

A STUDY ON FACTORS INFLUENCING CONSUMERS ON BUYING PRODUCTS THROUGH SOCIAL MEDIA IN CHENNAI

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

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**

April - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **RAMESH R 39410167** who have done the Project entitled **"A study on factors influencing consumers on buying products through social media in chennai"** under my supervision from **December 2020 to March 2021**.

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DECLARATION

I, **RAMESH R 39410167** hereby declare that the Project Report entitled “**A study on factors influencing consumers on buying products through social media in Chennai**” done by me under the guidance of **Ms. KAVITHA RAJAYOGAN** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

The purpose of study is to develop an understanding the factors which are influencing Consumers to buy products on Social Media in Chennai and to explore the demographic factors which influences the level of customer satisfaction of shoppers on Social Media.

With the explosion of social media platforms in the interactive digital media realm and companies increased comprehension of the importance of having loyal customers, the question of social media usage in developing customer loyalty has become more and more prominent. Since social media allows firms to engage directly with the end consumer at a relatively low cost and with a higher level of efficiency, it is particularly important for small online branded retailers with limited marketing and PR budgets.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLES	iii
	LIST OF CHARTS	v
	LIST OF FIGURES	vi
	INTRODUCTION	1
1	1.1 Introduction about the study	1
	1.2 Industry profile	2
	1.3 Need for the Study	6
	1.4 Scope of the Study	7
	1.5 Objectives of the Study	8
	1.6 Limitations of the Study	8
2	REVIEW OF LITERATURE	9
	RESEARCH METHODOLOGY	18
3	3.1 Research Design	18
	3.2 Sampling Technique	18
	3.3 Sources of Data	18
	3.4 Structure of Questionnaire	19
	3.5 Sample Size	19
	3.6 Period of Study	19
	3.7 Analytical Tools	19
	DATA ANALYSIS AND INTERPRETATION	20
4	4.1 Percentage Analysis	20
	4.2 Chi-square	46
	4.3 Correlation	49
	4.4 ANOVA	51
5	5.1 Findings	52
	5.2 Suggestions	53
	5.3 Conclusion	54
	REFERENCES	55
	BIBLIOGRAPHY	58
	APPENDIX – I (Questionnaire)	59
	APPENDIX – II (Article)	63

LIST OF TABLES

TABLE NO.	NAME OF THE TABLES	PAGE NO.
4.1.1	Table showing Gender wise classification of the respondents	20
4.1.2	Table showing Age of the respondents	21
4.1.3	Table showing Marital Status of the respondents	22
4.1.4	Table showing Qualification of the respondents	23
4.1.5	Table showing Income of the respondents	24
4.1.6	Table showing the social media Platform which the respondents prefer to buy a product	25
4.1.7	Table showing Years of shopping on social media of the respondents	26
4.1.8	Table showing variety products are available on social media.	27
4.1.9	Table showing Customized Products are available on social media than Retail Shops.	28
4.1.10	Table showing shopping on Social media saves the time.	29
4.1.11	Table showing would they able to shop 24/7	30
4.1.12	Table showing duration of ordering a product on social media is comparatively lesser than other online websites.	31
4.1.13	Table showing Social media platform is better than other online shopping websites.	32
4.1.14	Table showing quality products are available on Social media.	33
4.1.15	Table showing that they getting the same product which they ordering.	34
4.1.16	Table showing Social media platform provides the best customer service.	35
4.1.17	Table showing that they can choose delivery date.	36
4.1.18	Table showing delivery Charges are reasonable.	37
4.1.19	Table showing Products deliver on time.	38
4.1.20	Table showing Product Package ensures the safety of the product during transportation.	39
4.1.21	Table showing A Precise return policy.	40
4.1.22	Table showing Personal information's are kept safe.	41
4.1.23	Table showing Risk factor is comparatively high, while buying products on social media.	42
4.1.24	Table showing Payment information's kept safe.	43
4.1.25	Table showing Shopping on Social media is secured as traditional shopping.	44
4.1.26	Table showing while shopping on social media I hesitate to pay money online before I get the product.	45
4.2.1	Table showing the Crosstabulation Gender * [Customized Products are available on social media than Retail Shops.]	46

4.2.2	Table showing Chi-Square Tests Gender * [Customized Products are available on social media than Retail Shops.]	46
4.2.3	Table showing the Crosstabulation I have been shopping on social media for * Social media platform is better than other online shopping websites.	47
4.2.4	Table showing the Chi – Square test for I have been shopping on social media for * Social media platform is better than other online shopping websites.	48
4.3.1	Table showing the Correlation between Personal information's are kept safe Payment information's kept safe.	49
4.3.2	Table showing Correlation between Age and Variety of products is available on social media.	50
4.4.1	The table showing the Descriptive relationship between Gender and Risk factor is comparatively high, while buying products on social media.	51

LIST OF CHARTS

CHART NO.	NAME OF THE CHARTS	PAGE NO.
4.1.1	Chart representing Gender wise classification of the respondents	20
4.1.2	Chart representing Age of the respondents	21
4.1.3	Chart representing Marital Status of the respondents	22
4.1.4	Chart representing Qualification of the respondents	23
4.1.5	Chart representing Income of the respondents	24
4.1.6	Chart representing the social media Platform which the respondents prefer to buy a product	25
4.1.7	Chart representing Years of shopping on social media of the respondents	26
4.1.8	Chart representing variety products are available on social media.	27
4.1.9	Chart representing Customized Products are available on social media than Retail Shops.	28
4.1.10	Chart representing shopping on Social media saves the time.	29
4.1.11	Chart representing would they able to shop 24/7	30
4.1.12	Chart representing the duration of ordering a product on social media is comparatively lesser than other online websites.	31
4.1.13	Chart representing Social media platform is better than other online shopping websites.	32
4.1.14	Chart representing quality products are available on Social media.	33
4.1.15	Chart representing that they getting the same product which they ordering.	34
4.1.16	Chart representing Social media platform provides the best customer service.	35
4.1.17	Chart representing that they can choose delivery date.	36
4.1.18	Chart representing delivery Charges are reasonable.	37
4.1.19	Chart representing Products deliver on time.	38
4.1.20	Chart representing the Product Package ensures the safety of the product during transportation.	39
4.1.21	Chart representing A Precise return policy.	40
4.1.22	Chart representing Personal information's are kept safe.	41
4.1.23	Chart representing Risk factor is comparatively high, while buying products on social media.	42
4.1.24	Chart representing Payment information's kept safe.	43
4.1.25	Chart representing Shopping on Social media is secured as traditional shopping.	44
4.1.26	Chart representing while shopping on social media I hesitate to pay money online before I get the product.	45

LIST OF FIGURES

FIGURE NO.	NAME OF THE FIGURE	PAGE NO.
1.1	Tactics of Social Media	3
1.2	History of Social Media	4
1.3	Social Media Landscape	6

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

Social media marketing is a newer component of search engine marketing, but it is really in a class of its own. It does not relate only to searching; it relates to a broad class of word-of-mouth marketing that has taken the Internet by its horns. Fortunately, the phenomenon is only growing at this point.

In essence, social media marketing is about listening to the community and responding in kind, but for many social media marketers, it also refers to reviewing content or finding a particularly useful piece of content and promoting it within the vast social sphere of the Internet.

Social networking sites are used as a colossal for all social media and computer-mediated communication. Social network sites as web-based services that allow individuals to construct profiles, display user connections. Social networking is only one layer of Social Media Technology (SMT). The actions of Russia, social media technology as complex, much like “a riddle, wrapped in a mystery, inside an enigma” that is continuously being examined and briefly comprehended before it changes once more.

As each application is accomplished, other innovative technologies rapidly emerge, enabling new utilities for all the users. Over a last decade, rapid increase of differentiated services have shown this to be true as micro-blogging sites such as Twitter, location-based services like Foursquare, and consumer review platforms including Glass door have all worked combined to provide a totally new and engaged media experience, which has now become more accessible through mobile devices.

The whole range of social media applications noted above share the natural ability to enable social behaviour through dialogue – multiple-way discussions providing the opportunity to discover and share new information. Social media has managed

to revolutionize the way of internet users by communicating and interacting with each other with in a short period.

Social networking is not only used to connect with friends, family and acquaintances but also for marketing of products. Social media marketing and its applications are extended to improvising business practices in all industries.

1.2 INDUSTRY PROFILE

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, enabling companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone."

When using social media marketing, firms can allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media," rather than use marketer prepared advertising copy.

1.2.1 Platforms

➤ Social Networking Website:

Social networking websites allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing and advertising. Social networking sites act as word of mouth or more precisely, e-word of mouth.

➤ *Mobile Phones:*

More than three billion people in the world are active on the Internet. Over the years, the Internet has continually gained more and more users, jumping from 738 million in 2000 all the way to 3.2 billion in 2015. Roughly 81% of the current population in the United States has some type of social media profile that they engage with frequently. Mobile phone usage is beneficial for social media marketing because of their web browsing capabilities which allow individuals immediate access to social networking sites. Mobile phones have altered the path-to-purchase process by allowing consumers to easily obtain pricing and product information in real time.

