

A STUDY ON IMPACT OF SOCIAL MEDIA IN MARKETING

***Submitted in partial fulfillment of the requirements for the award of
Master of Business Administration***

by

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***DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES***

SATHYABAMA

***INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)***

Accredited with Grade "A" by NAAC / 12B Status by UGC / Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI – 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Mr.MdAliHassan 39410117 who carried out the project entitled “A study on the entrepreneurial propensity of engineering students of Sathyabama Institute of Science and Technology” under my supervision from January 2021 to March 2021.

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DECLARATION

*I Md Ali Hassan 39410117 hereby declare that the Project Report entitled **A study on IMPACT OF SOCIAL MEDIA IN MARKETING** done by me under the guidance of Dr. Bhuvaneshwari. G, MBA, Ph.D at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.*

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SIGNATURE OF THE CANDIDATE

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ABSTRACT

Social media marketing is a new trend and the most successful among all the types of marketing tools. For a business to succeed, Advertisement should reach maximum users and create a full clear and visible image of its brand. No doubt, social media marketing is the most cost effective advertising strategy. Most social networking platforms provide free accounts and signup and some online advertising tools come with some cost. On the other hand, the return is much more than investment, in case of social media advertising. Only by investing a little money and time, any one can greatly maximise and increase conversion rate and get high return on investment for the money invested in advertising.

The main aim of this study is to examine how social media marketing will affect the final decisions and behaviour of the consumer who spend their maximum time on social networking platforms and forecast relationships among various consumer activities, marketing activities and choice with the behaviour of the consumer.

Social media marketing is emerging continuously to satisfy the basic needs of website users and on the other side it also has increased the opportunities for companies to advertise their products and services in personalised way. The previous record shows that social media has contributed greatly in changing consumer behavior and organisations got to know about the customer behaviour.

Social media marketing has changed the marketing structure of the place where the goods are sold and purchased online. Social media marketing has significantly changed the way of thinking of the consumer and the organisations should not ignore the social media marketing

Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on the internet or cellular phone-based applications and tools to share information among people. The number of social media user's is more than the population of some of the countries today. Impact of social media on marketing can be judged by comparing marketing before social media and marketing after the introduction of social media and the type of technologies used in social media.

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CHAPTER-1

1.INTRODUCTION

For any Organisation, the most valuable as it is its brand and the modern organisation should realise that capitalising on brand can help achieve growth, profitability objective and sustainability. Along with incessant globalisation social media has emerged as the best platform for Advertising and Marketing for companies. It increased the visibility of services and products.

For every businessman the only aim is how various marketing tools and techniques can increase the number of selling services and products. The main aim of the study is to examine how social media marketing will affect the final consumer behaviour among persons who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behaviour of the consumer.

The Social media has changed the entire structure as to where the goods should be sold and where to purchase online. It plays a very important part in modern day advertisement by describing attributes and possible roles for marketing planning, recognising various marketing tools and techniques. Not only that social media is changing the mind of consumer behaviour but also to a great extent used for direct marketing and as a tool for personalized goods.

Social media like Facebook, Twitter, YouTube and Instagram are dynamic tools that facilitate online relationships. It is a relatively low cost form of marketing and allows organisations to engage direct and end-user contact. The choice of social media marketing organisation creates an influential impact of brands by recommending personalized consumer choice. Brands influence customers, customers influence other customers and the chain continues which further affects future earnings of the organisation and long-term organisational sustainability.

In this fast growing world, all ones have busy schedules, so for the customer it is difficult to spend time on purchasing goods or services. Nowadays users are collecting information from different sites and platforms Online without wasting time and labour. And social media marketing is not only useful for customers, in that it provides information about the company but also provides information of the customer's choice to the company. Every social media tool tries to build an image of the company's brands and goods. So we can say that consumers can change their mind for purchasing any good or service by social media marketing and taking the goods or services online.

1.1. SOCIAL MEDIA MARKETING

It is a method by using social media sites to attain the attention of people. These programs concentrate on developing content which will attract the attention of the readers in social media and make them share the contents in their social networking site.

Any statement that is shared in the social networks, which includes short messages, information about a product or service, brand or a company is termed as electronic word of mouth. When the information about a product / service / brand / company is shared in a social media by a user, it is reshared by many users in other social networks and when the information is shared by a trustworthy source, it becomes a positive promotion for the product than the promotion done through paid sources. This shows the power of social media marketing.

What the major search engines seek for in terms of social media signals are the source's authoritativeness and trust. Authoritativeness is different from Authorship. Authorship is a function released by Google in 2011, which permits authors and publishers to add varied parts, including photos, ratings and more details to search engine results pages. Trust is fundamental to social signals being read by the search engines. Those people, whose social media profiles have a trust score, are called influencers.

As per consumer socialization theory, communication with customers plays an important role and it influences the psychological feature of the customer. It also has an impact on the attitude of the customer. Social media networking sites provide an environment that enables the consumers to communicate on the web which will have an important impact on consumer socialization concepts.

1.2 BENEFITS OF SOCIAL MEDIA MARKETING

Social marketing is an approach used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole.

1.2.1 Increased Exposure:

Nowadays the importance of Social Media Marketing has increased. Consumers and Marketers are using Social Networking too much. The exposure increased nowadays which is showing 92%.

1.2.2 Increased Traffic:

With the introduction of web based marketing the users are increasing day by day. The research says that consumers and even marketers use 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%.

1.3 Develops loyal fans:

Brand Loyalty is the other is the 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.

1.3.1 Provided Marketplace Insight:

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

1.3.2 Generated Leads:

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

1.3.3 Improved Search Ranking

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 are given to products on the basis of feedback given by the customer online.

1.3.4 Growing Business Partnership

As a Trading form of selling and purchasing is now replaced with Social Media the same idea of business is also changing. After taking many years now Binch Box wants beauty obsessed Instagram followers to join them.

Nowadays growing partnerships are also an important advantage of social networking sites too.

1.3.5 Reduced Marketing Expenditure

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

1.3.6 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 increased online as compared to earlier days.

1.4. Social Media Marketing Techniques

The main purpose of social media marketing is communicating about the product to the consumer and making it accessible to people who doesn't know about the product. Social media is used by companies to promote the product to the prospective customers. Social media marketing helps the consumers at various stages of the buying process.

Research indicates that of these ten factors for effective marketing, Social media is one amongst them, which indicates if any brand is in operative on social media, then the result will be less chances of the brand to be present on google searches.

There are large no of users in facebook, Twitter and Google and there is huge exchange of information which made the business firms use social media to interact with prospective customers.

Instagram has hundred thirty million users monthly and twitter has two hundred ten million monthly users and the average communication rate ranges from 1.46 percent on Instagram and 6.03% in the case of twitter.. The cost involved in social media marketing is very less when compared to ancient modes of advertisements using TV/Radio/Print channels. In Fact there is no price involved when using social networking sites, it also covers a wide range of people.

Many firms are now changing their approach for interaction with customers. They are using online platforms for better client interaction and visibility. Social media are used as a platform by customers to post reviews, recommendations, ratings, and raise queries to the firms.

Companies are employing people to handle social media communication with the customers and they are working as online community managers. The job of these managers are to handle social media communications in an effective manner and win the trust of customers. Firms are taking steps to manage client issues, identify various modes of social media marketing, engage the customers to influence the new and prospective customers to market their product/service.

1.4.1 Advantage of social media marketing

❖ 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 attracts new customers. When the brand is tweeted frequently in the social media, then the company's brand image will get increased, thereby increasing the growth of the company business.

❖ Improved Brand Loyalty

A research work published in the US, indicated that when there is a higher level of interaction about a brand in social media, then there exists a higher level of trust about the brand among customers. It also suggests that companies can take the benefit by using social media tools 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 of hundred in American population are following their brands in social media and also they found to be loyal to their brands.

❖ Chances to Convert

There is a chance that each and every comment, post, sharing, likes in social media will become a sale and bring customers. Every comment, post, website link, video, tweet will make the viewers 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.

❖ Conversion Ratio

The conversion rate of conversion of discussion in 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 salesmen 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.

❖ Brand Authority

Continuous communication with the customers will bring 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 social media and they follow the page for information updates. When there is more talk about a product in social media, there it becomes a more attractive brand.

❖ **Reduction in selling price**

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

1.5 Some social media marketing tools

1. Social Media Monitoring.
2. Social Media.
3. Blog Marketing
4. Social Bookmarking and Tagging.
5. Social Analytics and Reporting.
6. Social Aggregation. With the fickle popularity of various Social Media Marketing like Google+, Facebook, Myspace. Etc. which is affecting consumer behaviour.

1.6 Statement of the Problem

The social experience in the research guides the components of the consumers buying behaviour through Online Platforms and the Impact of Social Media in Marketing. Many Social Media Marketing techniques like search engine optimization campaigns are used by businesses to boost their businesses. There are many Data Analysis that shows Social Media is affecting the Marketing behaviour of customers.

- Social networking is used by about 76% of businesses in order to achieve their marketing objectives.
- Business retailers experience about 133% increase in revenues after marketing their business in the mobile market that promotes social media marketing value for their business.
- 40% of online shoppers from the US use the Smartphone for in-store shopping.

1.7 Primary Objectives of the study:

Following are main and primary objectives of the present study:

1. To study the concept of social media.
2. To evaluate the various channels preferred by consumers for buying decisions over Traditional Channels
3. To analyse the impact of social media on consumer buying behaviour.
4. To find out which is the best social media preferred by customers.
5. To find out the impact of social media on consumers with reference to the Sitamarhi area.

1.7.1 Objective of the present paper

- To study the present status of E-Commerce in India.
- To examine the barrier of E-Commerce in India.
- To discuss the future of E-Commerce in India.
- To study the growth of the E-Commerce industry in India along with the factors responsible for it.

1.8 Scope of the study

1. The Scope of this research is ultimately to understand many features, advantages of social media marketing.
2. Understand the behaviour of the consumer, factors affecting consumer behaviour.
3. Traditional methods of marketing like Radio, Television are considered Upstarts with questionable staying power.
4. Many progressive business owners are dabbling in social media Marketing
5. The long term benefit of an effective broad scope social media marketing campaign cannot be measured in days or weeks.
6. Bloggs, Twitter, Facebook fans, Dig links, Skype are various tools Adopted by customers as well as marketers too.
7. Scope is concerned with the place of the research also, for that researcher Has taken the area in respect of Sitamarhi district.

1.9 Company profile

Grocebin.com

Grocebin is the youngest Online Grocery store in India, primarily operating out of Sitamarhi in the state of Bihar.

Bihar has always been an underdeveloped state since India got freedom particularly in the field of marketing. Grocebin has always believed in the concept of Supply-Chain management strategy to maximize customer value and gain a competitive advantage in the marketplace. We encompass everything from delivering of source materials from supplier to the manufacturer through its eventual delivery to the end user. We envision expanding to other cities of the country at the earliest.

Grocebin wide range of products include all the grocery and supermarket items a typical family would need on a daily basis including fruits and vegetables. The comprehensive mix of the products listed with us reflects the prerequisites of our modern times.

For now Grocebin stock and sell, from our warehouses, thereby cutting middlemen resulting in Low Costs for you. We have tied up with HDFC Payment Gateway, the country's most trusted payment gateway to ensure that all your transactions are safe and secure.

Grocebin is a people-oriented company and we believe that even in this automated world we always try our best to stay connected to our beloved customers every time they place an order. We are always looking for feedback from each and every customer to ensure that they are thoroughly satisfied with our supply.

Finally, we would strongly recommend and request you to provide feedback to us about your End-to-End experience of your grocery shopping with us and we would ensure that we shall update our features and functionalities to meet your expectations because you, the Customer is the PIVOT of our business and everything we do revolves around you.

1.10 Why should one use grocebin.com ?

Grocebin allows you to walk away from the drudgery of grocery shopping and welcome an easy relaxed way of browsing and shopping for groceries. Discover new products and shop for all your food and grocery needs from the comfort of your home or office. No more getting stuck in traffic jams, paying for parking, standing in long queues and carrying heavy bags – get everything you need, when you need, right at your doorstep. Food shopping online is now easy as every product on your monthly shopping list is now available online at grocebin.com, India's best online grocery store.

