lee,Janghyuk, Lee and Lawrence, Feick, (2001) analysed that moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and to retain them. the purposes of this paper are: to examine the moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and then analyze the heterogeneity in the satisfaction-loyalty link among the different segments. An empirical example based on the mobile phone service market in France indicates support for the moderating role of switching costs.

Dream Catchers Group (2008) investigated if demographic variables or if telephone features included on phones students already owned were predictive of young consumers' perceptions of bundled features. In addition, this study set out to determine if there were any significant differences in students' perceptions of bundled features across demographic variables (rural vis-a-vis HBCU, gender, grade level, cellular telephone brand, major, and age).

Oyeniyi, Omotayo Joseph - Abioudun, Abolaji Joachim (2010) emphasis on customer loyalty and customer switching cost. Switching cost is one of the most discussed contemporary issues in marketing in attempt to explain consumer behaviour. The present research studied switching cost and its relationships with customer retention, loyalty and satisfaction in the Nigerian telecommunication market. The study finds that customer satisfaction positively affects customer retention and that switching cost affects significantly the level of customer retention

Rodolfo Martínez Gras; Eva Espinar Ruiz (2012) highlight a new dimension in information and technology with respect to teenagers in Spain. The main objective of this article is to analyze the relationship between Information and Communication Technologies and Spanish adolescents. Specifically, researchers have studied, through qualitative methodology, the characteristics of teenagers' access and uses of technological devices. and analyzed the purposes that motivate the utilization of Information and Communication Technologies, highlighting a close relationship between technologies and peer communication and entertainment. On the contrary, there is an under-utilization of all these devices for teaching and learning purposes.

Wafa' N. Muhanna; Awatif M. Abu-Al-Sha'r (2009) aims at investigating Jordanian university undergraduate and graduate students' attitudes towards the learning environment where cell phones are used as learning tools in classroom. The study comprised two independent variables, level and gender, as covariates. The findings indicate that undergraduates are more favorable to cell phone environment than graduate students. The study also reveals that cell phone has more influence on male students than on female students

Nasr Azad; OzhanKarimi; Maryam Safaei (2012) had presented an empirical study to investigate the effects of different marketing efforts on brand equity in mobile industry. The results show that there is a positive and meaningful relationship between marketing mix efforts and brand equity. In other words, more advertisements could help better market exposure, which means customers will have more awareness on market characteristics. Among all mixed efforts, guarantee influences more on brand equity, which means consumers care more on product services than other features. Finally, among different characteristics of brand equity, product exclusiveness plays an important role. In other words, people are interested in having exclusive product, which is different from others.

Nasr Azad; Maryam Safaei (2012) states that there are many evidences to believe that customers select their products based on brand name. Products also maintain their own characteristics, which make them differentiable from others. In this paper, researchers have present an empirical study to determine important factors influencing customers' purchasing intend for cellular phones in capital city of Iran, Tehran. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of mouth advertisement, between quality perception and fidelity, between word-of-mouth advertisement and brand name and between brand name image and brand name.

Mehran Rezvani; Seyed Hamid KhodadadHoseini; Mohammad Mehdi Samadzadeh (2012) investigates the impact of Word of Mouth (WOM) on Consumer Based Brand Equity (CBBE) creation. WOM characteristics such as, volume, valence, and source quality are studied to find how intensely they each affect brand awareness, perceived quality, and brand association. The results suggested that volume and valence, two elements of WOM, affect CBBE and no significant relationship between source type and brand equity was seen.

SanySanuriMohd. Mokhtar; Ahmed AuduMaiyaki; NorzainibtMohd Noor (2011) explores the relationship between service quality and customer satisfaction on customer loyalty with regards to mobile phone usage among the postgraduate

Students of a university in Northern Malaysia. The results show that both service quality and customer satisfaction significantly affect the level of customer loyalty of mobile phone users in Malaysia. It was therefore, recommended that mobile service providers should pay special attention to their service quality and the factors that drive customer satisfaction.

Shakir Hafeez; SAF Hasnu (2010) states that Customer satisfaction is a crucial element for the success of all businesses. One of the biggest challenges for a market is how to satisfy and retain the customers. This study is based on Mobilink's prepaid customers. The findings suggest that overall customer satisfaction and customer loyalty is comparatively low among the customers of Mobilink. The Customer loyalty in Pakistan's mobile sector is relatively low because it is an emerging industry, new players are entering in this market and customers are more fascinated to try the new service providers. However, it is expected that when the industry will be well established, the results will be more comparable to other studies.

Shiba shish, Chakraborty and Kalyan Sengupta (2008) endeavors to make a detailed study on important demographic variables of customers affecting brand switching of customers. This study will highlight pertinent aspects of switching proclivity of customers from one service provider to another.

Harsha de Silva, (2011), generally shows that adoption of (primarily) mobile telephone significant benefits not just to the adopter, but the community large. In context, the objective of the current article is to examine, from a user perspective, the influences (as well as the interplay of these influences) on mobile phone adoption by the poor in a selected set of countries in the emerging Asia region.

Brenda, Mak, Robert Nickerson and Henri Isaac (2009), investigates the factors affecting the attitudes towards the social acceptance of mobile phones in public places and how this attitude affects its usage. Results of the analysis indicate that the attitudes about mobile phone use in public places depend on country, and age factors. This attitude in turn significantly affects the usage frequency of mobile phones. In addition, usage frequency also is affected by gender and work status.

Arvind Sahay and Nivedita Sharma (2010) focused on brand relationships are indeed important for different categories of young consumers; second, to investigate the effect of peer influence, family influence, and brand relationships on switching intentions amongst young consumers; and third, to look at the impact of price changes on switching intentions in the context of brand relationships. Researcher's results suggest that young consumers develop relationships on all brand relationship dimensions.

RamakrishnanVenkatesakumar, D. Ramkumar and P. ThillaiRajan, (2008), confirms that Brand loyalty and brand switching behaviour of the consumers are evergreen issues of research and strategic importance to the marketers and academic researchers. The current research aims to address the significance of product attributes in brand switching behaviour through multi-dimensional scaling and results suggest that a set of product attributes trigger the intention to switch the current brand.

HeikkiKarjaluoto, JariKarvonen et al, (2005), had analyzed that Mobile phone markets are one of the most turbulent market environments today due to increased competition and change. Thus, it is of growing concern to look at consumer buying decision process and cast light on the factors that finally determine consumer choices between different mobile phone brands. On this basis, this research deals with consumers' choice criteria in mobile phone markets by studying factors that influence intention to acquire new mobile phones on one hand and factors that influence on mobile phone change on the other are some general factors that seem to guide the choices. The two studies show that while technical problems are the basic reason to change mobile phone among students; price, brand, interface, and properties are the most influential factors affecting the actual choice between brands.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

Study of consumer buying behavior of I PHONE is most important for marketers as they can understand the expectation of the consumer it helps to understand what makes a consumer and design base their marketing efforts based on the findings.

3.2 OBJECTIVE OF THE STUDY

This project is designed mainly to identify and evaluate the consumer buying behavior of I-PHONE

3.2.1 Primary objectives:

1. To study the satisfaction level of the consumer buying behavior of I-PHONE

3.2.2 Secondary objectives

1. To find out the major factors that influences of the consumer buying behavior of I-phone
2. To know the customer opinion/experience on consumer buying behaviour of I-phone
3. To know the demand of I-phone in showroom
4. To obtain feedback on the enquiries they get through online Promotional strategies.

3.3 RESEARCH DESIGN: -

3.3.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.4 SOURCES OF DATA

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

1. Primary Data – Questionnaire given to 141 respondents
2. Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.5 SAMPLING TECHNIQUE

3.5.1 Convenience sampling method

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

3.6 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is three months of study.

3.8 LIMITATIONS OF THE STUDY:

1. The data is collected only from respondents living in Chennai city,
So, it cannot represent the whole population.
2. Time constraint is the main limitation.
3. The sample size of the study is limited to 120 respondents.