1.2.2 Tactics

To this end, companies make use of platforms such as Whatsapp, Facebook, Twitter, YouTube, Instagram and LinkedIn sites, to reach audiences much wider than through the use of traditional print/TV/radio advertisements alone at a fraction of the cost, as most social networking sites can be used at little or no cost.



FIG: 1.1 TACTICS OF SOCIAL MEDIA

Thus social media marketing is also used by businesses in order to build relationships of trust with consumers. To this aim, companies may also hire

personnel to specifically handle these social media interactions, who usually report under the title of online community managers. Handling these interactions in a satisfactory manner can result in an increase of consumer trust. To both this aim and to fix the public's perception of a company, 3 steps are taken in order to address consumer concerns, identifying the extent of the social chatter, engaging the influencers to help, and developing a proportional response.

1.2.3 HISTORY OF SOCIAL MEDIA

The first social networking site appeared in the year 1997 called "sixdegree.com". From the year 2002 onwards a large number of social network sites were launched. Some of the top social networking sites are

- 1) Facebook - 900,000,000 monthly visitors
- 2) Twitter - 310,000,000 monthly visitors
- 3) LinkedIn - 255,000,000 monthly visitors
- 4) Pinterest - 250,000,000 monthly visitors
- 5) Google + - 120,000,000 monthly visitors

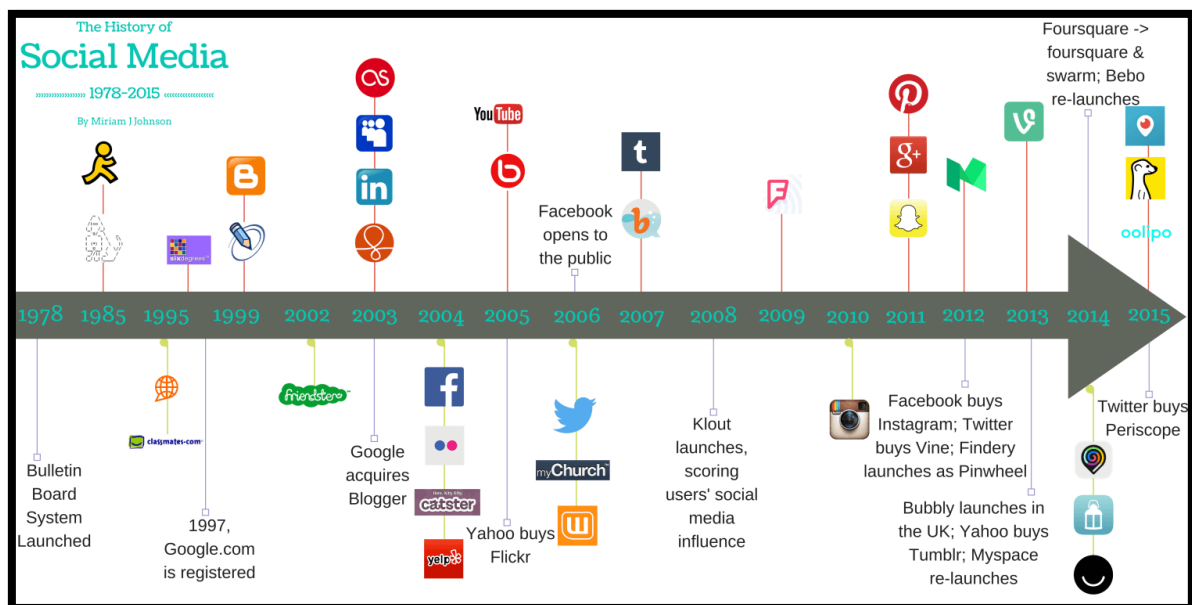


FIG: 1.2 HISTORY OF SOCIAL MEDIA

Now they are emphasising more on business values that they can offer to customers. The importance that media plays when supported by social media are

huge and plays an eminent role for attracting and gaining new customers. The important factors that have led many companies to get involved in social media websites is the ease of use and their low cost compared to conventional method of marketing. Consumer trust and loyalty are crucial and major components of beauty and fashion marketing. The adoption of social media in the fashion industry has given the average person access to breaking trends and speeds faster than ever before. At the same time consumers feel entitled. The social media marketing allows consumers to engage with brands resulting in new, scalable relationships being built on a continuous basis. Brands are utilising various social media platforms to share exclusive previews and promotions, provide event information, and barter posts in exchange for samples or product previews.

1.2.4 Development of social-media platforms

The development of social media started off with simple platforms. Geo Cities was one of the earliest social networking services, launched in November 1994, followed by Classmates.com in December 1995 and SixDegrees.com in May 1997.^[26] Unlike instant-messaging clients (e.g., ICQ and AOL's AIM) or chat clients (e.g., IRC, iChat, or Chat Television), Six Degrees was the first online business that was created for real people, using their real names. As such, according to *CBS News*, Six Degrees is "widely considered to be the very first social networking site," as it included "profiles, friends lists and school affiliations" that could be used by registered users.

Thereafter, Open Diary was launched in October 1998; Live Journal in April 1999; Ryze in October 2001; Friendster in March 2003; the corporate and job-oriented site LinkedIn in May 2003; hi5 in June 2003; MySpace in August 2003; Orkut in January 2004; Facebook and Flickr, both in February 2004; YouTube in February 2005; Yahoo! 360° in March 2005; Bebo in July 2005; the text-based service Twitter, in which posts (called *tweets*) were limited to 140 characters, in July 2006; Tumblr in February 2007; Instagram in July 2010; and Google+ in July 2011.

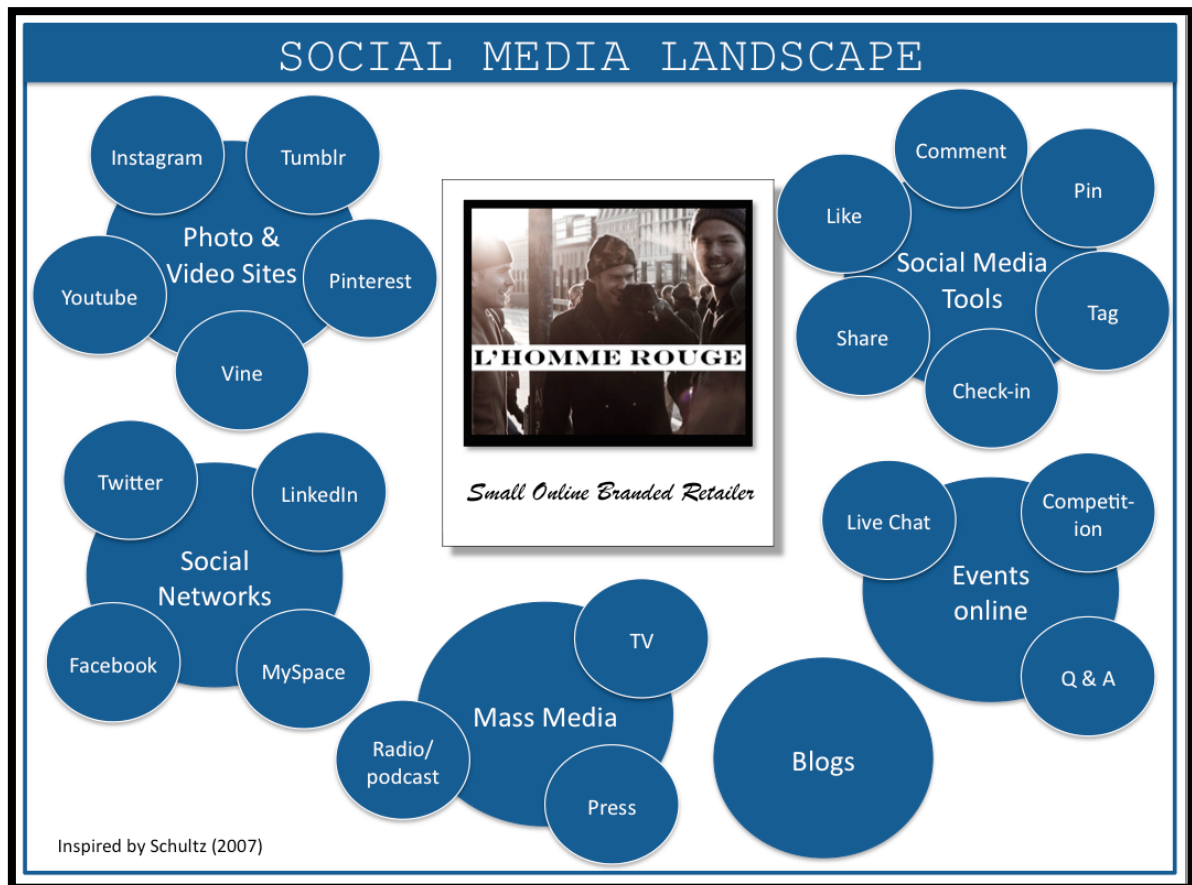


FIG: 1.3 SOCIAL MEDIA LANDSCAPE

Research from 2015 shows that the world spent 22% of their online time on social networks, thus suggesting the popularity of social media platforms. It is speculated that the increase in social media's popularity is due to the widespread daily use of smartphones.