1.11 INDUSTRY PROFILE

E-COMMERCE

E-Commerce stands for electronic commerce and caters to exchange of products, services and information via the internet. Electronic commerce is more than just buying and selling products online. It includes the entire online process of developing, marketing, selling, delivering, serving and paying for products and services. It is doing business online. It includes any commercial activity that takes place directly between a business, its partners, or its customers through electronic communication and digital information processing technology.

E-Commerce is a modern business methodology that addresses the needs of the organisations, merchants and consumers to cut costs while improving the quality of goods and services and increasing the speed of service delivery. India has shown tremendous growth in the E-Commerce segment. E-Commerce has become an important tool for small and large businesses worldwide, not only to sell to customers but also to engage them. Although the transition from traditional purchasing to online purchasing was very slow initially in Indian market because of less number of internet users due to lack of internet facility and awareness in public. But now the situation has changed and the e-commerce industry is growing rapidly in our country.

1.11.1 PURPOSE OF THE STUDY

The purpose of this present study is to investigate the impact of social media marketing on individual attitude and perception. More specifically, this study will examine the perception of social media marketing and how it affects purchasing decisions. Although several researches that have been conducted on the effects of social media marketing on financial gains, the study's interests are specifically geared towards the examined effects of the use of social media on brand awareness and customer loyalty, which essentially could lead to an increase in business revenue. The study will be conducted via surveys on social media presence of businesses with participants being students at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY.

CHAPTER-2

Review of literature

INTRODUCTION

Literature review is among the most important steps in the process of any research work. Literature review is to find out and understand the main objective of a particular subject or research which has been taken by the researcher. It is a record which shows what has been done in this regard in the recent past. Thus, it is the current trend in the selected subject when the review of literature is made by the researcher. He/she will become an expert in his/her subject and eventually become a master. It shows the direction in which the research direction must go. Research work clearly showing there should not be duplication of work. It also indicates what type of methodology should be adopted by various experts and researchers.

Bikhchandani et al., (1998)

In their research describes whether or not shoppers shall purchase a product and whether or not they suggest a 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.

Manju Ahuja et al., (2003)

In their article, targeted on investigating the factors that influence the shopping behaviour and browsing behaviour 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 behaviours for a specific class of merchandise and services. Social media is the 1 most effective factor that influences buying behaviour of customers.

Muhammad Shafiqul et al., (2004)

In the analysis, the researchers concentrated on finding the relationship of Social Media and buying behaviour of customers. 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)

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 the Internet to get more data for their buying decisions.

Raghuramlyengar et al., (2012)

Investigated in Korea, how friends influence shopping through Social Network. Their study concentrates on two important questions, the first question is "Is there any influence by friends on purchases by consumers in social media networks", 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 non buying 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 behaviour.

Mir et al., (2012)

Thousands of web newsgroups and chat rooms influence the purchase decision of shoppers. The image of the brand increases when many users provide positive opinions about the brand.

Dhegiha et al., (2013)

Their study analyses the knowledge inheritance on customer's action and brand reputation. Knowledge inheritance on social media happens once a person observes the behaviour of others and makes 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 kinds of customers are influenced by decisions taken by others.

TeenaBagga et al., (2013)

The study analyses the inner and outer factors of consumer's online buying behaviour. 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 behaviour. These seven factors were: would like for Social Communication, website Attributes, on-line Advertising, Recreation, Convenience, privacy issues and data Search.

Garima Gupta (2013)

In her paper analysed the influence of social media on product buying. The results proved 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)

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

Balakrishnan., (2014)

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

Aindrila Biswas et al., (2014)

In her paper, aims to look at 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. An 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. Surbhi Chaturvedi et al., (2014)

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 networks is influenced by gender, education, income, age etc.

Alireza Mohammadpour et al., (2014)

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

His study explains that Social media comprises blogs, public forums, social media sites, that are used for communication of some information. The data provided in social media is beneficial for organization/ firms and customers. Customers benefited from the product information posted by others, recommendations by other customers. Firms benefited 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 emphasizes how social media information is essential for companies and customers in their decision-making process.

Prof. Assoc. Dr. ElenicaPjero et al., (2015)

The researchers conducted the study in the Albania reality sector. Their article targeted on Social Media and its capacity to affect the buying behavior of customers. The researchers discussed the growth and adaptability of Social Media networks by numerous users in the world. The researchers made a multifaceted analysis on the impact of Social Media on consumers and buying intentions. The samples are selected from users of Social Media in all dimensions and the result depicts the significant behavior of consumers.

Tayyaba Noreen et al., (2015)

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

NimaBarhemmati et al., (2015)

In their study, they 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)

Their analysis makes an attempt to check the influence of social media sites over young women consumer" 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" shopping behavior through social media.

Williams et al., (2000)

In his study, 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)

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

Young Ae Kim et al., (2007)

Explains in their study that buying choices are powerfully affected by people who the buyer knows and believes. Several internet buyers ask for the 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 the purchase process, to boost CRM and improve sales.

Achille (2008)

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)

In their study, analysed the influence of social media on buying behaviour of customers and a survey was conducted among the US population, which shows that buyers presently use social media as a high information resource for brands, companies, or products. 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 significantly stronger impact on shopper behavior when social media is used as a positive outreach to share information.

JiXiaofen et al., (2009)

This paper has created a model of on-line spoken and opinion people have influence on consumer's shopping intentions. 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.

Gursakal (2009)

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 emails, 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 has become an important place where opportunities are mentioned, products are advertised and products are commented on.

Miller et al., (2010)

In his study revealed that over eleven million shoppers use 70% of social networking to buy various products 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)

Their study explains how social media can impact consumer electronics. The study was conducted by 1012 web interviews with the U.S. general population aged above eighteen. The results discovered that social media networks have 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)

In their study examines the Influence of Facebook on the buying decision making process. Consumers have confidence in the opinions of different people or teams during buying decisions. This study evaluates the power of Facebook on decision making methods. A model Facebook application was developed by researchers for sharing opinions with friends and making repositories of things. The study analyses the internet survey of thirty three participants. The survey 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 Facebook. The results make sure that consumers see their friends as the most reliable supply of knowledge when compared to other things. Results also indicate that a friend's opinion on a product plays a bigger role than whether or not they possess the product.

According to McKinsey Company (2010)

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 high priced 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)

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

Kozinets et al., (2010)

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

Pookulangaran et al., (2011)

In his article states that purchasing is always an experience and social media permits the consumers to connect with people who are mostly strangers. Cultural characteristics impact consumers' usage of social media and have a great impact on online buying behavior.

Haciefendioglu (2011)

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 decisions for purchase of a specific product or from a specific company.

Mahmood Rahmani et al., (2011)

In their analysis, they 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)

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)

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 author talks about developing a proper approach to use websites as an advertising tool. As a conclusion the author suggests that firms have to develop good relationships with shoppers to make social media sites a better tool for selling.

Erkan Acar et al., (2011)

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)

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 Facebook 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)

In their research suggesting that purchasing of products online may be considered risky by customers because of the lack of 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 Facebook, 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)

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 in how a person's transactions are embedded in social media. The analysis 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 model uses data retrieval techniques from the websites and demonstrates how social factors will help to understand client behavior.

According to Drell (2011)

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 pieces of electronic equipment to share the information. On the other hand, Low information sharers of on-line shoppers are 80 percent, were commonly older, concentrated on quality instead of brand.

IremErenErdogmus et al., (2012)

The aim of this study is to identify the impact of social media on brand trust of the customers. This study takes into account customers following one brand on social media and, therefore, the information was 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 is found in various applications and platforms on social media.

Khushbu Pandya (2012)

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 exploratory 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)

In his study, investigates the behavior of young agers in connection with social media on shopping decisions. 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's 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. The study shows that eighty-four percent of Millennials take the opinion from social media communities before shopping for products.

Sharma et al., (2012)

In their study find the advantage and disadvantage about a brand or product present on Social Media. The study also reveals that Social Media has an overall influence on consumers shopping behavior.

Pietro et al., (2012)

Explore the extent of social media, particularly Facebook, influence buying decisions. They find happiness in using social media for buying decisions. The study reveals about consumer's suggestions and recommendations on merchandise on Facebook, 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 consumers towards buying intention of customer and social media.

SaadiaNasir et al., (2012)

This analysis targets 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)

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 a significant positive relation between social media and purchase intention of consumers.

Themba et al., (2013)

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 decisions.

The researchers had found that the consumers who are using Facebook, twitter, WhatsApp are maintaining their attitude towards social websites. We know that advertising is a paid form but non personal communication is used by various types of traditional marketing. Based on the various studies as compared to offline traditional marketing now many business communities are using the help of various social websites. Research shows that social websites are viral and carrying very important messages and information and also creating brand building and brand equity too. The study shows social websites different from old traditional methods of marketing. Social websites are not only attracting consumers but also the various business communities also using the various social websites. In modern times staying in competition is a challenge for many business communities and social media is one gift for them to stay in the competition by attracting consumers.

CHAPTER-3

RESEARCH METHODOLOGY AND RESEARCH DESIGN

3.1 RESEARCH DESIGN

Descriptive Research design has been used which clearly indicates that the study is about the characteristics of individuals or investors towards their investments.

3.2 SAMPLE DESIGN

The sampling design is the definite plan for obtaining a sample from a given population. It consists of number of items such as sample size, sampling unit, sampling technique, sampling area. In the current research, mostly qualitative primary data collected through online questionnaires with various types of customers through questionnaire which is pre coded and pre tested contacts; whereas secondary data collected among various Social Websites, various Literature Review, National, International Journals and various Thesis. Probability sampling design technique has been used in this study.

3.2.1 SAMPLING TECHNIQUE

The sampling technique used in the project is Stratified Random Sampling. Stratified random sampling is the procedure of dividing the population into different strata and choosing one among them for analysis.

3.2.2 SAMPLE SIZE

The survey will be conducted on the basis of sampling methods. The total population is 200 customers. The researcher is going to develop sample design, the respondents will be collecting the information from 200 customers that is 1% of the population were selected for the present study in Sitamarhi city.

3.2.3 AREA OF STUDY

The selected area of study is Sitamarhi (Bihar).

3.2.4 PERIOD OF STUDY

The study was conducted for a period of three months from January 2021 - March 2021.

3.3 SOURCES OF DATA

The study used both primary data and secondary data

3.3.1 Primary Data

The primary data was collected through 128 respondents.

3.3.2 Secondary Data

The secondary data was collected from reviewing various literature, internet and ma related books .

3.4 ANALYTICAL TOOLS

Various tables and charts are used as a means for easy representation of data analyzed through Percentage Analysis.

3.4.1 SOFTWARE USED

Microsoft Excel

SPSS :Statistical Package for the Social Science

3.5 Hypothesis testing

The hypothesis will be tested by the following techniques:

1. CHI-SQUARE TEST

2. ANOVA

- **Chi-square test**

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

The Question is on level of agreement for the following questions :

	OBSERVED VALUES				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Shopping on internet saves time	65	49	4	4	6
I prefer traditional/conventional shopping over online shopping.	16	64	34	13	1
Online shopping is risky	21	50	32	24	1
Online shopping will eventually suppress traditional shopping	25	64	29	9	1
Highly time consuming process for delivery of products and services	15	63	31	17	2
Filtering of goods available on the internet is tedious	27	56	28	15	2
The description of the products mentioned on the websites are very accurate	16	57	32	15	8
The information given about the product mentioned on the site is sufficient	15	66	28	17	2
Online shopping is as secure as traditional shopping	18	55	34	16	5
E-Commerce reduces the monetary cost in comparison to traditional shopping	20	74	24	6	4
Necessity of having a bank account or credit cards creates difficulty	24	57	26	16	5
I prefer cash on delivery over online payment	30	56	28	13	1
I will purchase only if there is provision of home delivery	49	54	20	4	1
Online shopping infrastructure in India is underdeveloped	30	54	31	9	4

Anova: Two-Factor With Replication						
SUMMARY	Strongly Agree	Agree	Neutral	Disagree	Total	
<i>Shopping on internet saves time</i>						
Count	1	1	1	1	1	5
Sum	65	49	4	4	6	128
Average	65	49	4	4	6	25.6
						854.3
<i>I prefer traditional/conventional shopping over online shopping.</i>						
Count	1	1	1	1	1	5
Sum	16	64	34	13	1	128
Average	16	64	34	13	1	25.6
						600.3
<i>Online shopping is risky</i>						
Count	1	1	1	1	1	5
Sum	21	50	32	24	1	128
Average	21	50	32	24	1	25.6
						316.3
<i>Online shopping will eventually suppress traditional shopping</i>						
Count	1	1	1	1	1	5
Sum	25	64	29	9	1	128
Average	25	64	29	9	1	25.6
						591.8