CHAPTER 4

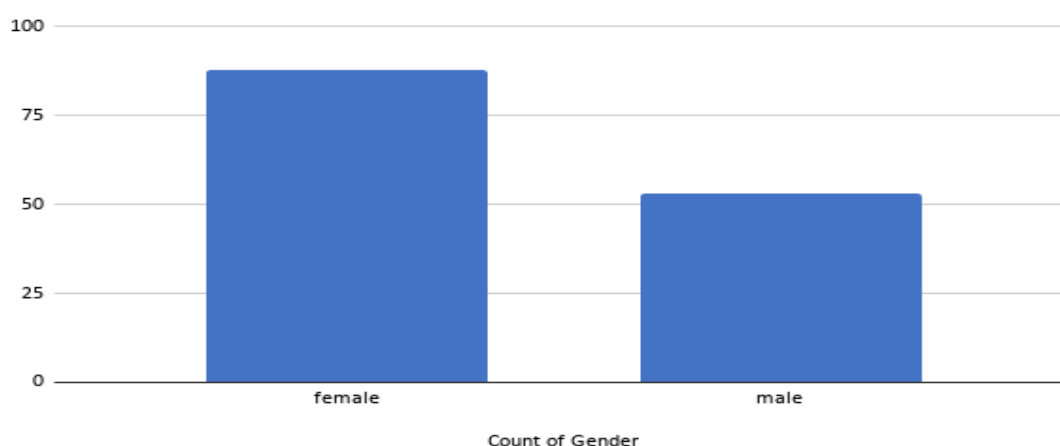
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table No 4.1.1: Gender

S No	Particulars	No of Respondents	Percentage
1	FEMALE	88	62.4 %
2	MALE	53	37.6%
Total		141	100%

Count of Gender



INTERPRETATION

From the Above table it is interpreted that the number of responded for male respondent is 37.6% and Female respondent is 62.4%, the other respondent is 0%

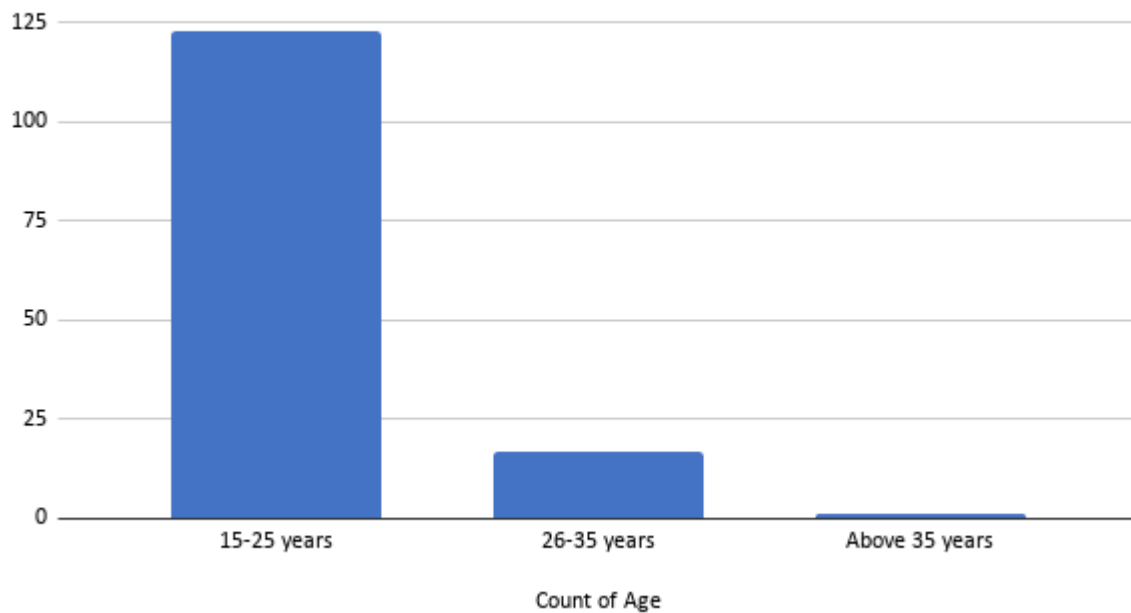
INFERENCE

Majority (62.4%) of the respondent are Female.

Table No 4.1.2: Age of Respondents

S No	Particulars	No of Respondents	Percentage
1	15-25	123	87.2%
2	26-35	17	12.1%
3	Above 35	1	0.7%
Total		141	100%

Count of Age



INTERPRETATION

From the Above table it is interpreted the number of respondents between 15 to 25 age of respondent are 87.2%, between 26 to 35 age of respondent are 12.1%, above 35 age of respondent are 0.7%

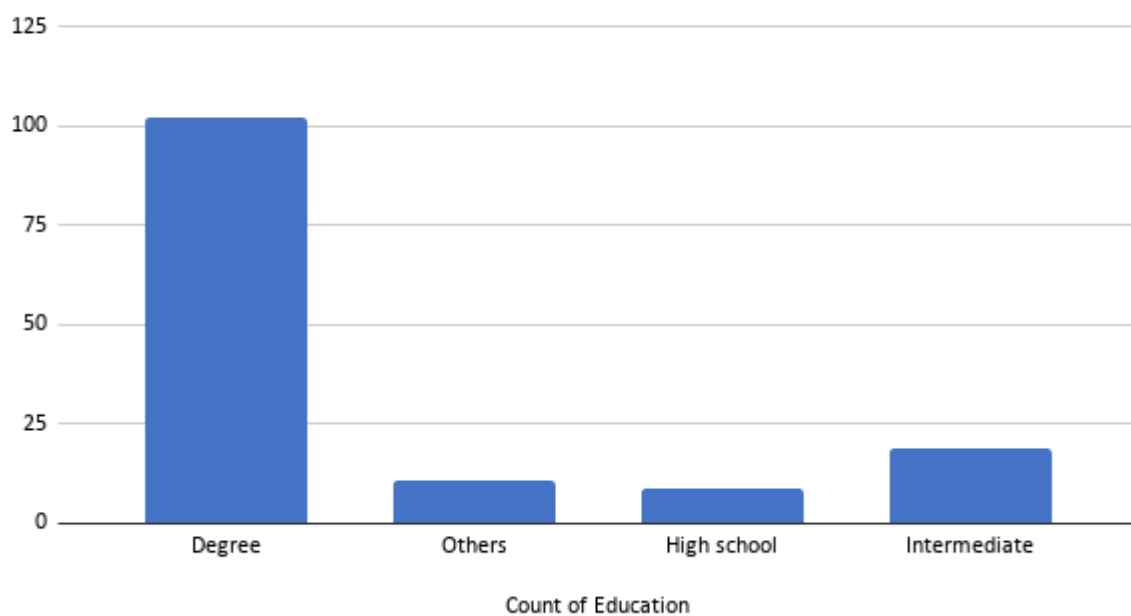
INFERENCE

Majority (87.2%) of the respondent are age between 15 to 25 years

Table No 4.1.3: Education

S No	Particulars	No of Respondents	Percentage
1	High School	9	6.4%
2	Intermediate	19	13.5%
3	Degree	102	72.3%
4	Others	11	7.8%
Total		141	100%

Count of Education



INTERPRETATION

From the Above table it is interpreted that the number of responded with Education of High School is 6.4%, Intermediate is 13.5%, Degree is 72.3%, others are 8%

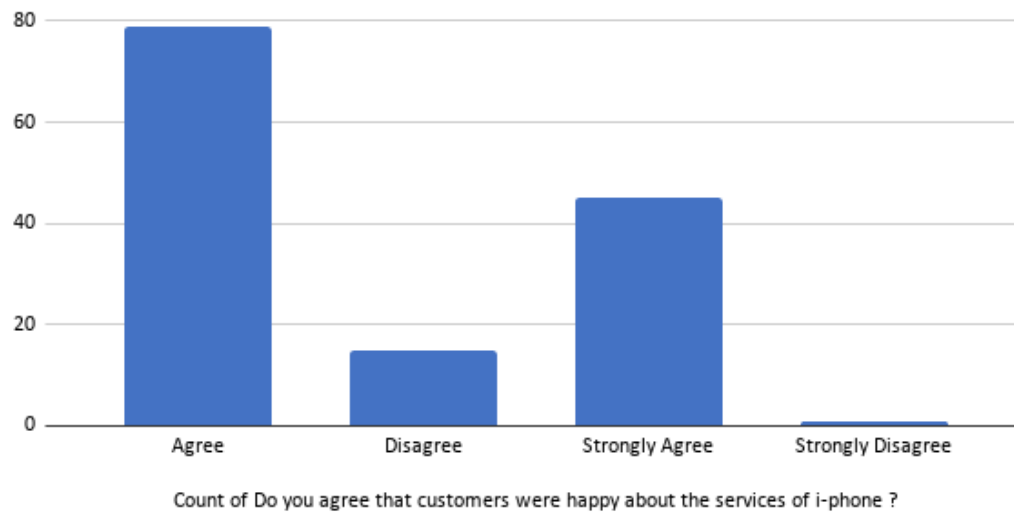
INFERENCE

Majority (72.3%) of the respondent are with the Education of Degree.