1.3 NEED FOR THE STUDY

The explosion of social media platforms in the interactive digital media realm and companies increased comprehension of the importance of having loyal Customer. The question of social media usage in developing customer loyalty has become more and more prominent. Since social media allows firms to engage directly with the end consumer at a relatively low cost and with a higher level of efficiency, it is particularly important for small online branded retailers with limited marketing and PR budgets. The purpose of this study is to research what are the factors affecting Social Media Marketing in Chennai.

These are the main driving force while purchasing the products on Social Media. Thus, this research study has been undertaken in Chennai and to focus the consumer perception on buying products through Social media.

1.4 SCOPE OF THE STUDY

- The research measures the experiences of customers.
- Defines and analyses the experiences based on key deliverables.
- Gains insights into Customer expectations.
- Customer experience is how customers engage with Social media while buying products. The entire arc of being a customer.
- The study is to find the factors influencing consumers on buying products through social media

1.5 OBJECTIVE OF THE STUDY

1.5.1 Primary Objectives

- To analyze the factors influencing consumers on buying products through social media in chennai.

1.5.2 Secondary Objectives

- To measure the availability of goods and time taken for ordering products on social media platform.
- To examine the efficiency of a product delivery on Social media platform in Chennai.
- To analyze the Product quality available on social media platform in Chennai.
- To determine the Risk factors on social media platform.

1.6 LIMITATIONS OF THE STUDY

- The study was conducted only in chennai.

- The sample collected has been restricted to the 130 respondents only.
- The bias in sample could not be controlled because customers attitude differ from person to person.
- The study is limited in chennai only, it may not be generalized.

CHAPTER 2

REVIEW OF LITERATURE

Suresh V, Dr.M.Chitra, Dr. K. Maran (2016) has made the research about the Social networking sites is used as a colossal for all social media and computer-mediated communication. The objective of this paper is to discuss about the factors that determine social media on cosmetic products in India. The study clearly states that social media marketing leads the cosmetics products to reach the customers of different age group, different life style, based on their affordability and their skin type. Social media plays a vital role in deciding the healthy and also the sales of products.

Mahamudul Hasan & Md. Rasel Sheikh (2018) has made the research to identify and analyze the factors that affect the attitude toward social marketing which are run by social media. The researchers have conducted a survey on 201 undergraduate students from three public universities from southern regions of Bangladesh. The study also showed that attitude toward social marketing through social media has significant positive impact on 'Being affected by social marketing campaigns through social media'.

Rajiv Kaushik (2012) has made the research 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 internet or cellular phone based applications and tools to share information among people. Social media is trying to fill the gap between marketers and consumers through continual dialogue, building trust and interacting with right audience in right way, as fast as possible.

Asad Ahmad, Mohammed Naved Khan (2017) has made the research about the growth of Internet social media has transformed itself into an innovative platform where people from different regions interact and share experiences with each other. People with common interest interact and share their experiences with the other members of the Social Networking Sites. While advertising their products and services over the SNSs, the marketers need to keep in mind the three variables *perceived usefulness*, *reliability* and the *word of mouth quality* which

plays an important role in forming a positive attitude of the users towards the advertisement campaign.

Rimantas Gatautis, Audrone Medziausiene (2014) has made the research about the growing use of online social networks becomes more attractive for many companies as it presents opportunity to reach consumers. The possibility to access users' data basing on their preferences and interest allow companies target their marketing actions to particular segments. The recent progress towards more active social technologies and online social networks adoption led to the situation socialization became main activity on the Internet. The largest social platform Facebook has more than 1bln users and still number of users' increases. Despite the popularity of Facebook new social platforms such as Groupon, Pinterest are appearing and gaining Internet users attention.

Mrs Smita Dayal (2016) has made the research about the study, contributes to multi-disciplinary research on social media by empirically examining the impact of social media on the buying behaviour of Indian customers. It aims to provide information on the factors that influence sustained consumer behaviour. There are currently three areas where firms are applying social media. Two of these areas focus on enhancing existing business processes, while the third category attempts to reinvent a certain space within the industry altogether.

Dr. Klaus Nicholas Schmidt, Ms. Kamakshi S. Iyer (2014) has made the research to assess social media participants' perception of similarities and differences of the authenticity and trustworthiness of online advertising versus the authenticity and trustworthiness of respective online brand communities. The fact that of the 21 items only two of them showed some significance based on nationality is not surprising. The believe that the internet and social media makes the world a more even playing ground for all participants, without cultural, linguistic, or economic barriers is not new.

Amita Charan, Poonam Puri, Ekta Bansal (2017) states that the impact of social media marketing on cognitive memory and development process among Indian

youth. Further, the connectivity of digital marketing via social media tools on the cognitive development process of youths, information search behaviour and mind transformation are observed. Cognition and consumer preferences are one of the thirteenth areas of research as it is difficult for a marketer to understand the dynamism of consumer mind. It is a daunting task for media to interpret how consumers select, perceive, and organise information.

C.Magesh, Dr.K.Tamizhjyothi, Dr.K.Anandanatarajan (2013) the research focus lies in identifying the factors influencing the users' attitudes toward different types of advertisements on social networking sites as well as investigating how these factors influence behaviour towards those advertising. This study revealed that the youngsters, students and non-graduate prefer video advertisements for both likeability and theme information. As advertisement is an important tool to improve the sales of a product, companies need to focus on advertisements featured in SNS.

Susanne Emond (2013) the purpose of this study is to research how the use of social media can enhance customer loyalty on the Internet. The study has found that gaining trust as well as getting customers to recommend a brand are two important factors in terms of establishing customer loyalty on the Internet. Study concludes by presenting various suggestions that small online branded retailers can use to develop and maintain customer loyalty on the Internet.

M.Madhavan, S.Sakthivel, K.Krishnakumar (2017) states that the impact of growing concern on how it affects their life. Today, social media and networking is a term that everyone knows. Even the most remote areas of the world youngsters have at least heard of Facebook, Twitter, Gmail, Whatsapp, Instagram, Blog and YouTube etc. The social media in Tamil Nadu creates many impacts on various dimensions. The impact of social media on availing information, entertainment, business development and public awareness are the matters of great concern. At the same time, these social media should be used for constructive purposes not destructive purposes.

Dr. M. Balasubramani (2020) States that the growth of social media networking particularly social networking sites has created increased opportunities for media communication that have an impact upon institutions of higher learning. The impact of social media on entertainment, availability information, and development of education and awareness of social media are the matter of great concern. At the same time, these social media should be used for constructive purpose not destructive purposes.

P. Radhakrishnan, N. Sriram and N. Manivannan (2017) this study highlights the main purposes of utilizing social media by rural youth and to attempt have been made to find out the time spent on surfing the various social networking sites. This study focuses on the major and the positive and negative effects of utilizing social media on the life of rural youths. Social networking sites provide many new knowledge, skills, sympathy, empathy and attitude of the peoples depends upon the various situations. It will provide many solutions for the numerous problems. The above discussion probably honest information but still it is need to Change the peoples mind thought.

Dr. Jayaprakash, Nepul Raj (2018) this research paper aims at understanding the significant impact of social media on the people with respect to rising of protests in Tamil Nadu. The paper especially focuses on Jallikattu protest which had a massive turnout of Tamil Nadu people owing to the social media. This study confirms findings by many researchers showing that, social media and people participation as a stand-alone mechanism might help to achieve the goals of a movement, and it is a vital tool that speeds up organisation and message propagation, making it possible for movements to succeed in a matter of days or even just hours.

P. Sri Jothi, M. Neelamalar and R. Shakthi Prasad (2011) have made the research to study the effectiveness of brand communication through social networking sites from its users and communicators. They spend more time in these networking sites due to heavy commercial contents, entertainment and social gathering. So, product or service communicators throng their ads in these

areas with more and more interactive and with fascinating factors so that their brand identity is developed among the right choice of focused audience.

Abu Bashar, Irshad Ahmad, Mohammad Wasiq (2012) the paper carries out empirical research to understand the effectiveness of social media as a marketing tool and an effort has been made to analyze the extent social media helps consumers in buying decision making. In addition strategies have been suggested for maximizing the effectiveness. In conclusion, business today is being transformed from a transactional relationship to a social relationship. It is now more critical than ever that successful businesses use Engagement Marketing principles to plan for successfully engaging their prospects.

Dr. Moloy Ghoshal, Jou (2019) in this paper, the researcher has tried to find out the importance and effectiveness of social media as a marketing and promotional tool. The paper also tries to find out the role of gender biases. The gap between the customer's expectation and social media performance is also attempted to find out. For a business to get success in a world of reached social media influence; companies now have to transform their business strategies from product oriented to customer-oriented where the customer will play a decisive role.