<i>Highly time consuming process for delivery of products and services</i>						
Count	1	1	1	1	1	5
Sum	15	63	31	17	2	128
Average	15	63	31	17	2	25.6
						542.8
<i>Filtering of goods available on the internet is tedious</i>						
Count	1	1	1	1	1	5
Sum	27	56	28	15	2	128
Average	27	56	28	15	2	25.6
						400.3
<i>Description of the products mentioned on the websites are very accurate</i>						
Count	1	1	1	1	1	5
Sum	16	57	32	15	8	128
Average	16	57	32	15	8	25.6
						385.3
<i>The information given about the product mentioned on the site is sufficient</i>						
Count	1	1	1	1	1	5
Sum	15	66	28	17	2	128
Average	15	66	28	17	2	25.6
						595.3
<i>Online shopping is as secure as traditional shopping</i>						
Count	1	1	1	1	1	5
Sum	18	55	34	16	5	128
Average	18	55	34	16	5	25.6
						377.3
<i>E-commerce reduces the monetary cost in comparison to traditional shopping</i>						
Count	1	1	1	1	1	5
Sum	20	74	24	6	4	128
Average	20	74	24	6	4	25.6
						806.8
<i>Necessity of having a bank account or credit cards creates difficulty</i>						
Count	1	1	1	1	1	5
Sum	24	57	26	16	5	128
Average	24	57	26	16	5	25.6
						376.3
<i>I prefer cash on delivery over online payment</i>						
Count	1	1	1	1	1	5
Sum	30	56	28	13	1	128
Average	30	56	28	13	1	25.6
						428.3
<i>I will purchase only if there is provision of home delivery</i>						
Count	1	1	1	1	1	5
Sum	49	54	20	4	1	128
Average	49	54	20	4	1	25.6
						614.3
<i>Online shopping infrastructure in India is underdeveloped</i>						
Count	1	1	1	1	1	5
Sum	30	54	31	9	4	128
Average	30	54	31	9	4	25.6
						399.3
<i>Total</i>						
Count	14	14	14	14	14	
Sum	371	819	381	178	43	
Average	26.5	58.5	27.21428571	12.71428571	3.071428571	
Variance	203.9615385	46.88461538	59.56593407	32.37362637	5.148351648	

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>			
Sample	0	13	0			
Columns	24631.65714	4	6157.914286			
Interaction	4523.142857	52	86.98351648			
Total	29154.8	69				

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

Below are the analysis done during the research study

4.1 age profile

TABLE 4.1 SHOWING THE RESPONDENT OF AGE

Particulars	No. of Respondents	Percentage of Respondents
Below – 20	10	7.8%
20 -30	96	75%
30 – 40	18	14.1%
40 – Above	04	3.1%
Total	128	100%

AGE

128 responses

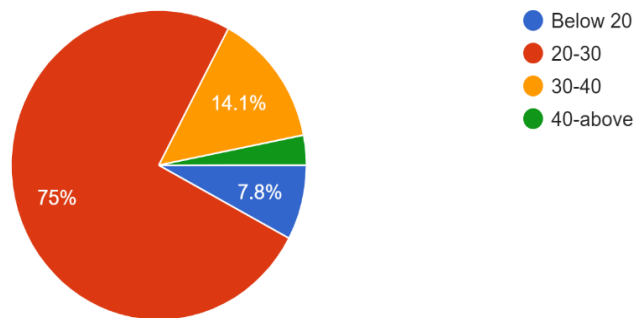


CHART 4.1 SHOWS THE AGE OF RESPONDENTS

INTERPRETATION

From the above data total Respondents are 128 from which 10 members are Below 20 means 7.8%, 96 members are between 20 -30 means 75%, 18 members are between 30 – 40 means 14.1%, and 04 members are 40 – Above means 3.1%.

Inference

Majority of the respondents are between 20-30 years old i.e 75%

4.2. Gender profile

TABLE 4. 2 SHOWING THE GENDER OF THE RESPONDENT

Particulars	No. of Respondents	Percentage of Respondents
Male	101	78.9%
Female	27	21.1%
Total	128	100%

GENDER

128 responses

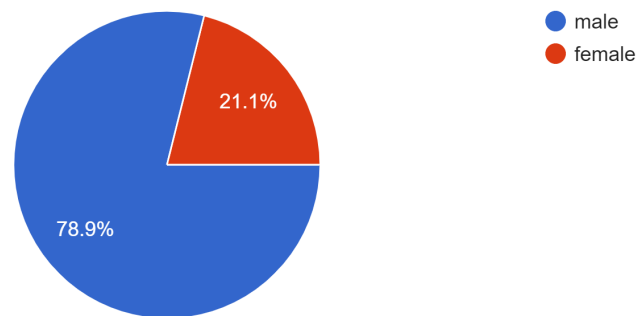


CHART 4.2 SHOWS GENDER OF THE RESPONDENT

INTERPRETATION

From the above data total respondents are 128 from which 78.9% are the respondents are men and the 21.1% are Women.

Inference

Majority of the respondents are Male i.e 78.9%

4.3. Marital Status

TABLE 4.3 SHOWING THE MARITAL STATUS OF THE RESPONDENT

Particulars	No. of Respondents	Percentage of Respondents
Married	29	22.7%
Un Married	99	77.3%
Total	128	100%

MARTIAL STATUS

128 responses

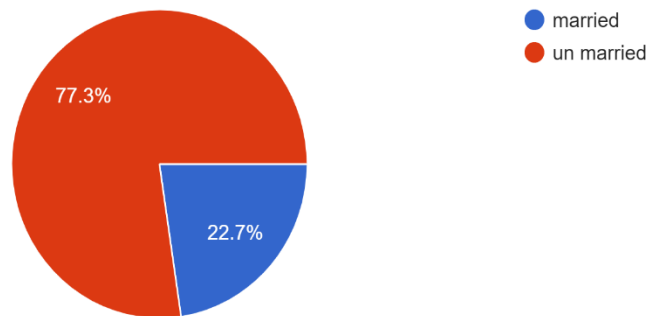


CHART 4.3 SHOWS MARITAL STATUS OF THE RESPONDENTS

INTERPRETATION

From the above data total respondents are 128 from which 77.3% are the Respondents are Married & 22.7% are Un Married

Inference

Majority of the respondents are Unmarried i.e 77.3%

4.4. Education Qualification profile

TABLE 4.4 SHOWING THE EDUCATION BACKGROUND OF THE RESPONDENT

Particulars	No. of Respondents	Percentage of the Respondents
High School	06	4.7%
Undergraduate	54	42.2%
Post Graduate	58	45.3%
PhD & Above	06	4.7%
Other	04	3.1%
Total	128	100%

QUALIFICATION

128 responses

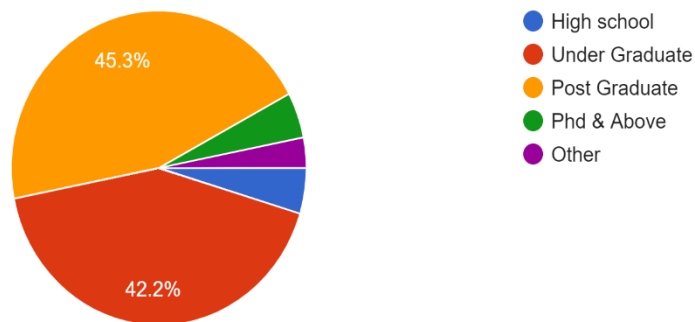


CHART 4.4 SHOWS THE QUALIFICATION OF THE RESPONDENTS

INTERPRETATION

From the above data total Respondents are 128 from which 58 members i.e., 45.3% are Post Graduate, 54 members i.e., 42.2% are Under Graduate, 06 members i.e., 4.7% are High School, also 06 member i.e., 4.7% are PhD & Above and the 04 members i.e., 3.1% are others.

Inference

Majority of the respondents are Post graduate i.e 45.3%

4.5 Occupation profile

TABLE 4.5 SHOWING THE OCCUPATION PROFILE OF THE RESPONDENT

Particulars	No. of Respondents	Percentage of Respondents
Employed	35	27.3%
Un Employed	23	18%
Self Employed	11	8.6%
Students	56	43.8%
Others	03	2.3%
Total	128	100%

Occupation
128 responses

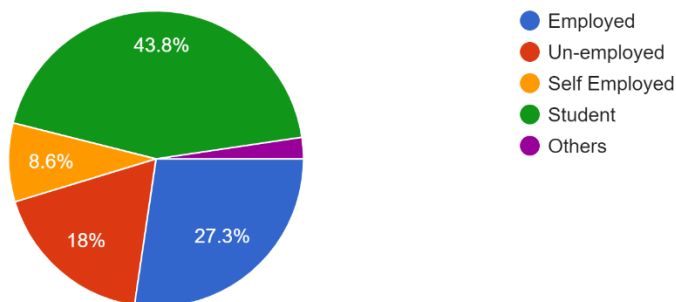


CHART 4.5 SHOWS THE OCCUPATION OF THE RESPONDENTS

INTERPRETATION

From the above data total respondent are 128 from which 35 is Employed i.e., 27.3%, 23 are Un Employed means 18%, 11 members is Self Employed i.e., 8.6%, 56 is Student i.e., 43.8%, and the others 03 i.e., 2.3%.

Inference

Majority of the respondents are students i.e 43.8%

4.6 Annual Income profile

TABLE 4.6 SHOWING THE ANNUAL INCOME OF THE RESPONDENT

Particulars	No. of respondents	Percentage of Respondents
Bellow – 2,00,000	77	60.2%
2,00,000 – 4,00,000	23	18%
4,00,000 – 6,00,000	10	7.8%
6,00,000 - Above	18	14%
Total	128	100%

Annual Income
128 responses

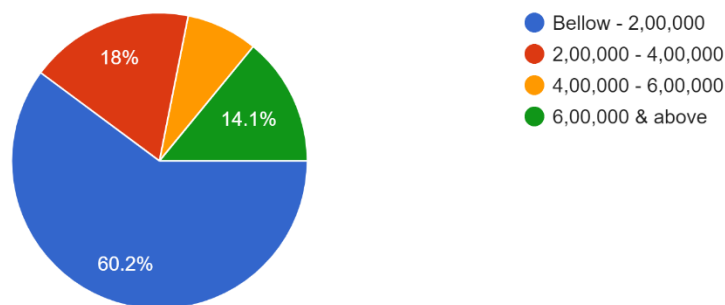


CHART 4.6 SHOWS THE ANNUAL INCOME OF THE RESPONDENTS

INTERPRETATION

In the above data total no. of Respondents are 128 from which 77 members are Bellow – 2,00,000 i.e., 60.2 %, 23 are Between 2,00,000 – 4,00,000 i.e., 18%, 10 members are in Between 4,00,000 – 6,00,000 i.e., 7.8%, 18 members are 6,00,000 – Above i.e., 14%

Inference

Majority of the respondents are Bellow - 2,00,000 i.e 60.2%

4.7 Have you ever had online shopping Respondents

TABLE 4.7 SHOWING RESPONDENTS OF ONLINE SHOPPING

Particulars	No. of Respondents	Percentage of Respondents
Yes	126	98.4%
No	02	1.6%
Total	128	100%

Have you ever had online shopping
128 responses

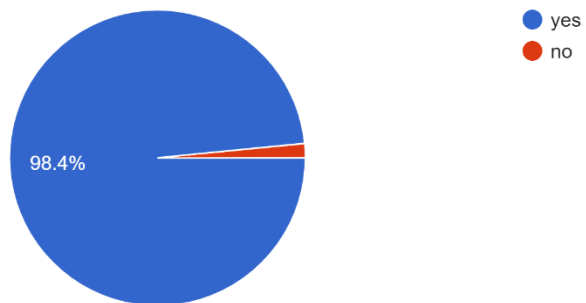


Chart 4.7 Shows the Respondents of ever had online shopping

INTERPRETATION

In the above data total no. of Respondents are 128 in which 126 members are doing online shopping i.e., 98.4% and the 02 members are not doing online shopping i.e., 1.6%

Inference

Majority of the respondents are doing online shopping i.e 98.4%

4.8. How often you do online shopping

TABLE 4.8 SHOWING RESPONDENTS HOW OFTEN DOES ONLINE SHOPPING

Particulars	No. of Respondents	Percentage of Respondents
Monthly Once	40	31.7%
Monthly Twice	38	30.2%
Six Month	16	12.7%
Yearly	01	0.8%
Occasionally	31	24.6%
Total	128	100%

How often you do online shopping
126 responses

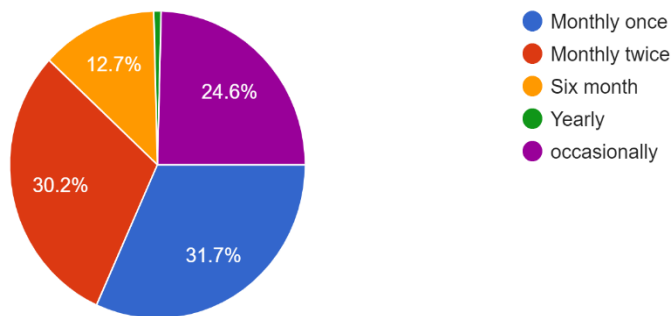


Chart 4.8 Shows the Respondents often do online Shopping

INTERPRETATION

In the above data total no. of Respondents are 128 in which 40 members are shopping online in monthly once i.e., 31.7%, 38 members are doing monthly twice i.e., 30.2%, 16 members are doing online shopping in 16 months at once i.e., 12.7%, 01 member are doing yearly i.e., 0.8% and 31 members is doing occasionally i.e., 24.6%.