Table No 4.1.4: Do you agree that customers were happy about the services of I-phone

S No	Particulars	No of Respondents	Percentage
1	Strongly Agree	45	32.1%
2	Agree	79	56.4%
3	Disagree	15	10.7%
4	Strongly Disagree	1	0.8%
Total		140	100%

Count of Do you agree that customers were happy about the services of i-phone ?



INTERPRETATION

From the Above table it is interpreted that the number of respondents strongly Agree is 32.1%, Agree is 56.4%, Disagree is 10.7%, Strongly Disagree is 0.8%

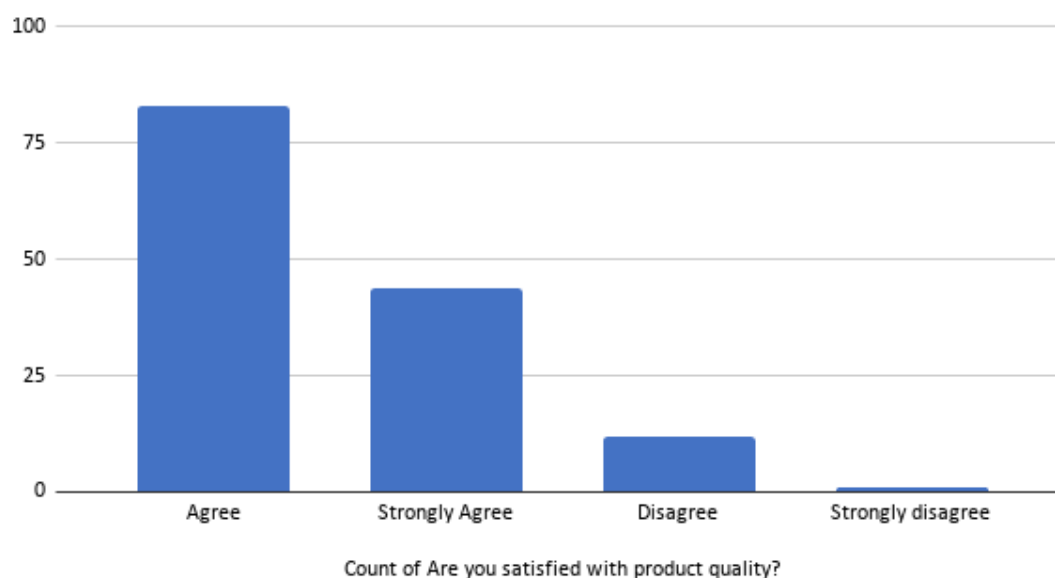
INFERENCE

Majority (56.4%) of the respondent are in the Agree category

Table No 4.1.5: Product Quality

S No	Particulars	No of Respondents	Percentage
1	Strongly Agree	44	31.4%
2	Agree	83	59.3%
3	Disagree	12	8.6%
4	Strongly Disagree	1	0.7%
Total		140	100%

Count of Are you satisfied with product quality?



INTERPRETATION

From the Above table it is interpreted that the number of respondents strongly Agree is 31.4%, Agree is 59.3%, Disagree is 8.6%, Strongly Disagree is 0.7%

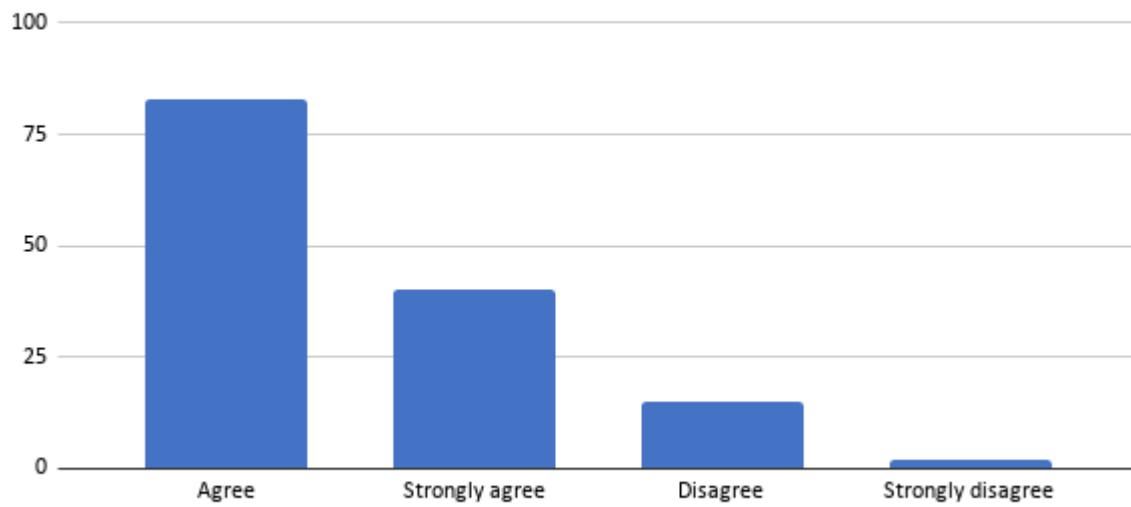
INFERENCE

Majority (59.3%) of the respondent are in the Agree category.

Table No 4.1.6: After Sale Services

S No	Particulars	No of Respondents	Percentage
1	Strongly Agree	40	28.6%
2	Agree	83	59.3%
3	Disagree	15	10.7%
4	Strongly Disagree	2	1.4%
Total		140	100%

Count of Are you satisfied with the after sale services prescribed by company?



Count of Are you satisfied with the after sale services prescribed by company?

INTERPRETATION

From the Above table it is interpreted that the number of respondents strongly Agree is 28.6%, Agree is 59.3%, Disagree is 10.7%, Strongly Disagree is 1.4%

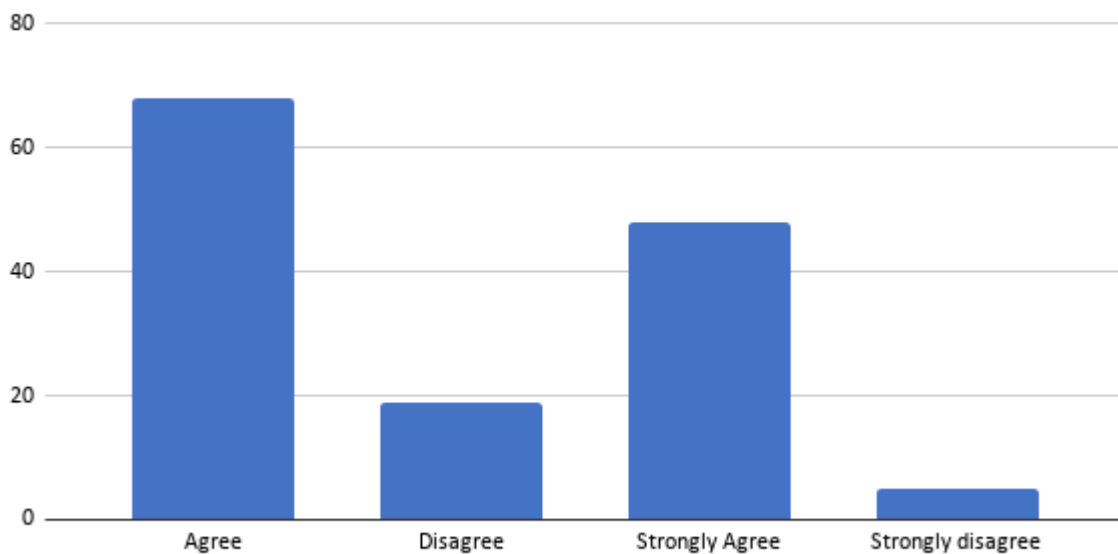
INFERENCE

Majority (59.3%) of the respondent are in the Agree category.