Keshav Reddy, Karnegari Vikram, SaiPrasad, Gayasuddin Shaik (2013) in this research paper they dealt with the issues like how the social media affect the business processes and why they are affecting the business processes in contemporary organizations. In this research they explored all the efficient ways to propagate information about Talent Sprint businesses in a short and precise manner. Through the case study of Talent Sprint, the organizational details and information about their activities are presented with the help of Facebook, YouTube and Twitter.

D. Y. Patil University, Navi Mumbai (2014) is to study how Micro and Small businesses can leverage social media to penetrate their markets, reach their customers and develop relationships in a personal and direct manner that can catapult their brand and raise their awareness as successfully as any large

business. The report also discloses the influence of social media on consumers' online buying decisions. Study indicates that increasing numbers of consumers are using internet services and research to carry out preliminary product and price research before making final decisions.

Gil Appel1 & Lauren Grewal & Rhonda Hadi & Andrew T. Stephen (2019) the research focuses on where they believe the future of social media lies when considering marketing-related topics and issues. This article has presented nine themes pertinent to the future of social media as it relates to (and is perhaps influenced by) marketing. The themes have implications for individuals/consumers, businesses and organizations, and also public policymakers and governments. These themes, which represent our own thinking and a synthesis of views from extant research, industry experts, and popular public discourse, are of course not the full story of what the future of social media will entail.

Rupali Rajesh (2018) the purpose of study is to develop an understanding the factors which are influencing for online shopping in Pune area and to explore the demographic factors which influences the level of customer satisfaction of online shoppers. The finding of the study reveals that online customers age does not have influencing role in preferring factors for online shopping whereas male and female, prefers same parameters for online shopping as well as for customer satisfaction and after sales services.

Irem Eren Erdogomus, Mesut cicek (2012) the aim of this study is to identify the effect of social media marketing on brand loyalty of the consumers, given that the concept is receiving increasing attention from marketing academia and practitioners. The results of the study showed that brand loyalty of the customers is positively affected when the brand (1) offers advantageous campaigns, (2) offers relevant content, (3) offers popular contents, (4) appears on various platforms and offers applications on social media; were used by using SPSS 17.0 version.

Rohan Miller, Natalie Lammas (2010) states that the Social media presents potentially seductive opportunities for new forms of communication and commerce between marketers and consumers. As advertisers typically want to find some way to follow their target audiences, many new media opportunities are presented to advertisers. However, we are still social media pioneers. Perhaps advertising effectiveness in the rapidly digitalising world of television (and other audio and visual media) will be improved through the adoption of synergistic paradigms of multiple-niche co-creation.

Waad Assaad, Jorge Marx Gómez (2011) this paper intends to find how social software can be used to improve the marketing and to survey how social software can be used effectively in enterprises. The main focus would be on opportunities and risks in companies used social network in their marketing. The social network marketing is flourishing in the era of Web 2.0 end-user interaction. Therefore, it is advisable that business do not ignore the opportunities to jump in to spread out and her customer base.

Hairiani Abdul Hamid, Noraishah Kamarolzaman, Intan Liana Suhaime (2017) this research is relating to the positive impact of viral marketing via social media for company A in Malaysia. Researcher had identified that the company are facing difficulties in getting attention from their customer in social media and a part of that, this research conducted in order to inform the company about the positive impact that they will get after implementing a viral marketing messages for customer in social media. Based on finding that researcher collected shows that nowadays promotions in social media are really important for company to be implemented. To make it very clear, we can say that the viral marketing of advertisement in social media plays a crucial role for promoting products of company in market.

Rooma Roshnee Ramsaran-Fowdar, Sooraj Fowdar (2011) This paper represents an exploratory effort into this direction and analyses existing Facebook marketing practices and tools, their benefits, and concerns associated with this type of social media marketing.

Organizations are interested in exchanging and spreading information, trading products or services, staying close to current and potential customers, acquiring a better understanding of their customers and other benefits generated by Facebook. Facebook does not replace the traditional marketing tools but can be used as a complement to existing traditional promotional tools.

Dr. Shree Bhagwat, Ankur Goutam (2017) this paper is trying to explain the concept of social networking sites and their role in business. The Facebook is a leading social networking site whose user are 1 billion. Facebook has won this position of population in very short time. These social networking sites have their historical record of development and now they are facilitating various services to people and business worldwide. Today every marketer thinks they need to be on social network site to gain advantages. Over the past 8 years, the social media business has grown from a sleepy, sophomore way for people to communicate to perhaps the future of how they will share information and bring their offline lives online.

Upeksha. A. S. Yapa (2017) this study has endeavoured to fill the gap in marketing strategies, by examining the impact of social media marketing on brand awareness, with reference to Facebook use in fast moving consumer goods industry in Sri Lanka. This research project has concerned itself with the role social media marketing plays in creating brand awareness of fast moving consumer goods. For this particular study, the researcher has analyzed data concerning User Generated Communication and Firm Generated Communication as the independent variables and brand awareness as the dependent variable to look at the correlation between these factors.

Tina Vukasovic (2013) has made the research about the effectiveness of communication and strategy done through social networking media which make the target audience to participate in this kind of advertising. This study would help advertisers to understand the effective communication strategy to communicate their brand among the users. This paper highlights the need for marketers' presence in social media, the value that can be yielded from a well-designed

internet marketing campaign and strategies for penetrating into the new media segment.

Monish Roy, Dr. Neha Mathur, Dr. Sangeeta Jauhari (2018) this paper attempts to present a review of scholarly literature on viral marketing and marketing strategies of social media in the way building a strong relationship with the customer and to find opportunities of creating brand awareness by tracking the responses of customers like word-of-mouth. Most of the organizations are striving to maintain an active online presence and to consistently update information to keep the customers engaged with the brand and subsequently to have a strong relationship with the customer for the longer period. By making the social pages current and credible, like frequently posting of updates and regular communication with the customers, both the brand awareness and strong relationship with the customers can be obtained.

CHAPTER 3

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall research design, the sampling procedure, data collection method and analysis procedure.

3.1 RESEARCH DESIGN

The research design stands for advance planning of the method to be adopted for collection the relevant data and the techniques to be used in adopted for collecting the relevant data and the techniques to be used in analysis, keeping the view the objectives of the research and availability time.

In general, research design is the conceptual structure within which research is conducted: it constitutes the blue print for the collection, measurement and analysis of data.

The Research Design undertaken for the study is **Descriptive Research Design**. A study, which wants to portray the characteristics of a group or individuals or situation, is known as **Descriptive study**. It is mostly qualitative in nature.

3.2 SAMPLING TECHNIQUE

3.2.1 *Convenience sampling method*

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

3.3 SOURCES OF DATA

3.3.1 *Primary Data*

Data which is collected for the first time is called **Primary Data**. Well Structured Questionnaires has been prepared for collection of primary data. Most of the questions are consist of multiple choices. The structured Questionnaire method was undertaken. Proper care was taken to frame the Questionnaire in such a manner it should be easily understood in view of educational level of the peoples in Chennai.

3.3.2 Secondary Data

Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data are Internets, various books and websites.

3.4 STRUCTURE OF QUESTIONNAIRE

There are two broad types of questions open ended or open questions, and closed ended or closed questions. Open questions enable respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose. In this research only closed ended questions are used.

3.5 SAMPLE SIZE

Sample size means the number of sampling units selected from the population for investigation. It helps to achieve the objective of research. The sample size taken for the study is 130.

3.6 PERIOD OF STUDY

The study period is from December 2020 to March 2021.

3.7 ANALYTICAL TOOLS

The analytical tools used in SPSS are,

- Chi – Square
- Correlation
- ANOVA

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Table showing Gender wise classification of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Male	83	63.84
2.	Female	47	36.15
Total		130	100

Source: Primary data.

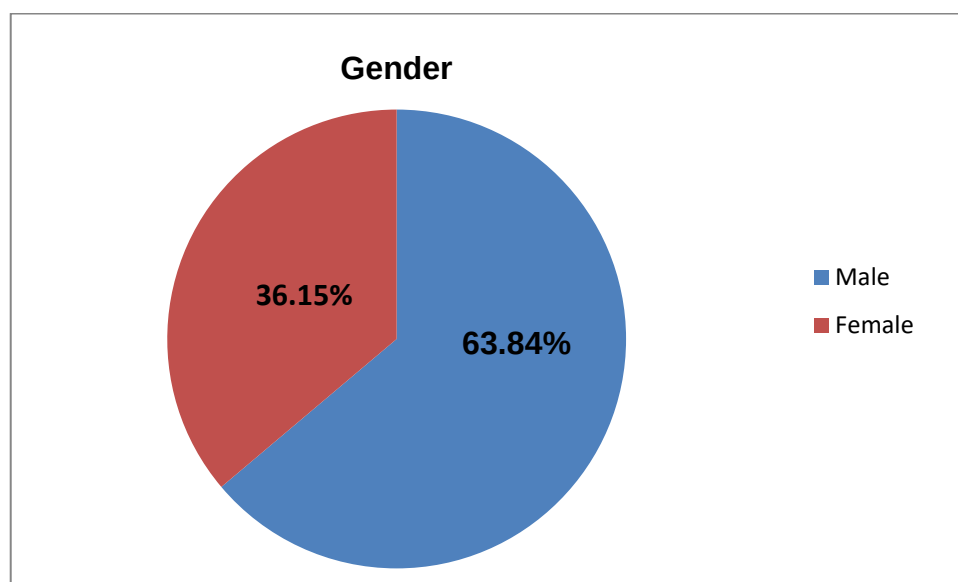


Chart 4.1.1: Chart representing Gender wise classification of the respondents

INTERPRETATION

From the above table it is interpreted that the number of male respondents is 63.8% and female respondent is 36.2%.