Inference

Majority of the respondents are doing online shopping is monthly once i.e 31.7%

4.9. For how long have you been shopping online?

TABLE 4.9 SHOWING HOW LONG RESPONDENT HAVE BEEN SHOPPING ONLINE

Particulars	No. of Respondents	Percentage of Respondents
Less than 1 year	27	21.1%
2 – 5 Years	51	39.8%
More than 5 Years	50	39.1%
Total	128	100%

For how long have you been shopping online
128 responses

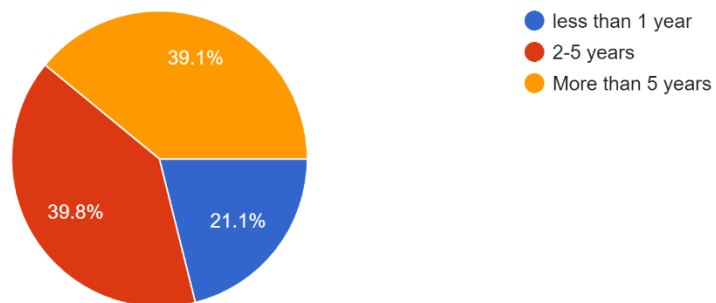


Chart 4.9 Shows the Respondents how long they shopping online

INTERPRETATION

In the above data total no. of Respondents are 128 in which 27 members are doing online shopping less than 1 year i.e., 21%, 51 members are doing online shopping between 2 - 5 years i.e., 39.8%, 50 members are doing online shopping more than 5 years i.e., 39.1%.

Inference

Majority of the consumer responds that they are doing online shopping for more than 2-5 years i.e 39.8%

4.10. The main objective of using online shopping according to you is

TABLE 4.10 SHOWING MAIN OBJECTIVE OF USING ONLINE SHOPPING

Particulars	No. of Respondents	Percentage of Respondents
Price	28	21.9%
Convenience & Time Savings	71	55.5%
Fast Shipping	13	10.2%
Trust	04	3.1%
Brand Conscious	09	07%
Friend Referral	03	2.3%
Total	128	100%

The main objective of using online shopping according to you is
128 responses

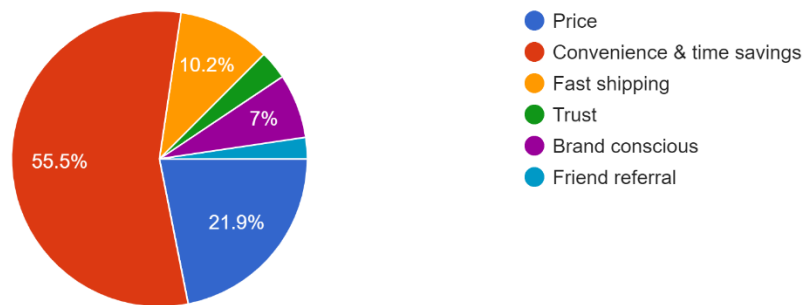


Chart 4.10 Shows the Respondents main objective of using online shopping

INTERPRETATION

In the above data total number. of Respondents are 128 in which 28 members are using online shopping due to price i.e., 21.9%, 71 members are doing online shopping due to convenience and time savings i.e., 55.5%, 13 members are doing online shopping due to Fast shipping i.e., 10.2%, 04 members due to trust i.e., 3.1%, 9 members due to brand conscious i.e., 07%, 03 members due to friend referral i.e., 2.3%

Inference

Majority of the consumer are Respond that they are doing online shopping due to convenience and time savings i.e 55.5%

4.11. Have you ever faced any problem while conducting online shopping

TABLE 4.11 SHOWING THE RESPONDENTS EVER FACED ANY PROBLEM WHILE CONDUCTING ONLINE SHOPPING.

Particulars	No. of Respondents	Percentage of Respondents
Yes	82	64.1%
No	46	35.9%
Total	128	100%

Have you ever faced any problem while conducting online shopping
128 responses

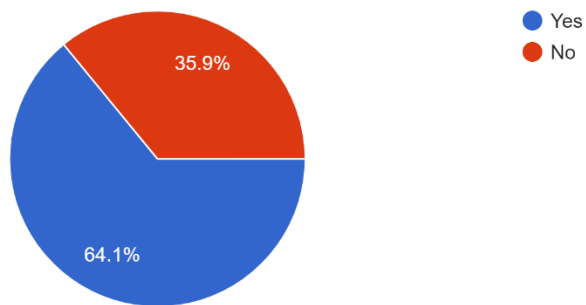


Chart 4.11 Shows the Respondents ever faced any problem while conducting online shopping.

INTERPRETATION

In the above data total number of members are 128 in which 82 members are faced problem while conducting online shopping i.e., 64.1%, and 46 members are not facing any problem while conducting online shopping i.e., 35.9%, According to my Response

Inference

Majority of the consumer are respondents that they facing the problem while they are doing online shopping i.e 64.1%

4.12. If Yes, What kind of Problem

TABLE 4.12 SHOWING THE RESPONDENTS WHAT KIND OF PROBLEM THEY FACED

Particulars	No. of Respondents	Percentage of Respondents
Delay in Deliver	19	14.8%
Cheap Quality of Product	57	44.5%
Product Damage	16	12.5%
Non-Delivery	04	3.1%
Other	32	25%
Total	128	100%

If yes, what kind of problem
128 responses

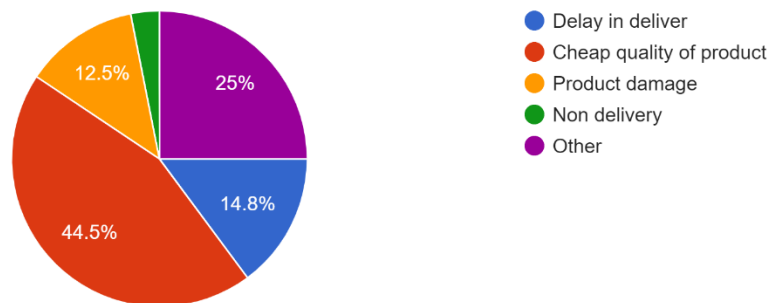


Chart 4.12 Shows the Respondents what kind of problem they faced

INTERPRETATION

In the above data total number of members are 128 in which 19 members are facing problem in delay in deliver i.e., 14.8%, 57 members are facing problem in cheap quality of product i.e., 44.5%, 16 members are facing problem in product damage i.e., 12.5%, 04 members are facing problem in Non-Delivery i.e., 3.1% 32 members are facing other type of problem i.e., 25%.

Inference

Majority of the consumer shows their respondents that what they facing the problem the cheap quality of product i.e 44.5%

4.13. How Often do you use Internet Everyday

TABLE 4.13 SHOWS THE RESPONDENTS HOW OFTEN DO USE INTERNET EVERYDAY

Particulars	No of Respondents	Percentage of Respondents
Less than 1 hr.	13	10.2%
1 – 2 hr.	16	12.5%
2 – 3 hr.	30	23.4%
3 – 4 hr.	17	13.3%
More than 4 hr.	52	40.6%
Total	128	100%

How often do you use internet everyday
128 responses

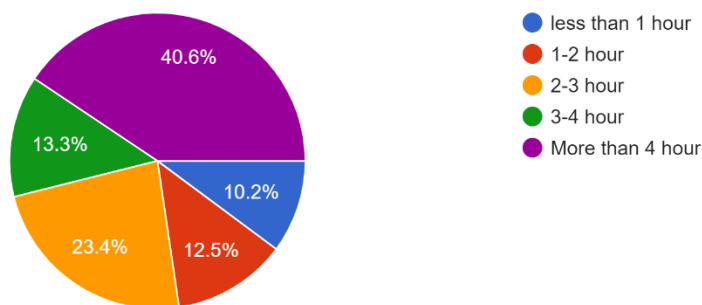


Chart 4.13 Shows the Respondents how often do use internet everyday

INTERPRETATION

In the above data total number. of members are 128 in which 13 members are using the internet less than 1 year i.e., 10.2%, 16 members are using the internet 1 – 2hr. i.e., 12.5% 30 members are using the internet daily 2 – 3hr. i.e.23.4%, 17 members are using the internet daily 3 – 4hr. and 52 members are using the internet daily more than 4 hr. i.e., 40.6%

Inference

Majority of the consumers show the respondents that they often use the internet more than 4hrs. In a day i.e 40.6%

4.14. How would you Describe your Internet Proficiency

TABLE 4.14 SHOWING THE RESPONDENTS WOULD DESCRIBE INTERNET PROFICIENCY

Particulars	No. of Respondents	Percentage of Respondents
Beginner	17	13.3%
Intermediate	71	55.5%
Advance	40	31.3%
Total	128	100%

How would you describe your Internet proficiency

128 responses

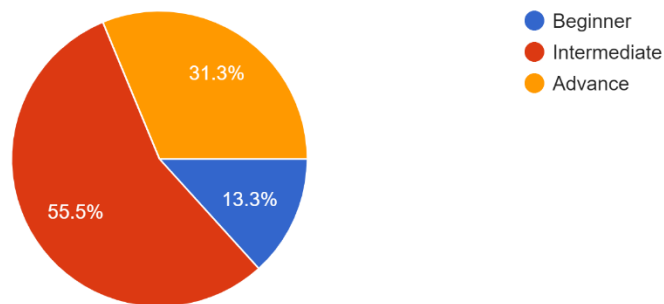


Chart 4.14 Shows the Respondents would describe internet proficiency

INTERPRETATION

In the above data total number. of member are 128 in which 17 are beginners in his internet proficiency i.e., 13.3%, 71 members are Intermediate to using internet proficiency i.e., 55.5%, 40 members are advanced to using Internet proficiency i.e., 31.3%,

Inference

Majority of the members shows that they are intermediate to describe the internet proficiency i.e 55.5%

4.15. How often do you use Internet for Shopping

TABLE 4.15 SHOWING THE RESPONDENTS HOW OFTEN USE INTERNET FOR SHOPPING

Particulars	No. of Respondents	Percentage of Respondents
Daily	13	10.2%
Weakly Once	21	16.4%
Weakly Twice	05	3.9%
Monthly Twice	37	28.9%
Occasionally	52	40.6%
Total	128	100%

How often do you use internet for shopping
128 responses

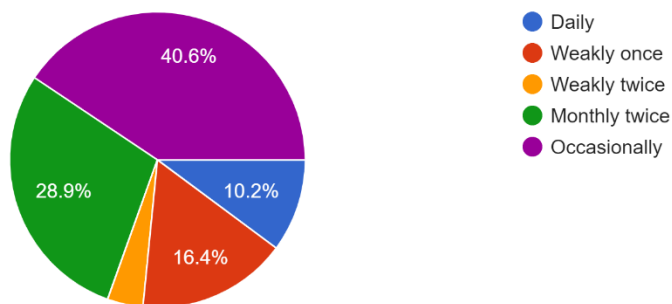


Chart 4.15 Shows the Respondents how often use internet for shopping

INTERPRETATION

In the above data total number. of members are 128 in which 13 members use internet daily for online shopping i.e., 10.2%, 21 members use weakly once internet for shopping i.e., 16.4%, 5 members use internet for online shopping weakly twice i.e., 3.9%, 37 members are using internet for online shopping monthly twice i.e., 28.9%, 52 members use internet for online shopping Occasionally i.e., 40.6%.