Table No 4.1.7: Worth to purchase I-phone mobile

S No	Particulars	No of Respondents	Percentage
1	Strongly Agree	48	34.3%
2	Agree	68	48.6%
3	Disagree	19	13.6%
4	Strongly Disagree	5	3.5%
Total		140	100%

Count of Do you feel purchasing I-phone mobile to be worth?



Count of Do you feel purchasing I-phone mobile to be worth?

INTERPRETATION

From the Above table it is interpreted that the number of respondents strongly Agree is 34.3%, Agree is 48.6%, Disagree is 13.6%, Strongly Disagree is 3.5%

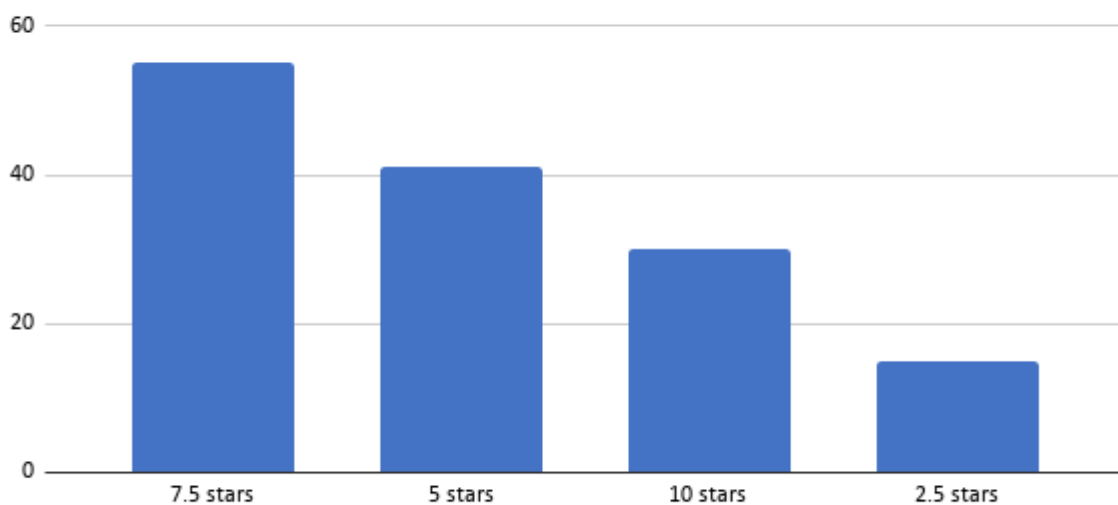
INFERENCE

Majority (48.6%) of the respondent are in the Agree category.

Table No 4.1.8: Rate Apple I-phone

S No	Particulars	No of Respondents	Percentage
1	2.5 stars	15	10.6%
2	5 stars	41	29.1%
3	7.5 stars	55	39%
4	10 stars	30	21.3%
Total		141	100%

Count of If you had to rate apple i-phone as a company , how highly would you rate it?



Count of If you had to rate apple i-phone as a company , how highly would you rate it?

INTERPRETATION

From the Above table it is interpreted that the number of respondents with 2.5 stars is 10.6%, 5 stars is 29.1%, 7.5 stars is 39% and 10 stars is 21.3%

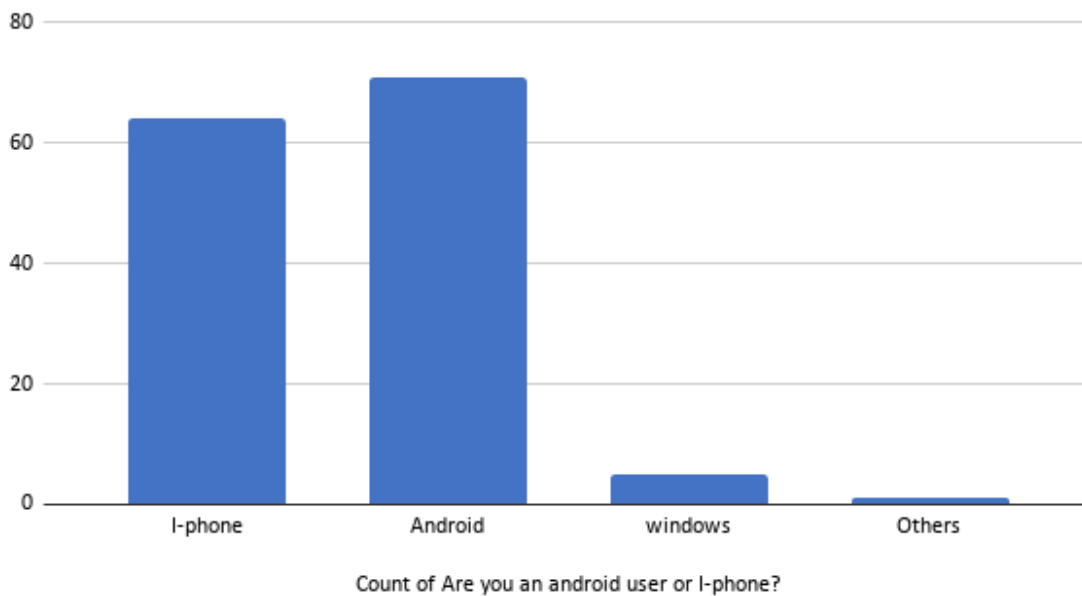
INFERENCE

Majority (39%) of the respondent gave 7.5 stars.

Table No 4.1.9: Android user or I-phone

S No	Particulars	No of Respondents	Percentage
1	Android	71	50.4%
2	I-Phone	64	45.4%
3	Windows	5	3.5%
4	Others	1	0.7%
Total		141	100%

Count of Are you an android user or I-phone?



INTERPRETATION

From the Above table it is interpreted that the number of respondents with Android is 50.4%, I-Phone is 45.4%, Windows is 3.5%, Others are 0.7%

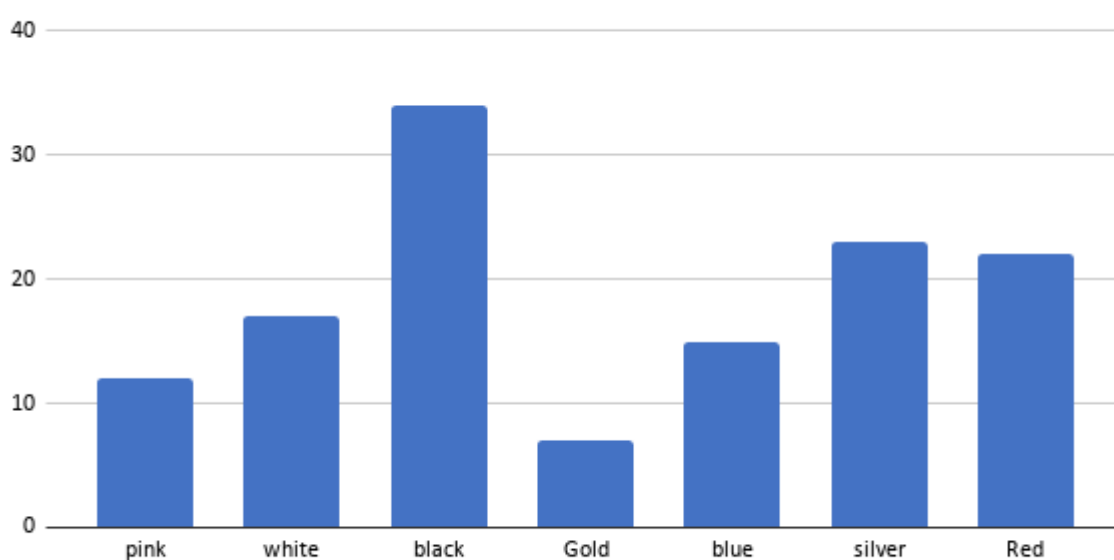
INFERENCE

Majority (50.4%) of the respondent are using Android.

Table No 4.1.10: I-phone Color

S No	Particulars	No of Respondents	Percentage
1	Red	22	16.9%
2	White	17	13.1%
3	Blue	15	11.5%
4	Silver	23	17.7%
5	Pink	12	9.2%
6	Black	34	26.2%
7	Gold	7	5.4%
Total		130	100%

Count of what color I-phone would you select ?



Count of what color I-phone would you select ?