INFERENCE

Majority (63.8%) of the respondents are Male. So, males are highly preferred to buy products on Social media.

Table 4.1.2: Table showing Age of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	<= 25 Years	115	88.5
2.	26 - 35 Years	10	7.7
3.	36 - 45 Years	5	3.8
Total		130	100

Source: Primary data.

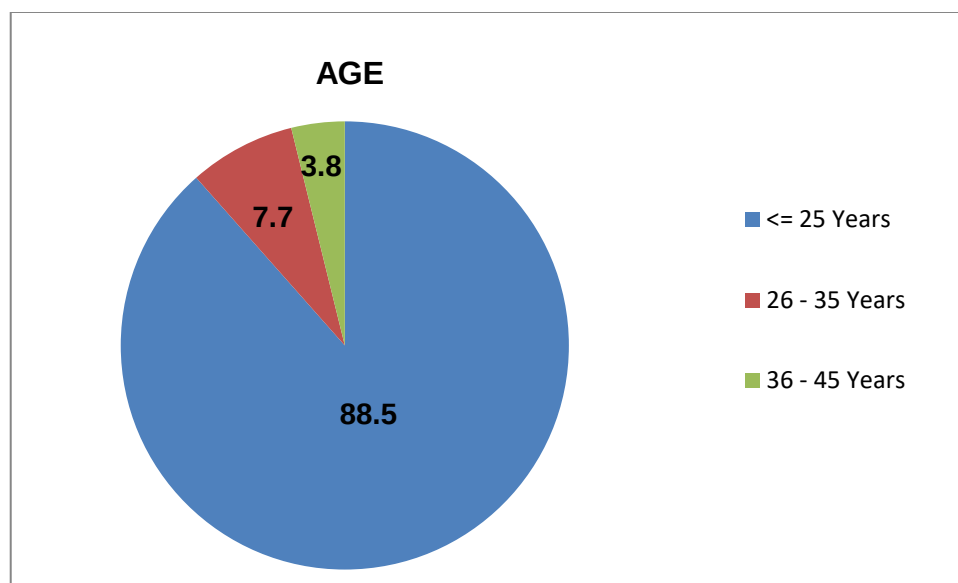


Chart 4.1.2: Chart representing Age of the respondents

INTERPRETATION

From the above table it is interpreted that the number of respondents between <= 25 Years is 88.5%, 26 - 35 Years is 7.7%, 36 - 45 Years is 3.8%.

INFERENCE

Majority (88.5%) of the respondents fall in the age category of <= 25 years. So, Youngsters are highly preferred to buy products on Social media.

Table 4.1.3: Table showing Marital Status of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Married	13	10
2.	Unmarried	117	90
Total		130	100

Source: Primary data.

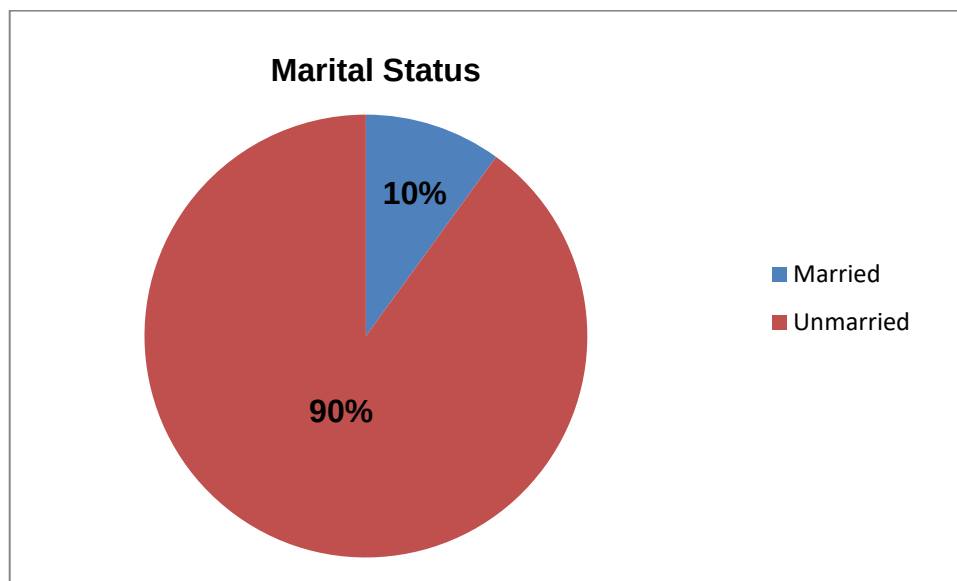


Chart 4.1.3: Chart representing Marital Status of the respondents

INTERPRETATION

From the above table it is interpreted that the number of respondents were 10% in married, 90% in unmarried.

INFERENCE

Majority (90%) of the respondents are Unmarried. So Unmarried respondents are highly preferred to buy products on Social media.

Table 4.1.4: Table showing Qualification of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	High School	5	3.85
2.	Diploma	2	1.54
3.	Bachelor's Degree	55	42.31
4.	Master's Degree	68	52.31
Total		130	100.00

Source: Primary data.

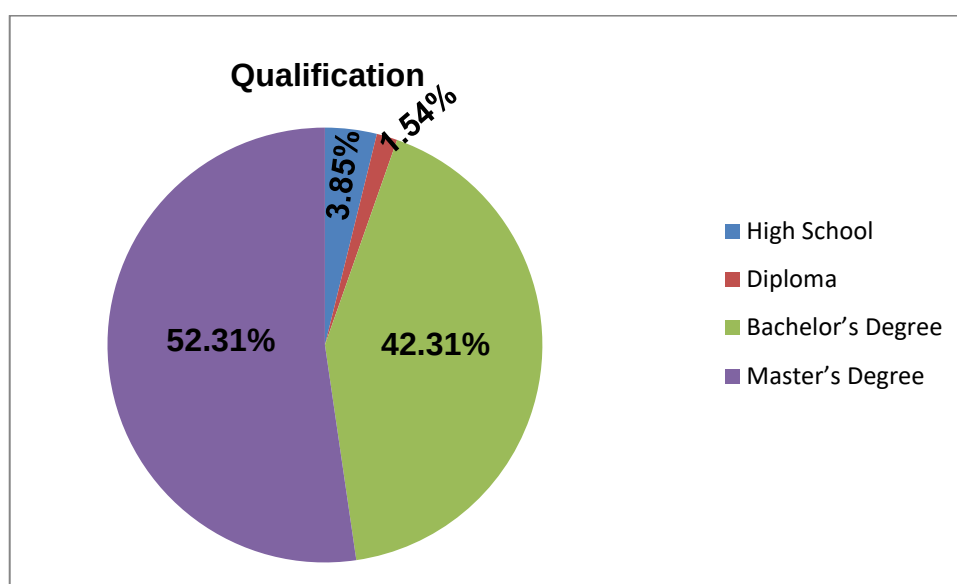


Chart 4.1.4: Chart representing Qualification of the respondents

INTERPRETATION

From the above table it is interpreted that the number of respondents in High School is 3.8%, Diploma is 1.5%, Bachelor's Degree is 42.3% and Master's Degree is 52.3%.

INFERENCE

Majority (52.3%) of the respondents are Master's Degree. So Master's Degree holders are highly preferred to buy products on Social media.

Table 4.1.5: Table showing Income of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	<=15,000	22	16.92
2.	15,000 – 24,000	23	17.7
3.	25,000 – 34,000	15	11.54
4.	35,000 – 44,000	9	6.92
5.	Above 44,000	4	3.1
6.	No Income	57	43.85
Total		130	100.00

Source: Primary data.