Inference

Majority of consumer shows the respondents to often use internet for shopping is occasionally i.e 40.6%

4.16. How much do you think you Involved in the decision-making Process for buying any product at your family level

TABLE 4.16 SHOWING THE RESPONDENTS HOW MUCH INVOLVED IN THE DECISION MAKING PROCESS FOR BUYING ANY PRODUCT AT HIS FAMILY LEVEL

Particulars	No. of Respondents	Percentage of Respondents
Completely	26	20.3%
To a great Extent	42	32.8%
To moderate Extent	47	36.7%
Never	13	10.2%
Total	128	100%

How much do you think you involved in the decision making process for buying any product at your family level.

128 responses

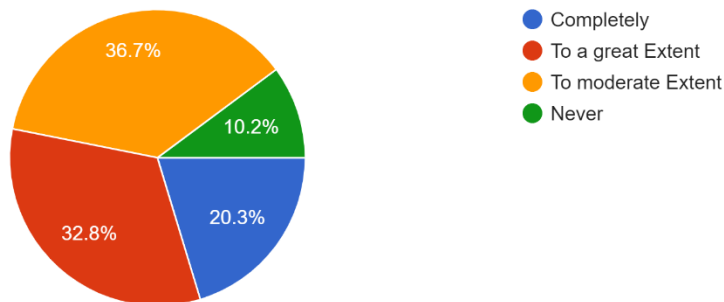


Chart 4.16 shows the respondents how much involved in the decision making process for buying any product at his family level

INTERPRETATION

In the above data the total v. of members who gave the Response is 128 in which 26 members have completely decision-making process for buying any product at his family level i.e., 20.3%. 42 members have a great extent for decision making process for buying any product at his family level i.e., 32.8%, 47 members have to moderate extent in the decision-making process for buying any product at his family level i.e., 36.7% 13 members who have never involved in the decision-making process for buying any product at his family level i.e., 10.2%.

Inference Majority of the members respondents how much involved in the decision making process for buying any product at his family level to moderate extent i.e 36.7%

4.17. If you never had online shopping please specify the reason

TABLE 4.17 SHOWING THE RESPONDENTS EVER HAD ONLINE SHOPPING

Particulars	No. of Respondents	Percentage of Respondents
I don't know about online shopping	04	3.1%
Risk of credit card transaction	33	25.8%
Internet literacy	12	9.4%
Risk of identity theft	10	7.8%
Other reason	69	53.9%
Total	128	100%

If you never had online shopping please specify the reason.

128 responses

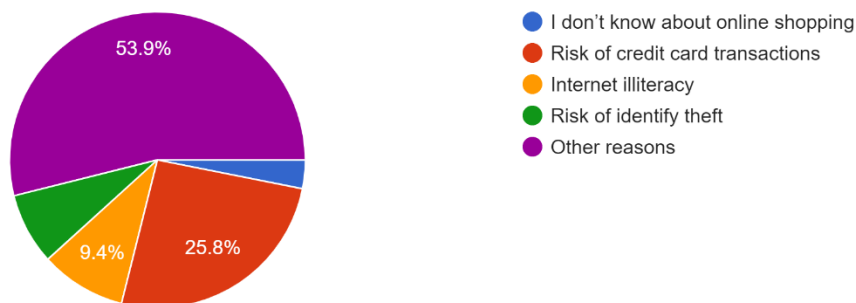


Chart 4.17 Shows the Respondents ever had online shopping

INTERPRETATION

In the above data total number. of respondents, I have 128 in which 04 members who don't know about online shopping i.e., 3.1%. 33 members have getting risk of credit card transaction while doing online shopping i.e., 25.8%, 12 members have internet literacy for online shopping i.e., 9.4%, 10 members who never had online shopping due to risk of identity theft i.e., 7.8%, 69 members never had online shopping due to other reasons i.e., 53.9%.

Inference

Majority of the members Shows the Respondents ever had online shopping for other reason i.e 53.9%

4.18. How often you rely on information available on social media if you have uncertainties regarding a purchase.

TABLE 4.18 SHOWING THE RESPONDENTS RELY ON INFORMATION AVAILABLE ON SOCIAL MEDIA IF THEY HAVE UNCERTAINTIES REGARDING A PURCHASE

Particulars	No. of Respondents	Percentage of Respondents
Always	13	10.2%
Often	26	20.3%
Sometimes	48	37.5%
Seldom	16	12.5%
Rarely	09	07%
Never	16	12.5%
Total	128	100%

How often you rely on information available on social media if you have uncertainties regarding a purchase
128 responses

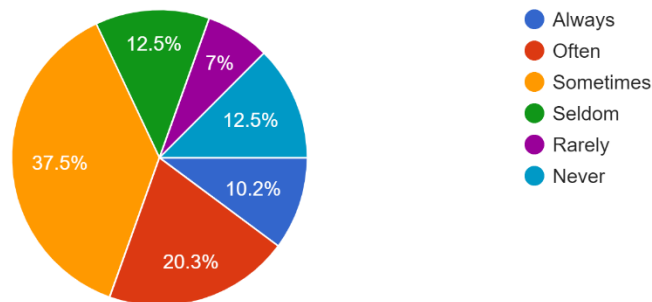


Chart 4.18 Shows the respondents rely on information available on social media if they have uncertainties regarding a purchase

INTERPRETATION

In the above data total no. of Respondents, I have is 128 in which 13 members always who often rely on information available on social media if he has any uncertainties regarding a purchase i.e., 10.2%, 26 members often who rely on information available on social media i.e., 20.3%, 48 members sometimes who get relay information on social media if he gets any uncertainties regarding a purchase i.e., 37.5%, 16 members seldom who rely on information available on social media i.e., 12.5%, 9 members rarely who get information available on social media i.e., 7%, 16 members who get never any information on social media if he have uncertainties regarding a purchase i.e., 12.5%.

Inference

Majority of the member responds that they sometimes rely on information available on social media if they have uncertainties regarding a purchase i.e 37.5%

4.19. Have you changed your initial purchase preference after searching relevant information via social media sites?

TABLE 4.19 SHOWING THE RESPONDENTS CHANGE THEIR INITIAL PREFERENCE AFTER SEARCHING RELEVANT INFORMATION VIA SOCIAL MEDIA SITES

Particulars	No. of Respondents	Percentage of Respondents
Always	12	9.4%
Often	23	18%
Sometimes	61	47.7%
Seldom	05	3.9%
Rarely	12	9.4%
Never	15	11.7%
Total	128	100%

Have you change your initial purchase preference after searching relevant information via Social media sites?

128 responses

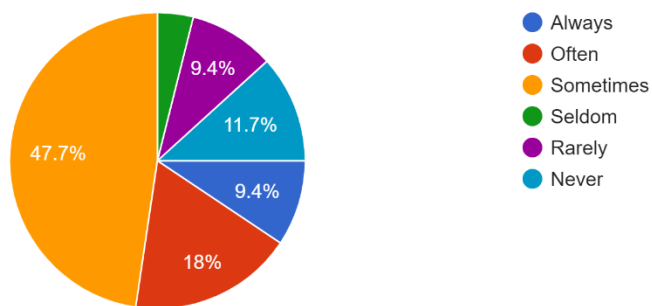


Chart 4.19 Shows the respondents change their initial preference after searching relevant information via social media sites

INTERPRETATION

In the above data total number of respondents, which I collect is 128 in which 12 members always change his initial purchase preference after searching relevant information via social media sites i.e., 9.4%, 23 members often change his decision i.e., 18%, 61 members sometimes change his decision i.e., 47.7%, 5 members seldom change his decision while purchasing i.e. 3.9%, 12 members rarely change his decision while purchasing i.e., 9.4%, 15 members who never change his decision while purchasing i.e., 11.7%.

Inference Majority of the members are showing sometimes they change their initial after searching relevant information via social media sites i.e 47.7%

4.20. Advertisements / Reviews / Blog posts etc. have higher credibility than Advertisements / Editorials / other marketing means on mass media?

TABLE 4.20 SHOWING THE RESPONDENTS HAVE HIGHER CREDIBILITY THAN ADVERTISEMENTS / EDITORIALS / OTHER MAKING MEANS ON MASS MEDIA

Particulars	No. of Respondents	Percentage of Respondents
Strongly Agree	35	27.3%
Agree	58	45.3%
Neutral	26	20.3%
Disagree	04	3.1%
Strongly Disagree	05	3.9%
Total	128	100%

Advertisements / Reviews / Blog posts etc. have higher credibility than Advertisements / editorials / Other marketing means on mass media ?

128 responses

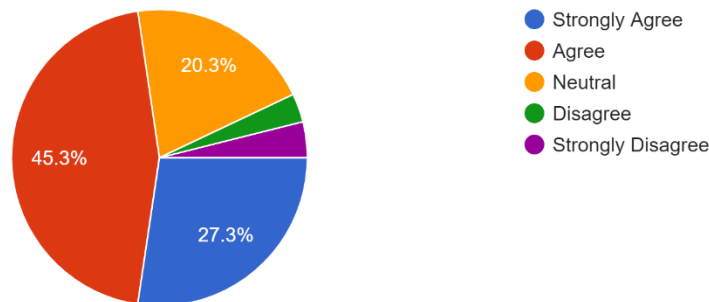


Chart 4.20 Shows the Respondents have higher credibility than Advertisements / editorials / other marketing means on mass media

INTERPRETATION

In the above data total number of respondents which I collect is 128 in which 35 consumers strongly agree that Advertisements / Reviews / Blog posts etc. have higher credibility than Advertisements / Editorials / other marketing means i.e., 27.3%, 58 members get agree with this i.e., 45.3%, 26 members are neutral on this statement i.e., 20.3%, 4 members are getting disagree with this statement i.e., 3.1% and 5 members are getting strongly opposed i.e., 3.9%.

Inference

Majority of members are agree to show the Respondents have higher credibility than Advertisements / editorials / other marketing means on mass media i.e 45.3%

4.21. Which according to you have highest media potential

TABLE 4.21 SHOWS THE RESPONDENTS HAVE HIGHEST MEDIA POTENTIAL

Particulars	No. of Respondents	Percentage of Respondents
Social media	101	78.9%
Print media	09	07%
Television ads	11	8.6%
Radio	00	00%
In person media	07	5.5%
Total	128	100%

Which according to you have highest media potential

128 responses

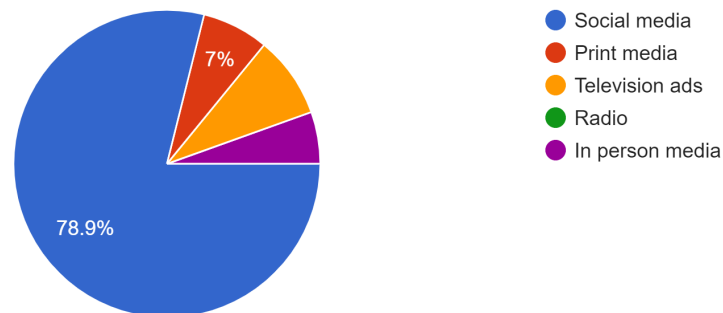


Chart 4.21 Shows the Respondents have highest media potential

INTERPRETATION

In the above data total number of responds which I collect is 128 in which 101 members are getting privilege to social media to get highest media potential i.e., 78.9%, 9 members giving to print media highest media potential i.e., 7%, 11 members giving in the favour of television media to highest media potential i.e., 8.6%, no one getting respond on radio and 7 members getting respond in person media i.e., 5.5%.

Inference

Majority of the members are getting responds that social media have highest media potential i.e 78.9%

CHAPTER-5

FINDINGS,SUGGESTIONS AND CONCLUSION

5.1 Findings

I find that 93% of all marketers indicated that their social media efforts have generated more exposure to their business, increased traffic was the second major benefit, with 87% reporting positive results.