INTERPRETATION

From the Above table it is interpreted that the number of respondents with I-Phone color Red is 16.9%, White is 13.1%, Blue is 11.5%, Silver is 17.7%, Pink is 9.2%, Black is 26.2%, Gold is 5.4%

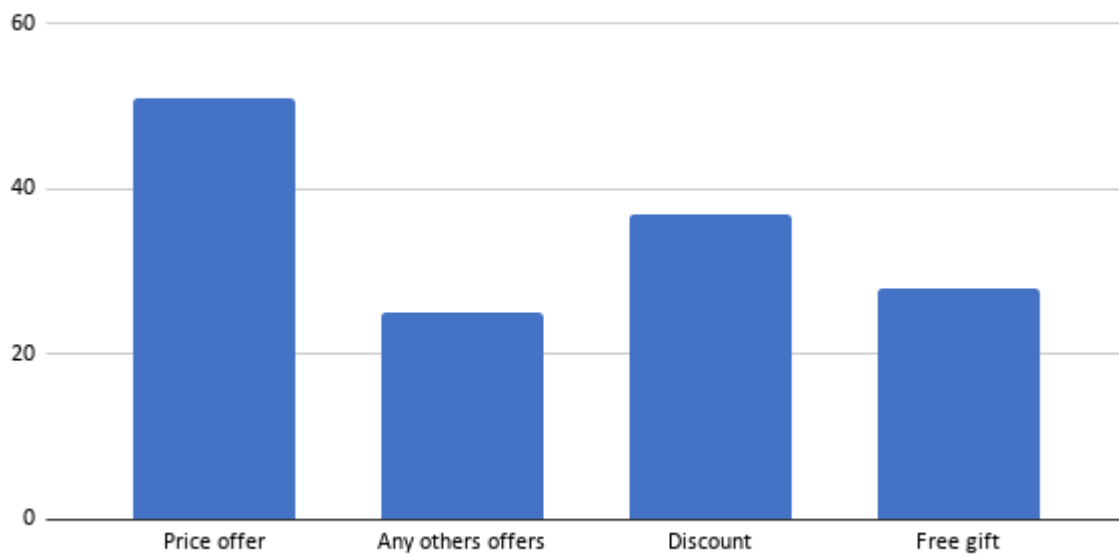
INFERENCE

Majority (26.2%) of the respondent are using Black I-Phone.

Table No 4.1.11: Promotion offers attract Most

S No	Particulars	No of Respondents	Percentage
1	Free Gift	28	19.9%
2	Price Offers	51	36.2%
3	Discount	37	26.2%
4	Any Other Offers	25	17.7%
Total		141	100%

Count of which promotion offers attract you most?



Count of which promotion offers attract you most?

INTERPRETATION

From the Above table it is interpreted that the number of respondents with free gift is 19.9%, Price Offer is 36.2%, Discount is 26.2%, Any other Offers is 17.7%

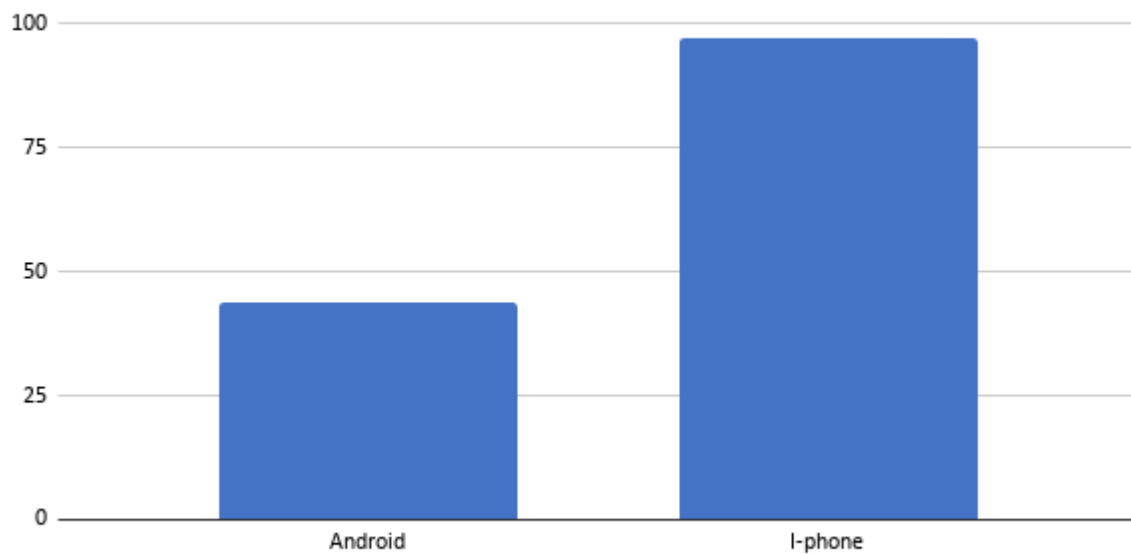
INFERENCE

Majority (36.2%) of the respondent is for Price Offers

Table No 4.1.12: Better Audio and Video Visuals

S No	Particulars	No of Respondents	Percentage
1	I-Phone	97	68.8%
2	Android	44	31.2%
Total		141	100%

Count of Which has the better audio and video visuals?



Count of Which has the better audio and video visuals?

INTERPRETATION

From the Above table it is interpreted that the number of respondents with I-Phone is 68.8% and Android is 31.2%

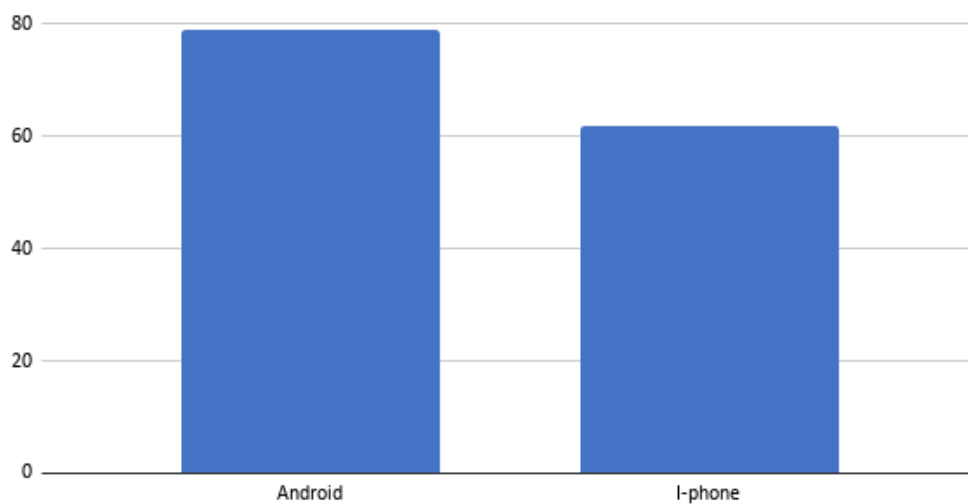
INFERENCE

Majority (68.8%) of the respondent is for I-Phone

Table No 4.1.13: Easy to Install

S No	Particulars	No of Respondents	Percentage
1	I-Phone	62	44%
2	Android	79	56%
Total		141	100%

Count of which is easiest to install software ?



Count of which is easiest to install software ?

INTERPRETATION

From the Above table it is interpreted that the number of respondents with I-Phone is 44% and Android is 56%

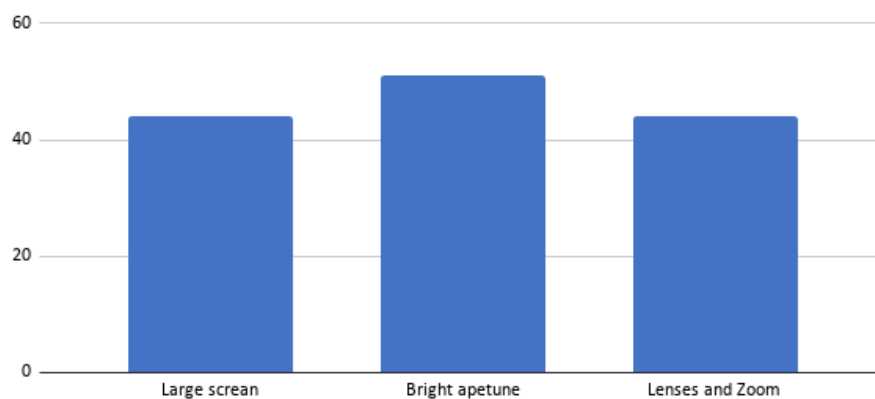
INFERENCE

Majority (56%) of the respondent is for Android

Table No 4.1.14: What are the expectation from Camera Phone

S No	Particulars	No of Respondents	Percentage
1	Bright Aperture	51	36.7%
2	Large Screen	44	31.7%
3	Lens and Zoom	44	31.7%
Total		139	100%

Count of As a consumer what are you expectation from camera phones regarding different brand?