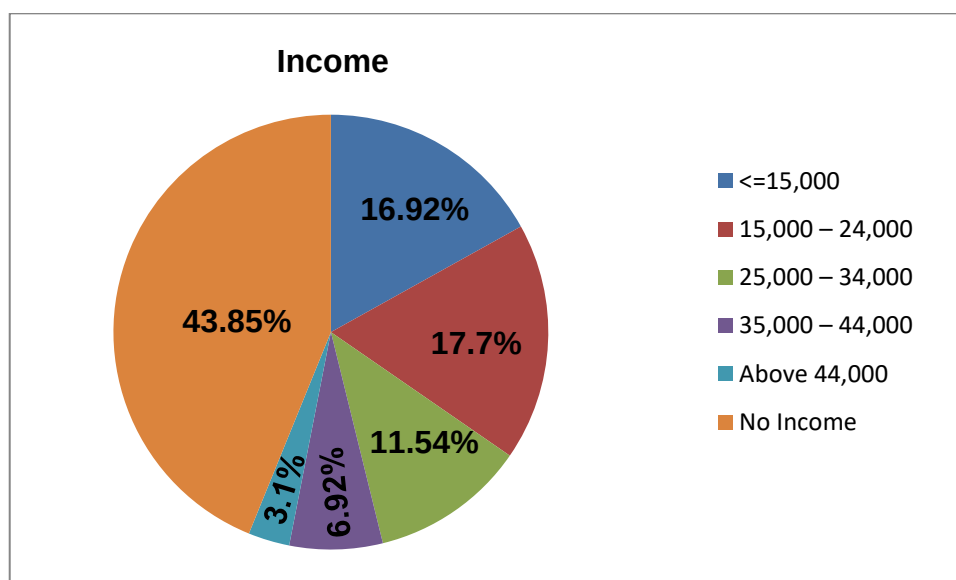


Chart 4.1.5: Chart representing Income of the respondents

INTERPRETATION

From the above table it is interpreted that the number of respondents in <= 15,000 is 16.9%, 15,000 - 24,000 is 17.7%, 25,000 - 34,000 is 11.5%, 35,000 - 44,000 is 6.9%, Above 44,000 is 3.1%, No Income is 43.8%.

INFERENCE

Majority (43.8%) of the respondents have No Income. So No income respondents are highly preferred to buy products on Social media.

Table 4.1.6: Table showing the social media Platform which the respondents prefer to buy a product

S NO	Particulars	No. of Respondents	Percentage
1.	Instagram	101	77.7
2.	Facebook	28	21.5
3.	Watsapp	44	33.8
4.	Twitter	6	4.6
5.	Pinterest	10	7.7

Source: Primary data.

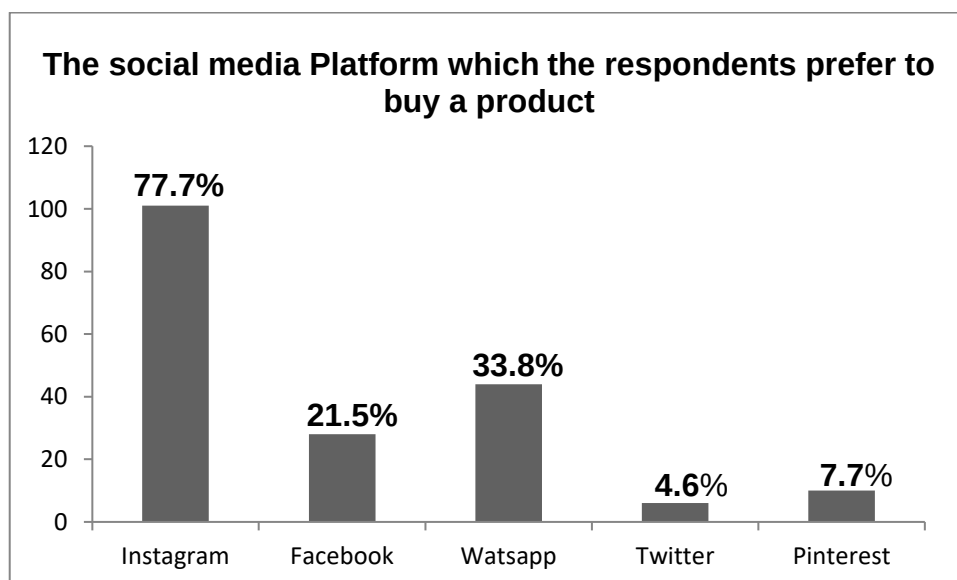


Chart 4.1.6: Chart representing the social media Platform which the respondents prefer to buy a product

INTERPRETATION

From the above table it is interpreted that the number of respondents in Instagram is 77.7%, Facebook is 21.5%, Watsapp is 33.8%, Twitter is 4.6% and Pinterest is 7.7%.

INFERENCE

Majority (77.7%) of the respondents preferred Instagram to buy products on Social media.

Table 4.1.7: Table showing Years of shopping on social media of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	More than 4 Years	42	32.3
2.	3 Years	19	14.6
3.	2 Years	18	13.8
4.	1 Year	10	7.7
5.	Less than 1 Year	41	31.5
Total		130	100

Source: Primary data.

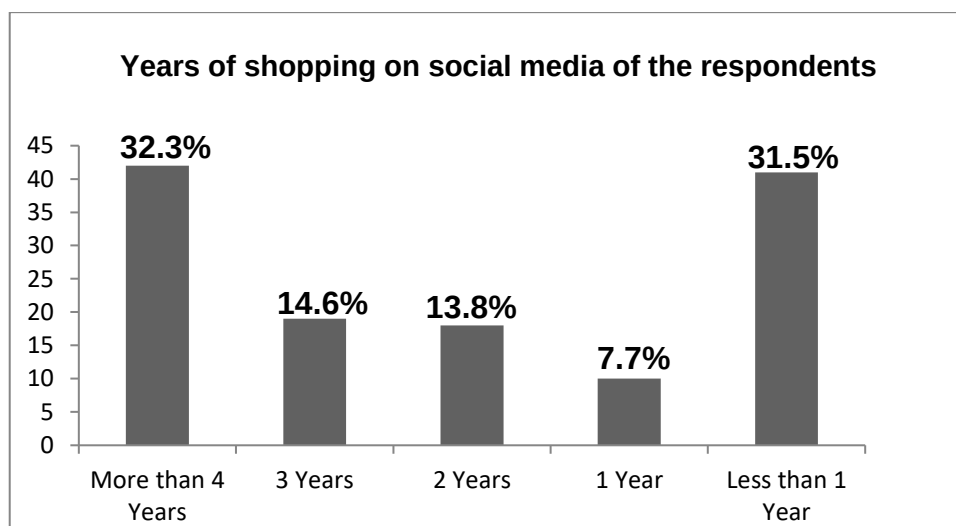


Chart 4.1.7: Chart representing Years of shopping on social media of the respondents

INTERPRETATION

From the above table it is interpreted that the number of respondents for More than 4 Years is 32.3%, 3 Years is 14.6%, 2 Years is 13.8%, 1 Year is 7.7%, Less than 1 Year is 31.5%.

INFERENCE

Majority (32.3%) of the respondents says shopping on Social media for more than 4 Years.

Table 4.1.8: Table showing variety products are available on social media.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	63	48.46
2.	Agree	47	36.15
3.	Neutral	19	14.61
4.	Disagree	1	0.07
5.	Strongly Disagree	0	0.00
Total		130	100

Source: Primary data.

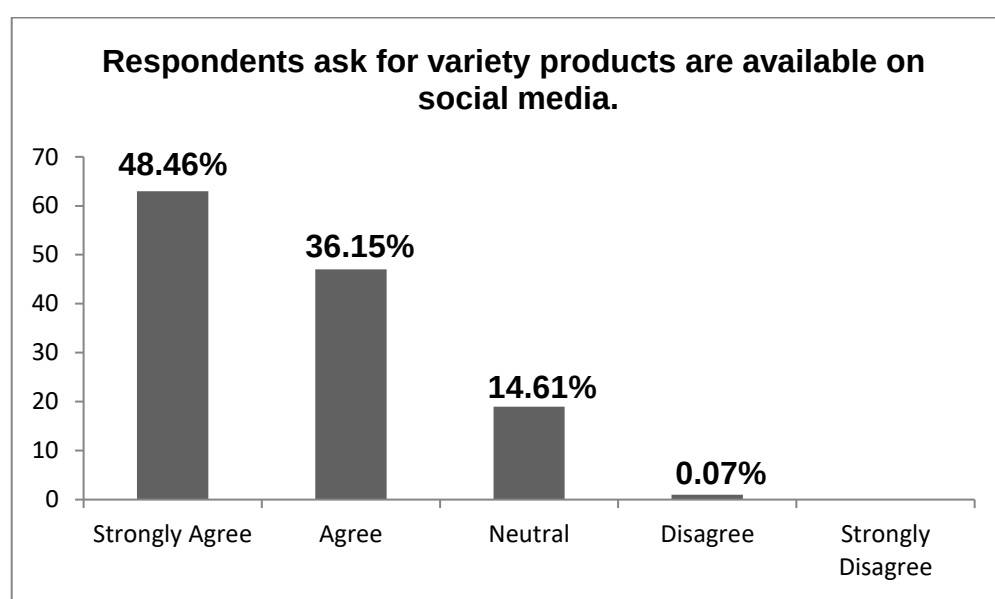


Chart 4.1.8: Chart representing variety products are available on social media.