- ☐ Majority of the respondents are between 20-30 years old i.e 75%
- ☐ Majority of the respondents are Male i.e 78.9%
- ☐ Majority of the respondents are Unmarried i.e 77.3%
- ☐ Majority of the respondents are Post graduate i.e 45.3%
- ☐ Majority of the respondents are students i.e 43.8%
- ☐ Majority of the respondents are Bellow - 2,00,000 i.e 60.2%
- ☐ Majority of the respondents are doing online shopping i.e 98.4%
- ☐ Majority of the respondents are doing online shopping is monthly once i.e 31.7%
- ☐ Majority of the consumer responds that they are doing online shopping for more than 2-5years i.e 39.8%
- ☐ Majority of the consumer are Respond that they are doing online shopping due to convenience and time savings i.e 55.5%
- ☐ Majority of the consumer are respondents that they facing the problem while they are doing online shopping i.e 64.1%
- ☐ Majority of the consumer shows their respondents that what they facing the problem the cheap quality of product i.e 44.5%
- ☐ Majority of the consumers show the respondents that they often use the internet more than 4hrs. In a day i.e 40.6%
- ☐ Majority of the members shows that they are intermediate to describe the internet proficiency i.e 55.5%
- ☐ Majority of consumer shows the respondents to often use internet for shopping is occasionally i.e 40.6%
- ☐ Majority of the members respondents how much involved in the decision making process for buying any product at his family level to moderate extent i.e 36.7%
- ☐ Majority of the members Shows the Respondents ever had online shopping for other reason i.e 53.9%
- ☐ Majority of the member responds that they sometimes rely on information available on social media if they have uncertainties regarding a purchase i.e 37.5%
- ☐ Majority of the members are showing sometimes they change their initial after searching relevant information via social media sites i.e 47.7%

- ❑ Majority of members are agree to show the Respondents have higher credibility than Advertisements / editorials / other marketing means on mass media i.e 45.3%
- ❑ Majority of the members are getting responds that social media have highest media potential i.e 78.9%

5.2 Suggestion

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. 52% of social media marketers believe social media positively influences their companies revenue and sales.

- ❑ Identify the right social media channel
- ❑ Make the most of live videos
- ❑ Create your brand story
- ❑ Leverage user-Generated content
- ❑ Use social friendly images
- ❑ Use instagram for posting ads
- ❑ Use relevant Hashtags
- ❑ Utilize the power of employee advocacy
- ❑ Get your timing right

5.3 CONCLUSION

Social media is creating a great influence on the business all around the globe. From creating a clear image of their brands by sharing their pages on social platforms. Social media also suggests the customer liked products through various Data Analytics and Data Science technology. People follow brand pages on social media to get notification. Social media is not an option but a necessity of modern business. Hence, the new social media marketing creates a lot of opportunities for new businesses and challenges to get customer space. And Social Media is occupying or shifting the traditional way of marketing to Digital advertisements of businesses and their products.

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APPENDIX I (QUESTIONNAIRE)

QUESTIONNAIRE

Personal Profile

1. Name.

2. Age.

(a) Below – 20

(b) 20 – 30

(c) 30 – 40

(d) 40 – Above

3. Gender.

(a) Male

(b) Female

4. Marital Status.

(a) Married

(b) Un Married

5. Qualification.

(a) High School

(b) Undergraduate

(c) Post Graduate

(d) PHD & Above

(e) Other

6. Occupation.

(a) Employed

(b) Un Employed

(c) Self Employed

(d) Student

(e) Other

7. Annual Income.

(a) Bellow – 2,00,000

(b) 2,00,000 – 4,00,000

(c) 4,00,000 – 6,00,000

(d) 6,00,000 – Above

8. Have you ever had online shopping?

(a) yes

(b) no

9. How often you do online shopping.

(a) Monthly Once

(b) Monthly twice

(c) Six Month

(d) Yearly

(e) Occasionally

10. For how long have you been shopping online?

(a) Less than one year

(b) 2 – 5 years

(c) More than 5 years

11. The main objective of using online shopping according to you is.

(a) Price

(b) Convenience & Time savings

(c) Fast shipping

(d) Trust

(e) Brand conscious

(f) Friend referral

12. Have you ever faced any problem while conducting online shopping?

(a) Yes

(b) No

13. If yes, what kind of problem

- (a) Delay in deliver
- (b) Cheap quality of product
- (c) Product damage
- (d) Non delivery
- (e) Other

14. How often do you use internet everyday

- (a) Less than – 1 hr.
- (b) 1 – 2 hr.
- (c) 2 - 3 hr.
- (d) 3 – 4 hr.
- (e) 4 – more than

15. How would you describe your internet proficiency

- (a) Beginner
- (b) Intermediate
- (c) Advance

16. How often do you use internet for shopping

- (a) Daily
- (b) Weakly once
- (c) Weakly twice
- (d) Monthly twice
- (e) Occasionally

17. How much do you think you involved in the decision-making process for buying any product at your family level

- (a) Completely
- (b) To a great extent
- (c) To moderate extent
- (d) Never

18. If you never had online shopping please specify the reason.

- (a) I don't know about online shopping
- (b) Risk of credit card transactions
- (c) Internet literacy
- (d) Risk of identity theft
- (e) Other reasons

19. How often you rely on information available on social media if you have uncertainties regarding a purchase.

- (a) Always
- (b) Often
- (c) Sometimes
- (d) Seldom
- (e) Rarely
- (e) Never

20. Have you changed your initial purchase preference after searching relevant information via social media sites?

- (a) Always
- (b) Often
- (c) Sometimes
- (d) Seldom
- (e) Rarely
- (f) Never

21. Advertisements / Reviews / Blog Posts etc. have higher credibility than Advertisements / Editorials / other marketing means on mass media?

- (a) Strongly Agree
- (b) Agree
- (c) Neutral
- (d) Disagree
- (e) Strongly disagree

22. Which according to you have highest media potential

- | | |
|---------------------|-----------------|
| (a) Social media | (b) Print media |
| (c) Television ads | (d) Radio |
| (e) In person media | |

23. please select to your level of agreement to the following question

i. Shopping on the internet saves time.

- | | |
|-----------------------|--------------|
| (a) Strongly Agree | (b) Agree |
| (c) neutral | (d) Disagree |
| (e) Strongly Disagree | |

ii. I prefer traditional/conventional shopping over online shopping.

- | | |
|-----------------------|--------------|
| (a) Strongly Agree | (b) Agree |
| (c) neutral | (d) Disagree |
| (e) Strongly Disagree | |

iii. Online shopping is risky

- | | |
|-----------------------|--------------|
| (a) Strongly Agree | (b) Agree |
| (c) neutral | (d) Disagree |
| (e) Strongly Disagree | |

iv. Online shopping will eventually suppress traditional shopping

- | | |
|-----------------------|--------------|
| (a) Strongly Agree | (b) Agree |
| (c) neutral | (d) Disagree |
| (e) Strongly Disagree | |

v. Highly time-consuming process for delivery of products and services

- | | |
|-----------------------|--------------|
| (a) Strongly Agree | (b) Agree |
| (c) neutral | (d) Disagree |
| (e) Strongly Disagree | |

vi. Filtering of goods available on the internet is tedious

- | | |
|-----------------------|--------------|
| (a) Strongly Agree | (b) Agree |
| (c) neutral | (d) Disagree |
| (e) Strongly Disagree | |

vii. The description of the products mentioned on the websites are very accurate

- | | |
|-----------------------|--------------|
| (a) Strongly Agree | (b) Agree |
| (c) neutral | (d) Disagree |
| (e) Strongly Disagree | |

viii. The information given about the product mentioned on the site is sufficient

- (a) Strongly Agree
- (b) Agree
- (c) neutral
- (d) Disagree
- (e) Strongly Disagree

ix. Online shopping is as secure as traditional shopping

- (a) Strongly Agree
- (b) Agree
- (c) neutral
- (d) Disagree
- (e) Strongly Disagree

x. E-Commerce reduces the monetary cost in comparison to traditional shopping

- (a) Strongly Agree
- (b) Agree
- (c) neutral
- (d) Disagree
- (e) Strongly Disagree

xi. Necessity of having a bank account or credit cards creates difficulty

- (a) Strongly Agree
- (b) Agree
- (c) neutral
- (d) Disagree
- (e) Strongly Disagree

xii. I prefer cash on delivery over online payment

- (a) Strongly Agree
- (b) Agree
- (c) neutral
- (d) Disagree
- (e) Strongly Disagree

xiii. I will purchase only if there is provision of home delivery

- (a) Strongly Agree
- (b) Agree
- (c) neutral
- (d) Disagree
- (e) Strongly Disagree

xiv. Online shopping infrastructure in India is underdeveloped

- (a) Strongly Agree
- (b) Agree
- (c) neutral
- (d) Disagree
- (e) Strongly Disagree

24. how important are each of the following factors in refraining you from shopping on the internet

i. Risk of credit/debit transactions

- | | |
|----------------------|---------------|
| (a) Highly satisfied | (b) Satisfied |
| (c) Neutral | (d) Disagree |
| (e) Highly disagree | |

ii. Risk of losing privacy

- | | |
|----------------------|---------------|
| (a) Highly satisfied | (b) Satisfied |
| (c) Neutral | (d) Disagree |
| (e) Highly disagree | |

iii. Risk of identity theft

- | | |
|----------------------|---------------|
| (a) Highly satisfied | (b) Satisfied |
| (c) Neutral | (d) Disagree |
| (e) Highly disagree | |

iv. Waiting to receive the product

- | | |
|----------------------|---------------|
| (a) Highly satisfied | (b) Satisfied |
| (c) Neutral | (d) Disagree |
| (e) Highly disagree | |

v. Difficulty in returning products /items

- | | |
|----------------------|---------------|
| (a) Highly satisfied | (b) Satisfied |
| (c) Neutral | (d) Disagree |
| (e) Highly disagree | |

vi. Not being able to identify product quality

- | | |
|----------------------|---------------|
| (a) Highly satisfied | (b) Satisfied |
| (c) Neutral | (d) Disagree |
| (e) Highly disagree | |

vii. Risk of not getting what I paid for

- | | |
|----------------------|---------------|
| (a) Highly satisfied | (b) Satisfied |
| (c) Neutral | (d) Disagree |
| (e) Highly disagree | |

viii. Not skilful with internet

- | | |
|----------------------|---------------|
| (a) Highly satisfied | (b) Satisfied |
| (c) Neutral | (d) Disagree |
| (e) Highly disagree | |

ix. Lack of trust worthless of vendors

(a) Highly satisfied

(b) Satisfied

(c) Neutral

(d) Disagree

(e) Highly disagree

x. Complex compared to traditional shopping

(a) Highly satisfied

(b) Satisfied

(c) Neutral

(d) Disagree

(e) Highly disagree

xi. More expensive than retail store

(a) Highly satisfied

(b) Satisfied

(c) Neutral

(d) Disagree

(e) Highly disagree

IJCRT.ORG**ISSN : 2320-2882****INTERNATIONAL JOURNAL OF CREATIVE
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**A STUDY ON IMPACT OF SOCIAL MEDIA IN
MARKETING****MD.ALI HASSAN, MBA student, School of Business Administration, Sathyabama Institute of
Science and Technology Chennai, India****Dr. Bhuvaneshwari. G, MBA., Ph.D**, Professor, School of Business Administration, Sathyabama Institute
of Science And Technology ,Chennai, India**ABSTRACT**

Social media marketing is a new trend and the most successful among all the types of marketing tools. For a business to succeed, Advertisement should reach maximum users and create a full clear and visible image of its brand. No doubt, Social media marketing is the most cost-effective advertising strategy. Most social networking platforms provide free accounts and signup and some online advertising tools come with some cost. On the other hand, the return is much more than investment, in case of social media advertising. Only by investing a little money and time, anyone can greatly maximize and increase conversion rate and get high return on investment for the money invested in advertising.

The main aim of this study is to examine how social media marketing will affect the final decisions and behavior of the consumer who spend their maximum time on social networking platforms and forecast relationships among various consumer activities, marketing activities and choice with the behavior of the consumer.

Social media marketing is emerging continuously to satisfy the basic needs of website users and on the other side it also has increased the opportunities for companies to advertise their products and services in personalized way. The previous record shows that social media has contributed greatly in changing consumer behavior and organizations got to know about the customer behavior.

Social media marketing has changed the marketing structure of the place where the goods are sold and purchased online. Social media marketing has significantly changed the way of thinking of the consumer and the organizations should not ignore social media marketing.

Keywords: social media marketing, brand, publication, product, price

1.INTRODUCTION

For any Organization, the most valuable as it is its brand and the modern organization should realize that capitalizing on brand can help achieve growth, profitability objective and sustainability. Along with incessant globalization social media has emerged as the best platform for Advertising and Marketing for companies. It increased the visibility of services and products.