Count of As a consumer what are you expectation from camera phones regarding different brand?

INTERPRETATION

From the Above table it is interpreted that the number of respondents with bright Apetune is 36.7%, Large screen is 31.7%, Lens and Zoom is 31.7%

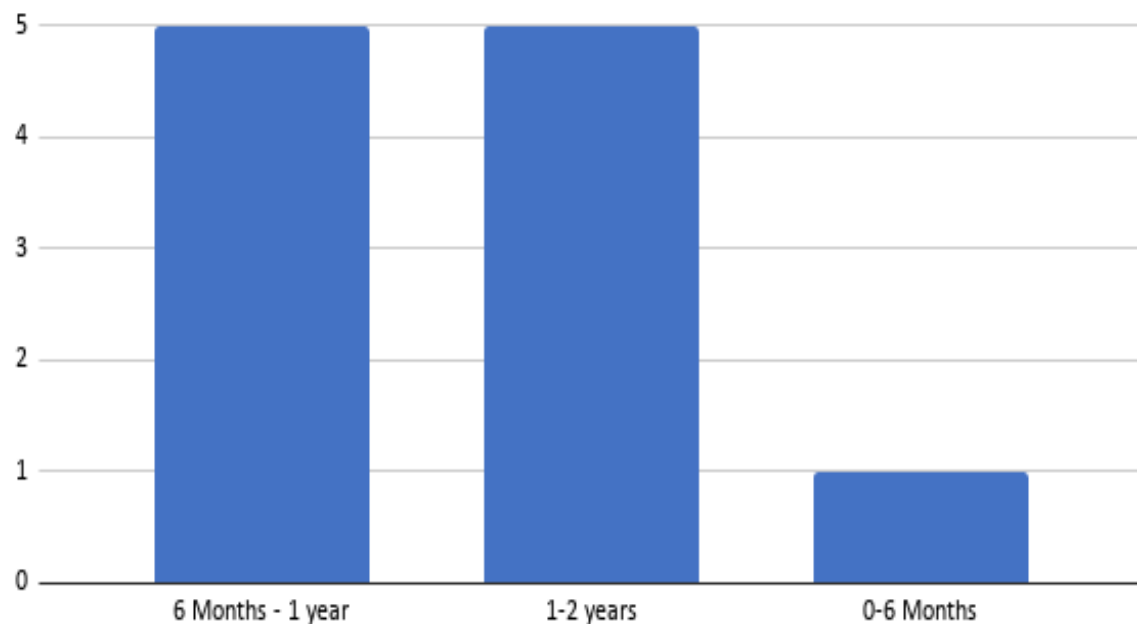
INFERENCE

Majority (36.7%) of the respondent is for Bright Apetune

Table No 4.1.15: how often do you change or (plan to change) your I-phone

S No	Particulars	No of Respondents	Percentage
1	0-6 Months	26	19%
2	6 months to 1 year	53	38.7%
3	1 – 2 Years	58	42,3%
Total		137	100%

Count of how often do you change or (plan to change) your I-phone (if your using I-phones only)



Count of how often do you change or (plan to change) your I-phone (if your using I-phones only)

INTERPRETATION

From the Above table it is interpreted that the number of respondents with 0-6 months 19%, 6 months to 1 year 38.7%, 1to 2 years 42.3%

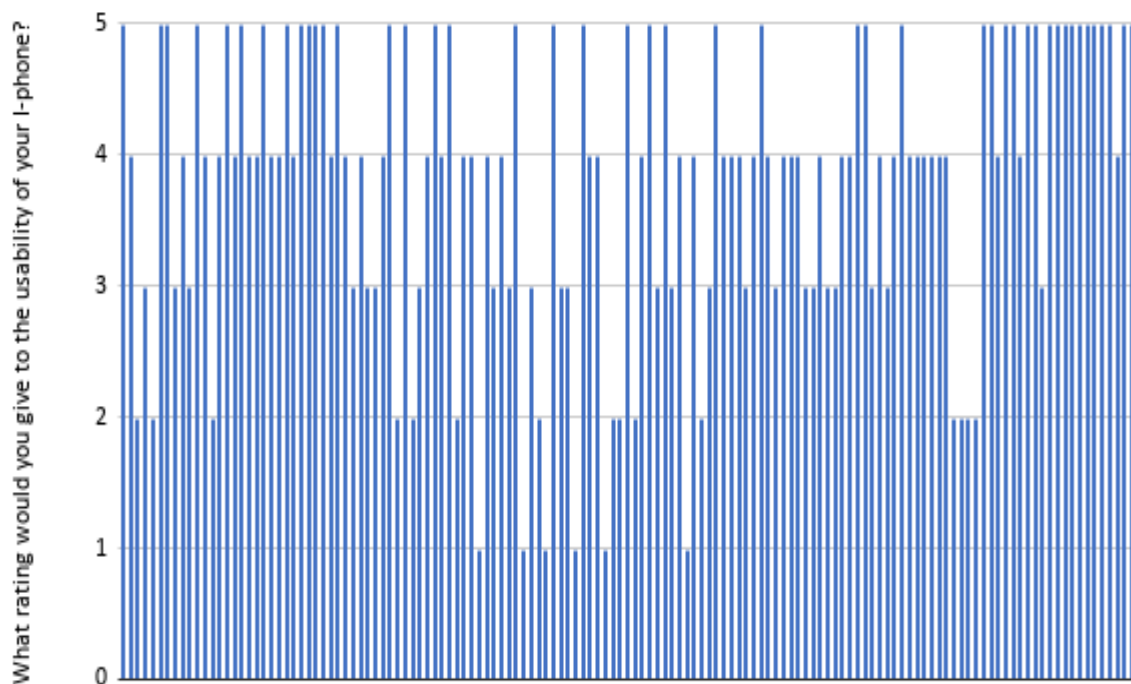
INFERENCE

Majority (42.3%) of the respondent will change mobile in 1to 2 years

Table No 4.1.16: Usability of your I-phone

S No	Particulars	No of Respondents	Percentage
1	1 Rating	6	4.4%
2	2 Rating	15	10.9%
3	3 Rating	24	17.5%
4	4 Rating	47	34.3%
5	5 Rating	45	32.8%
Total		137	100%

What rating would you give to the usability of your I-phone?



INTERPRETATION

From the Above table it is interpreted that the number of respondent rating of 1 is 4.4%, rating of 2 is 10.9%, rating of 3 is 17.5%, rating of 4 is 34.3%, rating of 5 is 32.8%

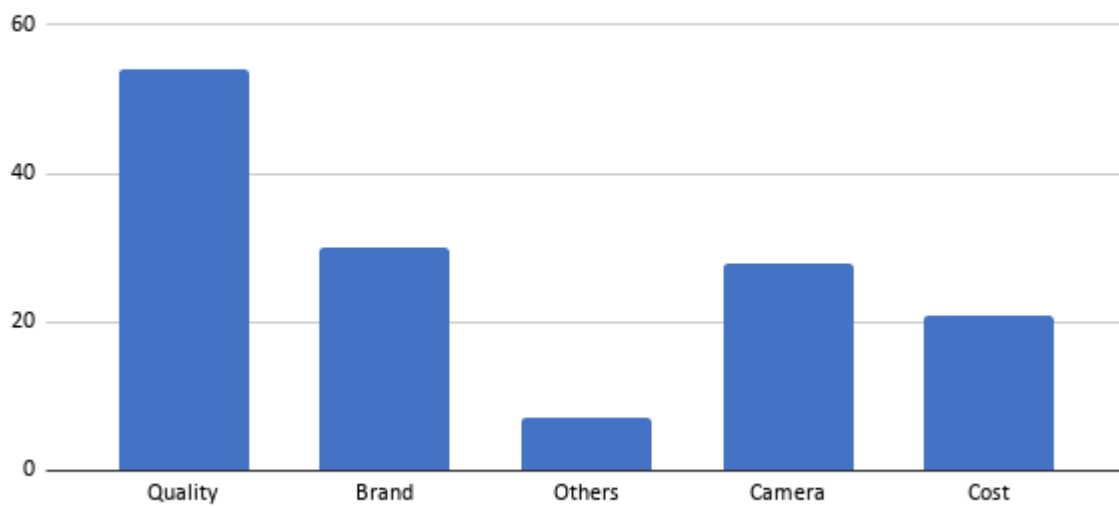
INFERENCE

Majority (34.3%) of the respondent with the rating of 4

Table No 4.1.17: Important Feature

S No	Particulars	No of Respondents	Percentage
1	Cost	21	15%
2	Quality	54	38.6%
3	Brand	30	21.4%
4	Camera	28	20%
5	Others	7	5%
Total		140	100%

Count of When your purchasing a new I-phone, what feature are import to you?