INTERPRETATION

From the above table it is interpreted that the number of respondents for Strongly Agree is 48.4%, Agree is 36.1%, Neutral is 14.6%, Disagree is 0.7% and Strongly Disagree is 0.

INFERENCE

Majority (48.4%) of the respondents says strongly Agree that variety products are available on social media.

Table 4.1.9: Table showing Customized Products are available on social media than Retail Shops.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	42	32.3
2.	Agree	59	45.3
3.	Neutral	24	18.4
4.	Disagree	5	3.8
5.	Strongly Disagree	0	0.00
Total		130	100

Source: Primary data.

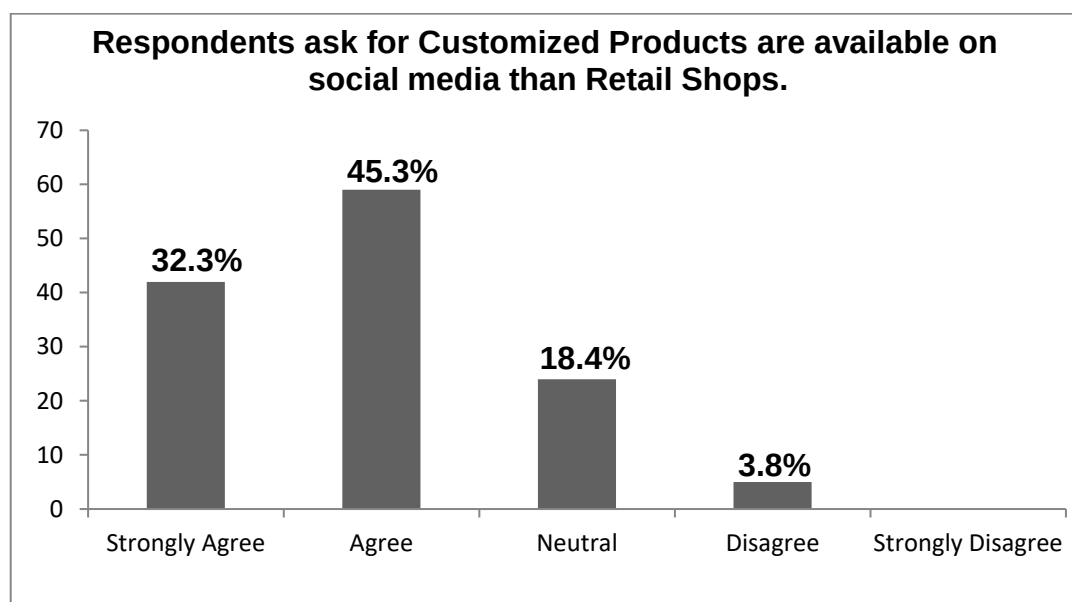


Chart 4.1.9: Chart Representing Customized Products are available on social media than Retail Shops.

INTERPRETATION

From the above table it is interpreted that the number of respondents for Strongly Agree is 32.3%, Agree is 45.3%, Neutral is 18.4%, Disagree is 3.8% and Strongly Disagree is 0.

INFERENCE

Majority (45.3%) of the respondents says Agree that Customized Products are available on social media than Retail Shops.

Table 4.1.10: Table showing shopping on Social media saves the time.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	43	33
2.	Agree	49	37.6
3.	Neutral	31	23.8
4.	Disagree	5	3.8
5.	Strongly Disagree	2	1.5
Total		130	100

Source: Primary data.

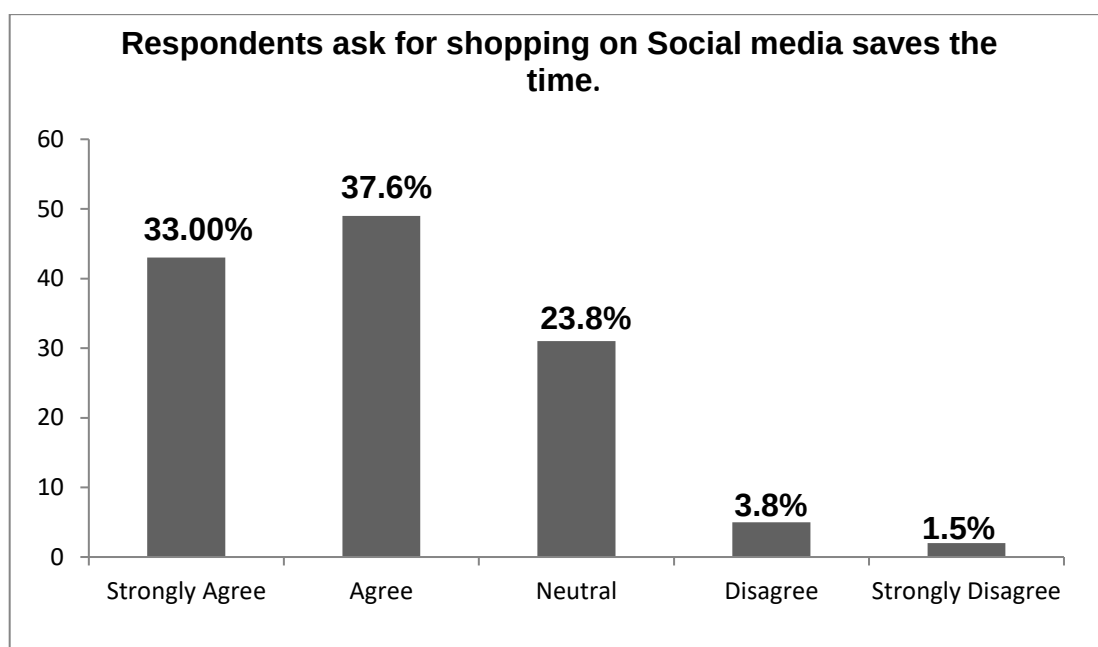


Chart 4.1.10: Chart representing shopping on Social media saves the time.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 33%, Agree is 37.6%, Neutral is 23.8%, Disagree is 3.8% and Strongly Disagree is 1.5%.

INFERENCE

Majority (37.6%) of the respondents says Agree that shopping on Social media saves the time.

Table 4.1.11: Table showing would they able to shop 24/7

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	58	44.6
2.	Agree	46	35.3
3.	Neutral	19	14.6
4.	Disagree	5	3.8
5.	Strongly Disagree	2	1.5
Total		130	100

Source: Primary data.

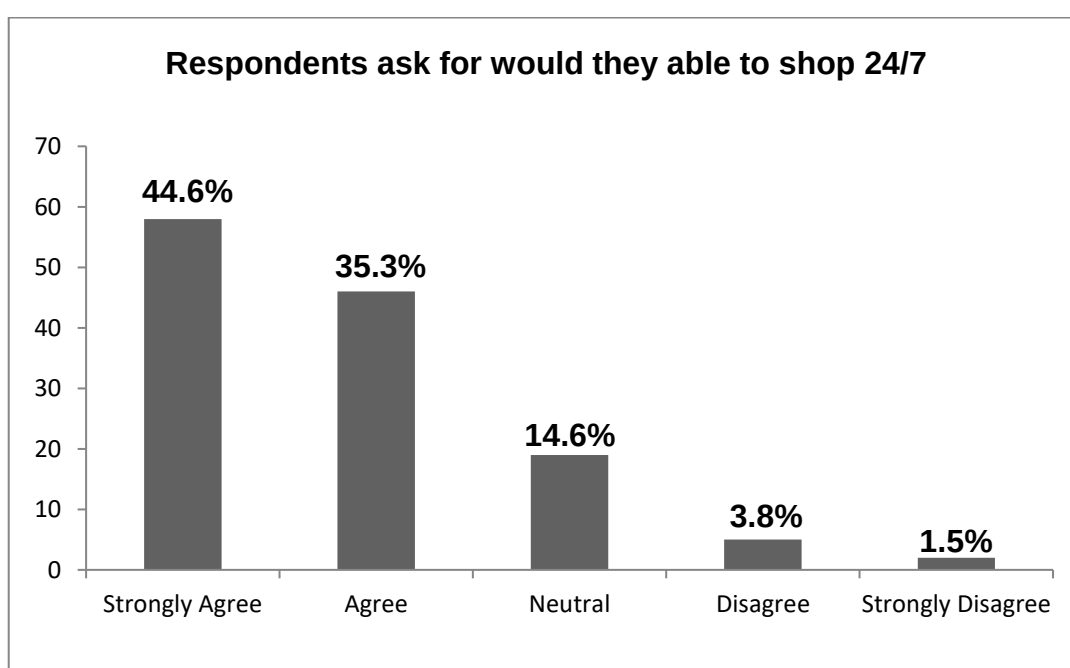


Chart 4.1.11: Chart representing would they able to shop 24/7

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 44.6%, Agree is 35.3%, Neutral is 14.6%, Disagree is 3.8% and Strongly Disagree is 1.5%.