For every businessman the only aim is how various marketing tools and techniques can increase the number of selling services and products. The main aim of the study is to inspect how social media marketing will affect the final consumer behavior in the middle of persons who mostly use social media websites and also to find out the divine relationships among various social media marketing campaigns, customer activities and behavior of the consumer.

The Social media has changed the entire structure as to where the goods should be sold and where to purchase online. It plays a very important part in modern day advertisement by describing attributes and possible roles for marketing planning, recognizing various marketing tools and techniques. Not only that social media is changing the mind of consumer behavior but also to a great extent used for direct marketing and as a tool for personalized goods.

Social media like Facebook, Twitter, YouTube and Instagram are dynamic tools that facilitate online relationships. It is a relatively low-cost form of marketing and allows organizations to engage direct and end-user contact. The choice of social media marketing organization creates an influential impact of brands by recommending personalized consumer choice. Brands influence customers, customers influence other customers and the chain continues which further affects future earnings of the organization and long-term organizational sustainability.

In this fast-growing world, all ones have busy schedules, so for the customer it is difficult to spend time on purchasing goods or services. Nowadays users are collecting information from different sites and platforms Online without wasting time and labor. And social media marketing is not only useful for customers, in that it provides information about the company but also provides information of the customer's choice to the company. Every social media tool tries to build an image of the company's brands and goods. So, we can say that consumers can change their mind for purchasing any good or service by social media marketing and taking the goods or services online.

RESEARCH OBJECTIVE

- To study the present estimation of E-Commerce in India.
- To check out the blockade of E-Commerce in India.
- To discuss the future of E-Commerce in India.
- To study the growth of the E-Commerce industry in India along with the factors responsible for it.

2. REVIEW OF LITERATURE

Bikhchandani et al., (1998)

In their research describes whether or not shoppers shall purchase a product and whether or not they suggest a product to others. These are usually used as limitations for purchase intention. The study further reveals the result of knowledge rapids on social media by different product attributes is unconditional with different involvement strengths by shoppers. It is complete that the shoppers try to show totally different levels of participation in different circumstances wherever they face with brand buying and recommending to others.

Manju Ahuja et al., (2003)

In their article, targeted on look over 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 inquire about 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 the 1 most effective factor that influences buying behavior of customers.

Muhammad Shafiqul et al., (2004)

In the analysis, the researchers concentrated on finding the relationship of Social Media and buying behavior of customers. The study elaborates the students of academic institutes of Karachi. Around two hundred and sixty questionnaires were replied by the students. The study finds that there is no strong connection between Customer Buying behavior and Social Media.

Ramsunder (2011)

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

Raghuramlyengar et al., (2012)

Examine in Korea, how friends instigate sell out through Social Network. Their study concentrates on two important questions, the first question is "Is there any influence by friends on purchases by consumers in social media networks", the second question is "if there is such an examination which consumers are pompous". To reinforce the analysis, sample data was obtained from social networking website Cyworld. Sample data of 208 users of Cyworld for ten weeks of buy and non-buying data was collected. The researchers build a model on the agreement of buying and non-buying and also with the amount spent. Markov chain Monte Carlo technique and Bayesian approach is used to access the model. The results advisable that there are three different classification of consumers with different buying behavior.

Mir et al., (2012)

Thousands of web newsgroups and chat rooms influence the purchase decision of shoppers. The image of the brand increases when many users provide positive opinions about the brand.

Dhegiha et al., (2013)

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

TeenaBagga et al., (2013)

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

RESEARCH METHODOLOGY

Research design: in the current research, mostly qualitative primary data collected through oral interviews with various types of customers through questionnaires which are pre coded and pre tested nearby areas; Whereas some secondary data is also collected through Social Media, Journals and Literature reviews.

Sampling design: In the current research, mostly qualitative primary data collected through online questionnaires with various types of customers through questionnaire which is pre coded and pre tested contacts; whereas secondary data gather among many Social Websites, many Literature Review, National, International Journals and many Thesis.

The questionnaire is divided into four parts which are as follows:

First part: The questions which are designed for customers are starting with the personal information of the customers that is Name of customer, Age, Gender, Education, Occupation etc.

Second part: The second part of the questions are related to internet users or mobile users who are using the internet on mobile.

Third Part: The third part of the questions are related to the information about social media marketing and how consumers are using social websites which are doing marketing for buying purposes.

Fourth Part: The last fourth part shows the suggestions given by the customers.

Sample size: The survey will be conducted on the basis of sampling methods. The total population Is 2000 customers. The researcher is going to develop sample design, the researcher will be collecting the information from 200 customers that is 10% of the population were selected for the present study in Bihar city, Other than Bihar city and village areas in Bihar city.

Period of study:

The study was conducted for a period of three months from January 2021 - March 2021.

Source of data collected:

In the current research, mostly qualitative primary data collected through online questionnaires with various types of customers through questionnaire which is pre coded and pre tested contacts; whereas secondary data collected among many Social Websites, many Literature Review, National, International Journals and many Thesis.

Primary Data: Primary data is known as firsthand information in order to find out the solution of a specific problem. Primary data is assembled from its primary sources i.e., the source of the place where the data is produced. It is the first time collected by its investigator for statistical analysis.

Secondary data: Secondary data are the data that are in authentic existence, in records, having been already collected and also treated statistically. In short, it is the data that have been already collected, presented, tabulated and located with analytical data that have been collected by some agencies, government departments and research workers. It can come by from records, books, government publications and journals.

Utmost care has been taken by the researcher while collecting the data from the various sources

Methods of collection of data: It is an approach of data collection where we select the units for data through some tools or methods. In the wide sense, we can classify the methods of collection in two techniques for data collection procedure:

1. Census technique.
2. Sample technique.

Data plays an important role in research. Facts, information or premises accurately assembled and formally presented for the coming and for the purpose of drawing conclusions may be called data. For the intention of creating relationships between variables statistical information is being collected, then formatted and then presented and so should be added in the data.

Mostly there are two ways to collect data as popularly known as primary and secondary data. So, data can be assembled through two different sources that is Primary that is first hand and Secondary data which is already published.

4. Data analysis and interpretation:**Tool used:**

1. CHI-SQUARE TEST
2. ANOVA

For the purpose of various analyses simple data descriptive statistical methods will be used. Charts and diagrams will be used to emphasize and highlight growth of impact of social media. In accretion to this, the statistical tools such as tabulation, charts, measures of dispersion, ANOVA, Chi-square tests will be utilized by the researcher.

CHI-SQUARE TEST:

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

The Question is on level of agreement for the following questions :						
OBSERVED VALUES						
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	TOTAL
Shopping on internet saves time	65	49	4	4	6	128
I prefer traditional/conventional shopping over online shopping.	16	64	34	13	1	128
Online shopping is risky	21	50	32	24	1	128
Online shopping will eventually suppress traditional shopping	25	64	29	9	1	128
Highly time consuming process for delivery of products and services	15	63	31	17	2	128
Filtering of goods available on the internet is tedious	27	56	28	15	2	128
The description of the products mentioned on the websites are very accurate	16	57	32	15	8	128
The information given about the product mentioned on the site is sufficient	15	66	28	17	2	128
Online shopping is as secure as traditional shopping	18	55	34	16	5	128
E-Commerce reduces the monetary cost in comparison to traditional shopping	20	74	24	6	4	128
Necessity of having a bank account or credit cards creates difficulty	24	57	26	16	5	128
I prefer cash on delivery over online payment	30	56	28	13	1	128
I will purchase only if there is provision of home delivery	49	54	20	4	1	128
Online shopping infrastructure in India is underdeveloped	30	54	31	9	4	128
TOTAL	371	819	381	178	43	1792
EXPECTED VALUES						
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	TOTAL
Shopping on internet saves time	26.5	58.5	27.21	12.71	3.07	128
I prefer traditional/conventional shopping over online shopping.	26.5	58.5	27.21	12.71	3.07	128
Online shopping is risky	26.5	58.5	27.21	12.71	3.07	128
Online shopping will eventually suppress traditional shopping	26.5	58.5	27.21	12.71	3.07	128
Highly time consuming process for delivery of products and services	26.5	58.5	27.21	12.71	3.07	128
Filtering of goods available on the internet is tedious	26.5	58.5	27.21	12.71	3.07	128
The description of the products mentioned on the websites are very accurate	26.5	58.5	27.21	12.71	3.07	128
The information given about the product mentioned on the site is sufficient	26.5	58.5	27.21	12.71	3.07	128
Online shopping is as secure as traditional shopping	26.5	58.5	27.21	12.71	3.07	128
E-Commerce reduces the monetary cost in comparison to traditional shopping	26.5	58.5	27.21	12.71	3.07	128
Necessity of having a bank account or credit cards creates difficulty	26.5	58.5	27.21	12.71	3.07	128
I prefer cash on delivery over online payment	26.5	58.5	27.21	12.71	3.07	128
I will purchase only if there is provision of home delivery	26.5	58.5	27.21	12.71	3.07	128
Online shopping infrastructure in India is underdeveloped	26.5	58.5	27.21	12.71	3.07	128
TOTAL	371	819	381	178	43	1792
X ² Value						
P = 0						

The result of the ‘Pearson Chi-Square’ says that ‘P=0’ indicates a significant relationship between all the variables like Shopping on the Internet saves time, Online Shopping is Risky, etc.

ANOVA:

In stats we mostly want to get information if the mean of two popular people is equal. To answer this, we need to use Anova (analysis of variance). It is a particular variety of statistical hypothesis testing mostly utilized in the analysis of experimental data. In the typical application of Anova (analysis of variance), the Hypothesis which is Null is that all groups are simply random samples of the same population. The wording of Anova (analysis of variance) is the synthesis of different types ideas and it is always used for various purposes and implement it.

The Question is on level of agreement for the following questions :					
	OBSERVED VALUES				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Shopping on internet saves time	65	49	4	4	6
I prefer traditional/conventional shopping over online shopping.	16	64	34	13	1
Online shopping is risky	21	50	32	24	1
Online shopping will eventually suppress traditional shopping	25	64	29	9	1
Highly time consuming process for delivery of products and services	15	63	31	17	2
Filtering of goods available on the internet is tedious	27	56	28	15	2
The description of the products mentioned on the websites are very accurate	16	57	32	15	8
The information given about the product mentioned on the site is sufficient	15	66	28	17	2
Online shopping is as secure as traditional shopping	18	55	34	16	5
E-Commerce reduces the monetary cost in comparison to traditional shopping	20	74	24	6	4
Necessity of having a bank account or credit cards creates difficulty	24	57	26	16	5
I prefer cash on delivery over online payment	30	56	28	13	1
I will purchase only if there is provision of home delivery	49	54	20	4	1
Online shopping infrastructure in India is underdeveloped	30	54	31	9	4
Anova: Two-Factor With Replication					
SUMMARY	Strongly Agree	Agree	Neutral	Disagree	Total
<i>Shopping on internet saves time</i>					
Count	1	1	1	1	5
Sum	65	49	4	4	128
Average	65	49	4	4	25.6
					854.3
<i>I prefer traditional/conventional shopping over online shopping.</i>					
Count	1	1	1	1	5
Sum	16	64	34	13	128
Average	16	64	34	13	25.6
					600.3
<i>Online shopping is risky</i>					
Count	1	1	1	1	5
Sum	21	50	32	24	128
Average	21	50	32	24	25.6
					318.3
<i>Online shopping will eventually suppress traditional shopping</i>					
Count	1	1	1	1	5
Sum	25	64	29	9	128
Average	25	64	29	9	25.6
					591.8