Count of When your purchasing a new I-phone, what feature are import to you?

INTERPRETATION

From the Above table it is interpreted that the number of respondents with the features of Cost is 5%, quality is 38.6%, brand is 21.4%, Camera 20%, Others are 5%

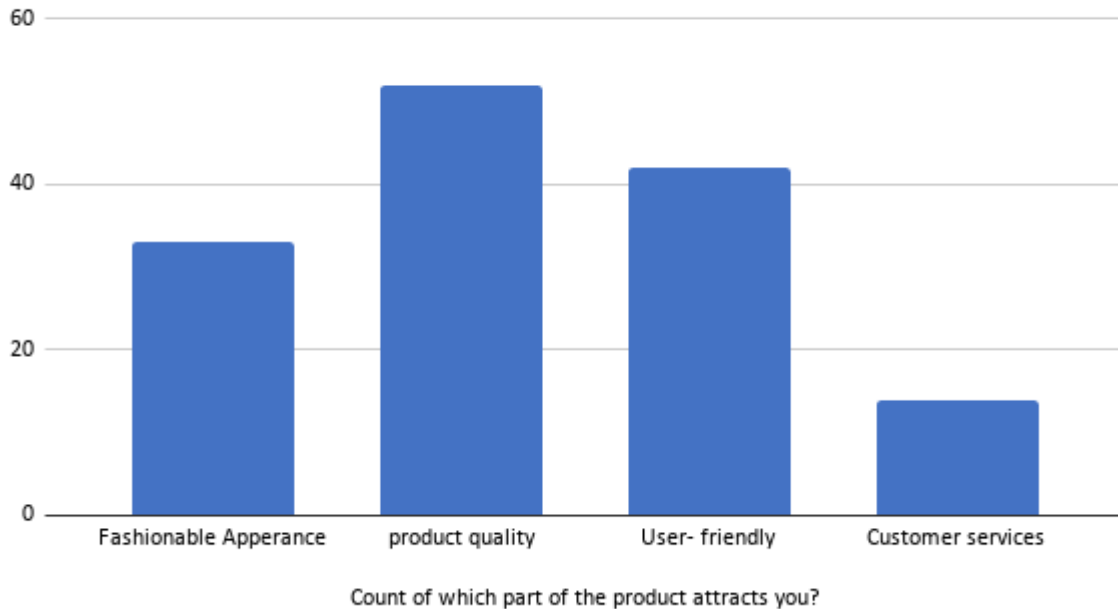
INFERENCE

Majority (38.6%) of the respondent with the feature of Quality

Table No 4.1.18: Attracting Part of Product

S No	Particulars	No of Respondents	Percentage
1	Fashionable Appearance	33	23.4%
2	User Friendly	42	29.8%
3	Product Quality	52	36.9%
4	Consumer Service	14	9.9%
Total		141	100%

Count of which part of the product attracts you?



INTERPRETATION

From the Above table it is interpreted that the number of respondents with the fashionable Appearance is 23,4, User friendly is 29.8%, Product quality is 36.9%, Consumer service is 9.9%

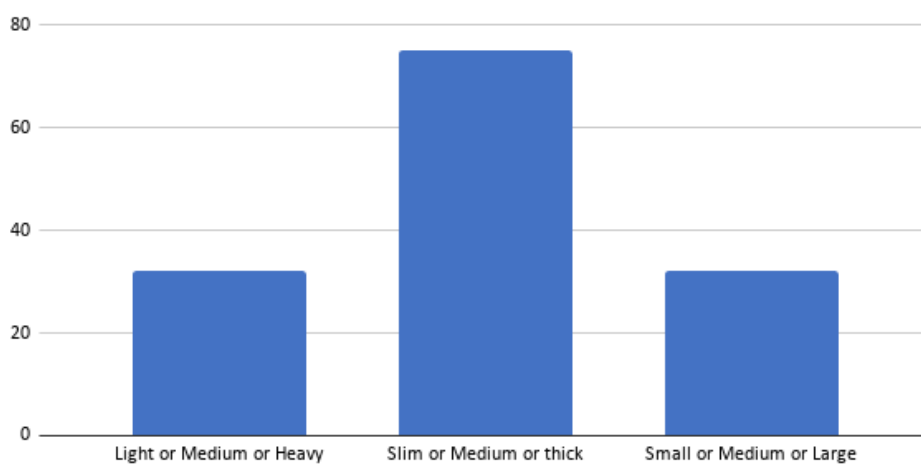
INFERENCE

Majority (36.9%) of the respondent is for Product Quality

Table No 4.1.19: I-Phone Preference

S No	Particulars	No of Respondents	Percentage
1	Slim or Medium or thick	75	54%
2	Light or Medium or Heavy	32	23%
3	Small or Medium or Large	32	23%
Total		139	100%

Count of How to you prefer I-phone to be?



Count of How to you prefer I-phone to be?

INTERPRETATION

From the Above table it is interpreted that the number of respondents with the Slim or Medium or thick is 54 %, Light or medium or heavy is 23%, small or medium or large is 23%

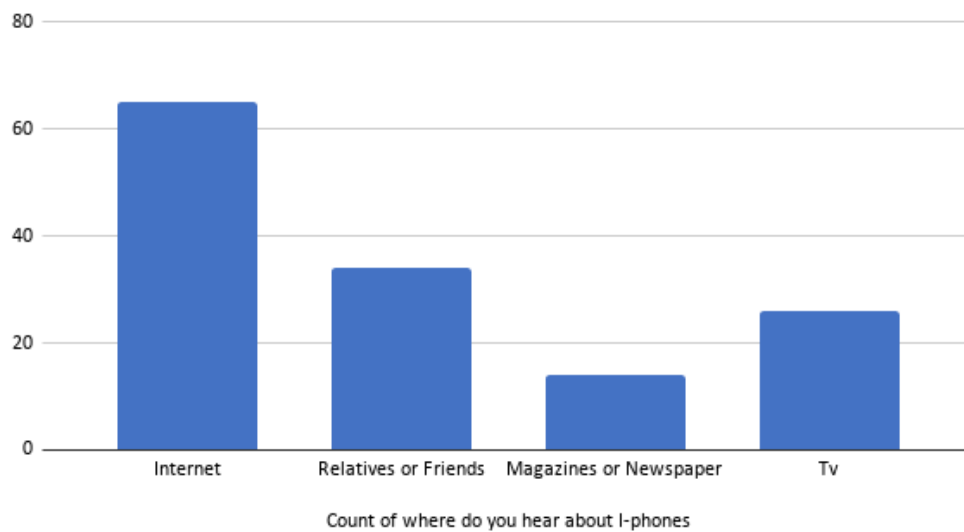
INFERENCE

Majority (54%) of the respondent is for Slim or Medium or Thick

Table No 4.1.20: I-Phone Information

S No	Particulars	No of Respondents	Percentage
1	Internet	65	46.8%
2	Magazine and Newspaper	14	10.1%
3	TV	26	18.7%
4	Friends and Relatives	34	24.5%
Total		139	100%

Count of where do you hear about I-phones



INTERPRETATION

From the Above table it is interpreted that the number of respondents with the Internet is 46.8%, Magazine or Newspaper is 10.1%, TV is 18.7%, Relative or Friends 24.5%

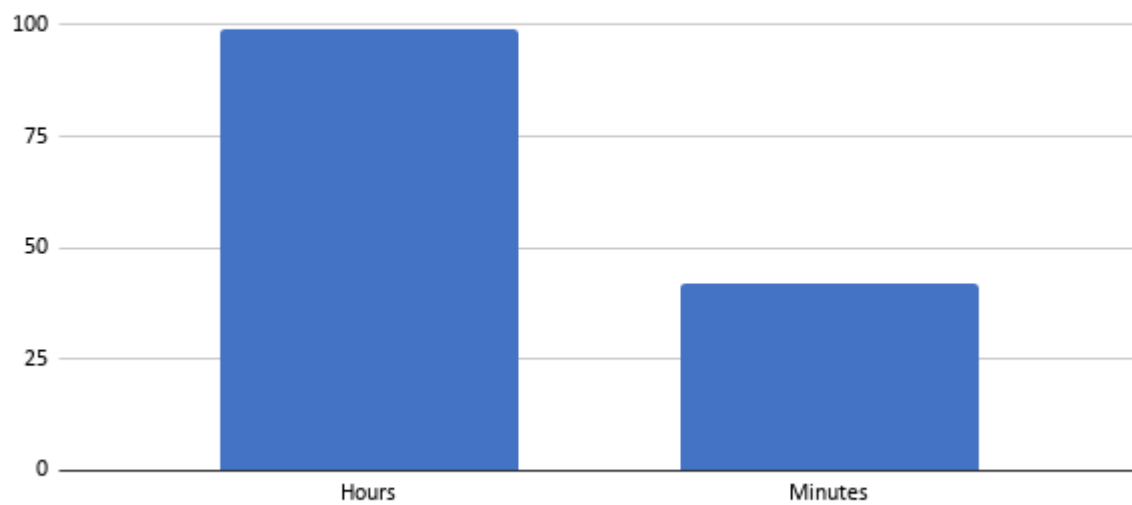
INFERENCE

Majority (46.8%) of the respondent is for Internet

Table No 4.1.21: I-Phone Usage

S No	Particulars	No of Respondents	Percentage
1	Hours	99	70.2%
2	Minutes	42	29.8%
Total		141	100%

Count of In a typical weekday , about how much time, in total, do you spend using your mobile or cell phone?



Count of In a typical weekday , about how much time, in total, do you spend using your mobile or cell phone?

INTERPRETATION

From the Above table it is interpreted that the number of respondents with the hours is 70.2%, Minutes is 29.8%

INFERENCE

Majority (70.2%) of the respondent is for Hours

CHAPTER 5

5.1 FINDINGS

- 1.** Majority (62.4%) of the respondent are Female.
- 2.** Majority (87.2%) of the respondent are age between 15 to 25 years.
- 3.** Majority (72.3%) of the respondent are with the Education of Degree.
- 4.** Majority (56.4%) of the respondent are in the Agree category.
- 5.** Majority (59.3%) of the respondent are in the Agree category.
- 6.** Majority (59.3%) of the respondent are in the Agree category.
- 7.** Majority (48.6%) of the respondent are in the Agree category.
- 8.** Majority (39%) of the respondent gave 7.5 stars.
- 9.** Majority (50.4%) of the respondent are using Android.
- 10.** Majority (26.2%) of the respondent are using Black I-Phone.
- 11.** Majority (36.2%) of the respondent is for Price Offers.
- 12.** Majority (68.8%) of the respondent is for I-Phone.
- 13.** Majority (56%) of the respondent is for Android.
- 14.** Majority (36.7%) of the respondent is for Bright Ape tune.
- 15.** Majority (42.3%) of the respondent will change mobile in 1to 2 years.
- 16.** Majority (34.3%) of the respondent with the rating of 4.

17. Majority (38.6%) of the respondent with the feature of Quality.
18. Majority (36.9%) of the respondent is for Product Quality.
19. Majority (54%) of the respondent is for Slim or Medium or Thick.
20. Majority (46.8%) of the respondent is for Internet.
21. Majority (70.2%) of the respondent is for Hours.

5.2 SUGGESTION

Based on the findings of the study the following suggestions are made for attracting the consumer buying behavior of I-phone has increase the impact of social media.

1. Price plays a significant role in the purchase decision price has significant positive impact of social media advertising consumer buying I-phone.
2. Product quality form the marketer perspective is associate with communication, price, feature, function, or performance of a product.
3. Along with the defensive scheme, I-phone is necessary thing. New and improved features have to introduced, which can attract the customer to the I-phone selecting.
4. More offers and discount should be used as a I-phone attract the customer

5.3 CONCLUSIONS

Social media users found decision-making to be easier and enjoyed the process more, when compared to those who used other information sources. They also had greater confidence and satisfaction during the process. Those who perceived the information on social media to be of higher quality and greater quantity than expectations were more satisfied overall. This suggests that information overload did not reduce consumer satisfaction with social media.

Finally, the study shows that the use of social media improved satisfaction for consumers during the initial stages of information search and alternative evaluation but did not help much in improving satisfaction in the purchase decision stage, nor in the post-purchase evaluation. Many consumers are just as satisfied to reach their purchase decisions in the traditional physical stores after having conducted their search and evaluation online; which means that brick-and-mortar shops have not yet lost their significance.

Social media has enabled marketers to access and monitor consumer opinions on a continual instant basis by listening-in and participating in online conversations, and observing what people are discussing in blogs, forums and online communities (Constantinides, 2014). With such vast information freely available on social media, it is up to businesses to harness it positively to improve their product offerings, their customer relationship management, and their profitability.

APPENDIX (Questionnaire)

Name (Optional) : _____

Gender : 1) Male 2) Female 3) Others

Age : 1) 15-25 years 2) 26-35 years 3) Above 35 years

Education : 1) SSLC 2) HSC 3) UG 4) PG

Profession : 1) Employee 2) Businessman 3) Student 4) Others

1. Do you agree that customers were happy about the services of I-phone?

- a. Strongly Agree
- b. Agree
- c. Disagree
- d. Strongly disagree

1. Are you satisfied with product quality?

- a) Strongly Agree
- b) Agree
- c) Disagree
- d) Strongly disagree

3. Are you satisfied with the after-sale services prescribed by company?

- a) Strongly Agree
- b) Agree
- c) Disagree
- d) Strongly disagree

4. Do you feel purchasing I-phone mobile to be worth?

- a) Strongly Agree
- b) Agree
- c) Disagree
- d) Strongly disagree

5. Which part of the I-phone mobile attracts you (why)?

6. Do you use an I-phone as your primary phone?
- a) Agree
 - b) Disagree
7. If you had to rate apple I-phone as a company, how highly would you rate it?
- a) 2.5 Stars
 - b) 5 Stars
 - c) 7.5 Stars
 - d) 10 Stars
8. Do you feel I-phone products are over price?
- a) Agree
 - b) Disagree
9. Are you an android user or I-phone?
- a) Android
 - b) I-Phone
 - c) Windows
 - d) Others
10. What colour I-phone would you select?
-
11. Did you have any problems that you could not resolve and would not allow you to use the I-phone
- a) Agree
 - b) Disagree
12. Which promotion offers attract you most?
- a) Free Gift
 - b) Price Offer
 - c) Discount'
 - d) Any Other Offers
13. Which has the better audio and video visuals?
- a) I-Phone
 - b) Android
14. Which is easiest to install software?
- a) Android
 - b) I-Phone

15. As a consumer what are your expectations from camera phones regarding different brands?

- a) Bright aperture
- b) Large screen
- c) Lenses and Zoom

16. How often do you change or (plan to change) your I-phone (if you are using I-phones only)?

- a) 0-6 months
- b) 6 months to 1 Year
- c) 1-2 Years

17. What rating would you give to the usability of your I-phone?
Difficult to use to Easy to use

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

18. Are you really comfortable using an I-phone?

- a) Agree
- b) Disagree

19. If so, is your I-phone less than three years old?

- a) Agree
- b) Disagree

20. When you're purchasing a new I-phone, what features are important to you?

- a) Cost
- b) Quality
- c) Brand
- d) Camera
- e) Other

21. Which part of the product attracts you?

- a) Fashionable Appearance
- b) User-friendly
- c) product quality
- d) Customer services

22. How do you prefer I-phone to be?

- a) Slim or Medium or thick
- b) Light or Medium or Heavy
- c) Small or Medium or Large

23. Where do you hear about I-phones?

- a) Internet
- b) Magazines or Newspaper
- c) TV
- d) Relatives or Friends

24. In a typical week day, about how much time, in total, do you spend using your mobile or cell phone?

- a) Hours
- b) Minutes

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