<i>Highly time consuming process for delivery of products and services</i>						
Count	1	1	1	1	1	5
Sum	15	63	31	17	2	128
Average	15	63	31	17	2	25.6
						542.8
<i>Filtering of goods available on the internet is tedious</i>						
Count	1	1	1	1	1	5
Sum	27	56	28	15	2	128
Average	27	56	28	15	2	25.6
						400.3
<i>description of the products mentioned on the websites are very accurate</i>						
Count	1	1	1	1	1	5
Sum	16	57	32	15	8	128
Average	16	57	32	15	8	25.6
						385.3
<i>The information given about the product mentioned on the site is sufficient</i>						
Count	1	1	1	1	1	5
Sum	15	66	28	17	2	128
Average	15	66	28	17	2	25.6
						595.3
<i>Online shopping is as secure as traditional shopping</i>						
Count	1	1	1	1	1	5
Sum	18	55	34	16	5	128
Average	18	55	34	16	5	25.6
						377.3
<i>Online commerce reduces the monetary cost in comparison to traditional shopping</i>						
Count	1	1	1	1	1	5
Sum	20	74	24	6	4	128
Average	20	74	24	6	4	25.6
						806.8
<i>Necessity of having a bank account or credit cards creates difficulty</i>						
Count	1	1	1	1	1	5
Sum	24	57	26	16	5	128
Average	24	57	26	16	5	25.6
						376.3
<i>I prefer cash on delivery over online payment</i>						
Count	1	1	1	1	1	5
Sum	30	56	28	13	1	128
Average	30	56	28	13	1	25.6
						428.3
<i>I will purchase only if there is provision of home delivery</i>						
Count	1	1	1	1	1	5
Sum	49	54	20	4	1	128
Average	49	54	20	4	1	25.6
						614.3
<i>Online shopping infrastructure in India is underdeveloped</i>						
Count	1	1	1	1	1	5
Sum	30	54	31	9	4	128
Average	30	54	31	9	4	25.6
						399.3
<i>Total</i>						
Count	14	14	14	14	14	
Sum	371	819	361	178	43	
Average	26.5	58.5	27.21428571	12.71428571	3.071428571	
Variance	203.9615385	46.88461538	59.56593407	32.37362637	5.148351648	

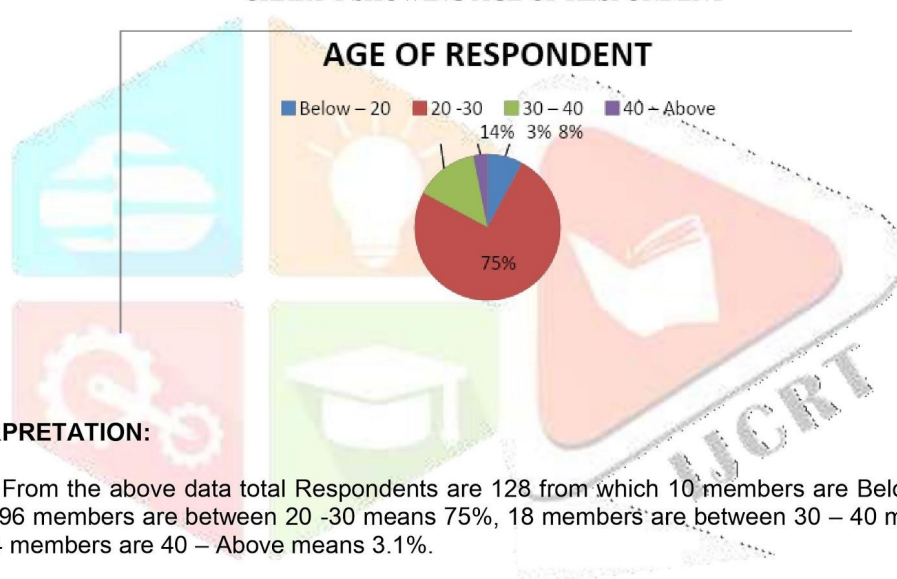
5. FINDINGS OF THE STUDY

For this research following hypothesis testing has been done and below are the results in tables and charts.

1.The Respondents of age:

Particulars	No. of Respondents	Percentage of Respondents
Below – 20	10	7.8%
20 -30	96	75%
30 – 40	18	14.1%
40 – Above	04	3.1%
Total	128	100%

CHART 1 SHOWING AGE OF RESPONDENT



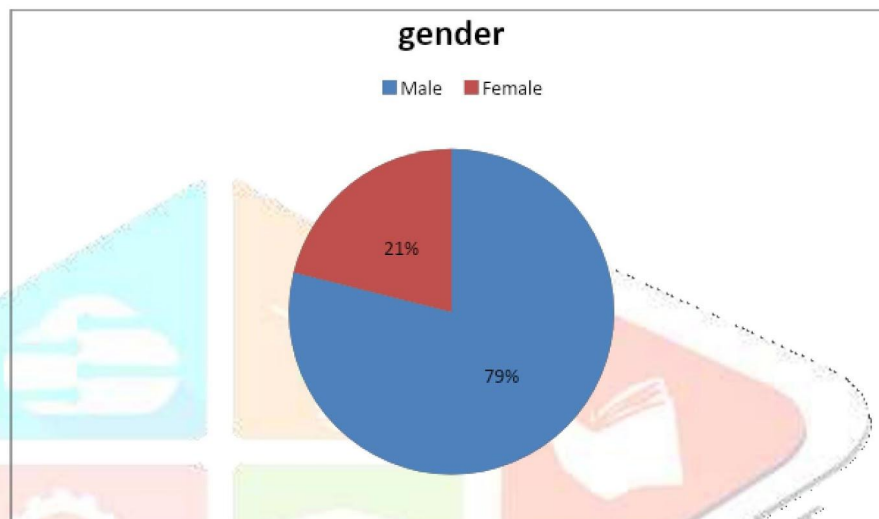
INTERPRETATION:

From the above data total Respondents are 128 from which 10 members are Below 20 means 7.8%, 96 members are between 20 -30 means 75%, 18 members are between 30 – 40 means 14.1%, and 04 members are 40 – Above means 3.1%.

In the above respondents maximum no. of members are between 20 – 30 and the minimum no. of members are 40 & Above.

2. Respondents of the gender:

Particulars	No. of Respondents	Percentage of Respondents
Male	101	78.9%
Female	27	21.1%
Total	128	100%

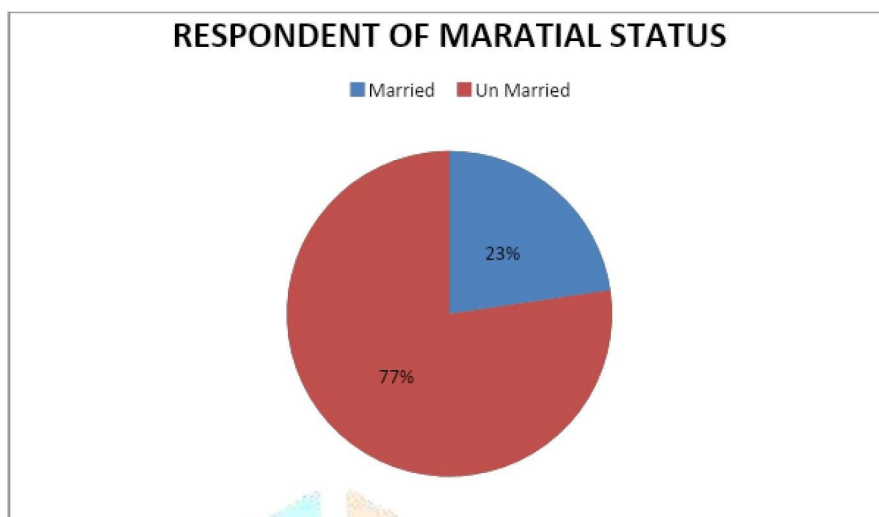
CHART 2 SHOWING GENDER**INTERPRETATION:**

From the above data total respondents are 128 from which 78.9% are the respondents are men and the 21.1% are Women.

In the above Respondents 78.9% is Male and the 21.1% is Female

3. Respondents of Marital Status

Particulars	No. of Respondents	Percentage of Respondents
Married	29	22.7%
Un Married	99	77.3%
Total	128	100%

**INTERPRETATION:**

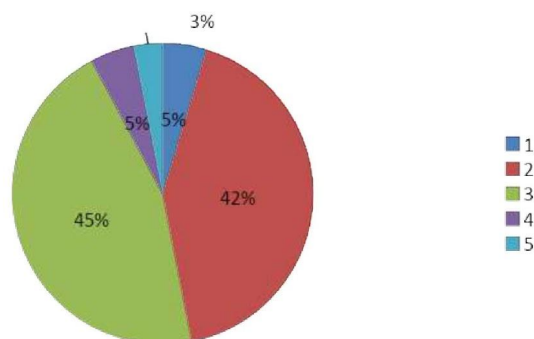
From the above data total respondents are 128 from which 77.3% are the Respondents are Married & 22.7% are Un Married

In the above Respondents Maximum no. of Members is Unmarried i.e., 77.3%; and the 22.7% are Married

4. Respondents of Qualification

Particulars	No. of Respondents	Percentage of the Respondents
High School	06	4.7%
Undergraduate	54	42.2%
Post Graduate	58	45.3%
PhD & Above	06	4.7%
Other	04	3.1%
Total	128	100%

RESPONDENT OF QUALIFICATION



INTERPRETATION

From the above data total Respondents are 128 from which 58 members i.e., 45.3% are Post Graduate, 54 members i.e., 42.2% are Under Graduate, 06 members i.e., 4.7% are High School, also 06 member i.e., 4.7% are PhD & Above and the 04 members i.e., 3.1% are others.

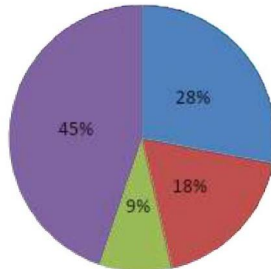
In the above data maximum no. of Respondents are Post Graduate i.e., 45.3% and the minimum no. is others i.e., 3.1%.

5. Respondent of Occupation

Particulars	No. of Respondents	Percentage of Respondents
Employed	35	27.3%
Un Employed	23	18%
Self Employed	11	8.6%
Students	56	43.8%
Others	03	2.3%
Total	128	100%

RESPONDENT OF OCCUPATION

■ Employed ■ Un Employed ■ Self Employed ■ Students



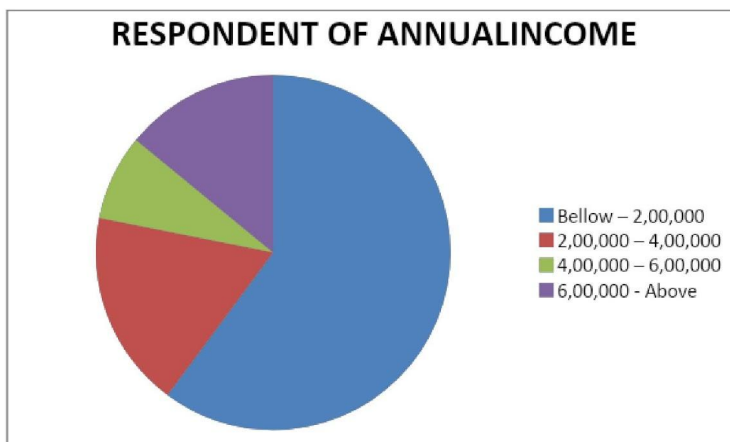
INTERPRETATION.

From the above data total respondent are 128 from which 35 is Employed i.e., 27.3%, 23 are Un Employed means 18%, 11 members is Self Employed i.e., 8.6%, 56 is Student i.e., 43.8%, and the others 03 i.e., 2.3%.

In the above data maximum no. of Respondents are students i.e., 43.8% and the minimum no. is Others i.e., 2.3%.

6. Respondent of Annual Income

Particulars	No. of respondents	Percentage of Respondents
Bellow – 2,00,000	77	60.2%
2,00,000 – 4,00,000	23	18%
4,00,000 – 6,00,000	10	7.8%
6,00,000 - Above	18	14%
Total	128	100%



INTERPRETATION

In the above data total no. of Respondents are 128 from which 77 members are Bellow – 2,00,000 i.e., 60.2 %, 23 are Between 2,00,000 – 4,00,000 i.e., 18%, 10 members are in Between 4,00,000 – 6,00,000 i.e., 7.8%, 18 members are 6,00,000 – Above i.e., 14%

In the above data maximum, no of Respondents are between Bellow – 2,00,000 i.e., 60.2% and the minimum no of the respondents are 6,00,000 – Above i.e., 14%.

6.CONCLUSION

Social media is creating a great influence on the business all around the globe. From creating a clear image of their brands by sharing their pages on social platforms. Social media also suggests the customer liked products through various Data Analytics and Data Science technology. People follow brand pages on social media to get notification. Social media is not an option but a necessity of modern business. Hence, the new social media marketing creates a lot of opportunities for new businesses and challenges to get customer space. And Social Media is occupying or shifting the traditional way of marketing to Digital advertisements of businesses and their products.

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