INFERENCE

Majority (44.6%) of the respondents says Strongly Agree that they can shop 24/7 on Social media.

Table 4.1.12: Table showing the duration of ordering a product on social media is comparatively lesser than other online websites.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	26	20
2.	Agree	49	37.6
3.	Neutral	38	29.2
4.	Disagree	15	11.5
5.	Strongly Disagree	2	1.5
Total		130	100

Source: Primary data.

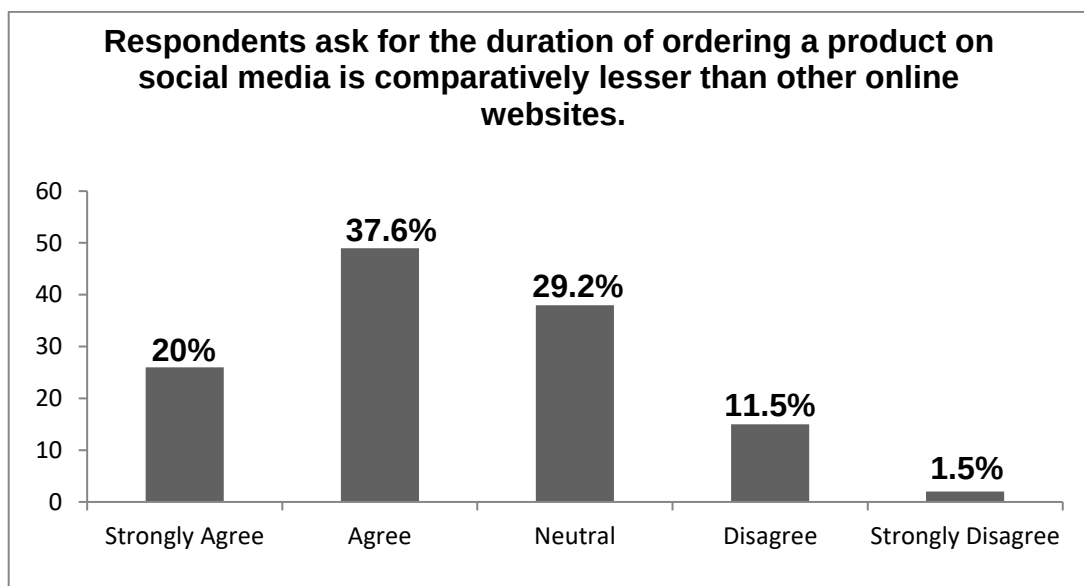


Chart 4.1.12: Chart representing the duration of ordering a product on social media is comparatively lesser than other online websites.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 20%, Agree is 37.6%, Neutral is 29.2%, Disagree is 11.5% and Strongly Disagree is 1.5%.

INFERENCE

Majority (37.6%) of the respondents says Agree that duration of ordering a product on Social media is comparatively lesser than other online websites.

Table 4.1.13: Table showing Social media platform is better than other online shopping websites.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	23	17.6
2.	Agree	39	30.00
3.	Neutral	45	34.6
4.	Disagree	18	13.8
5.	Strongly Disagree	5	3.8
Total		130	100

Source: Primary data.

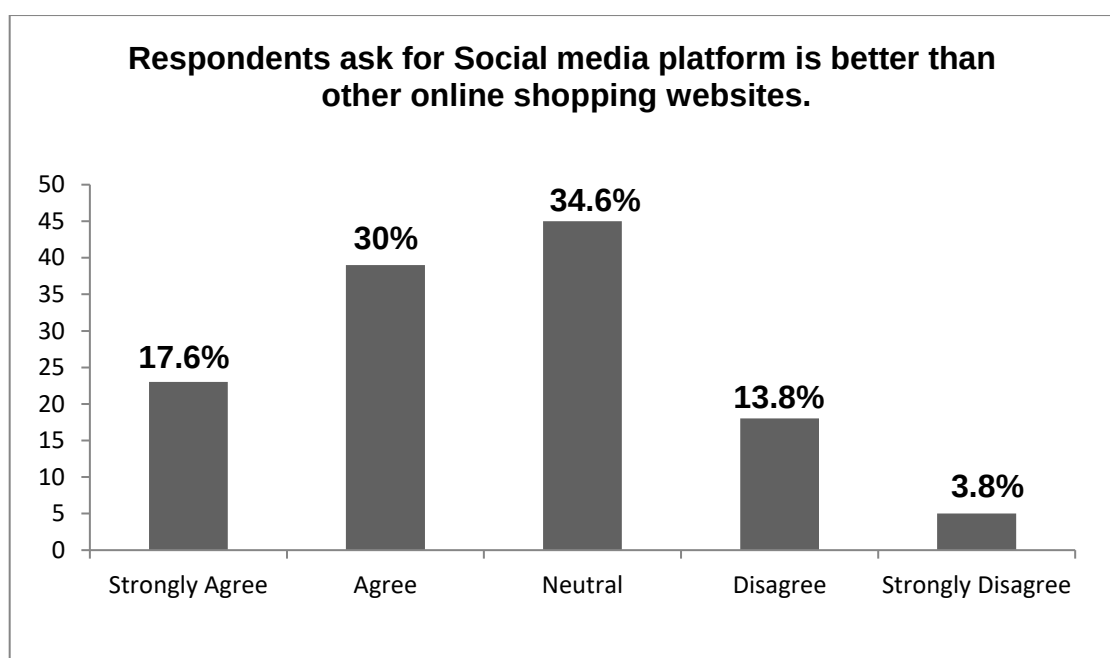


Chart 4.1.13: Chart representing Social media platform is better than other online shopping websites.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 17.6%, Agree is 30%, Neutral is 34.6%, Disagree is 13.8% and Strongly Disagree is 3.8%.

INFERENCE

Majority (34.6%) of the respondents says Neutral for Social media platform is better than other online shopping websites.

Table 4.1.14: Table showing quality products are available on Social media.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	19	14.6
2.	Agree	53	40.7
3.	Neutral	42	32.3
4.	Disagree	12	9.2
5.	Strongly Disagree	4	3.1
Total		130	100

Source: Primary data.

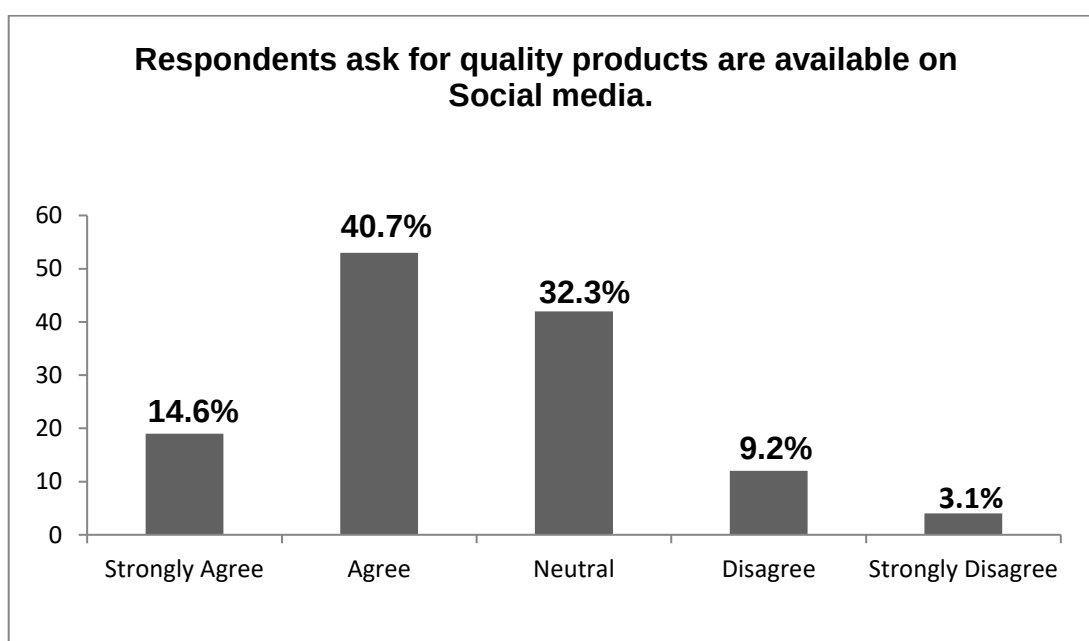


Chart 4.1.14: Chart representing quality products are available on Social media.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 14.6%, Agree is 40.7%, Neutral is 32.3%, Disagree is 9.2% and Strongly Disagree is 3.1%.

INFERENCE

Majority (40.7%) of the respondents says Agree that quality products are available on Social media.

Table 4.1.15: Table showing that they getting the same product which they ordering.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	19	14.6
2.	Agree	53	40.7
3.	Neutral	42	32.3
4.	Disagree	12	9.2
5.	Strongly Disagree	4	3.1
Total		130	100

Source: Primary data.

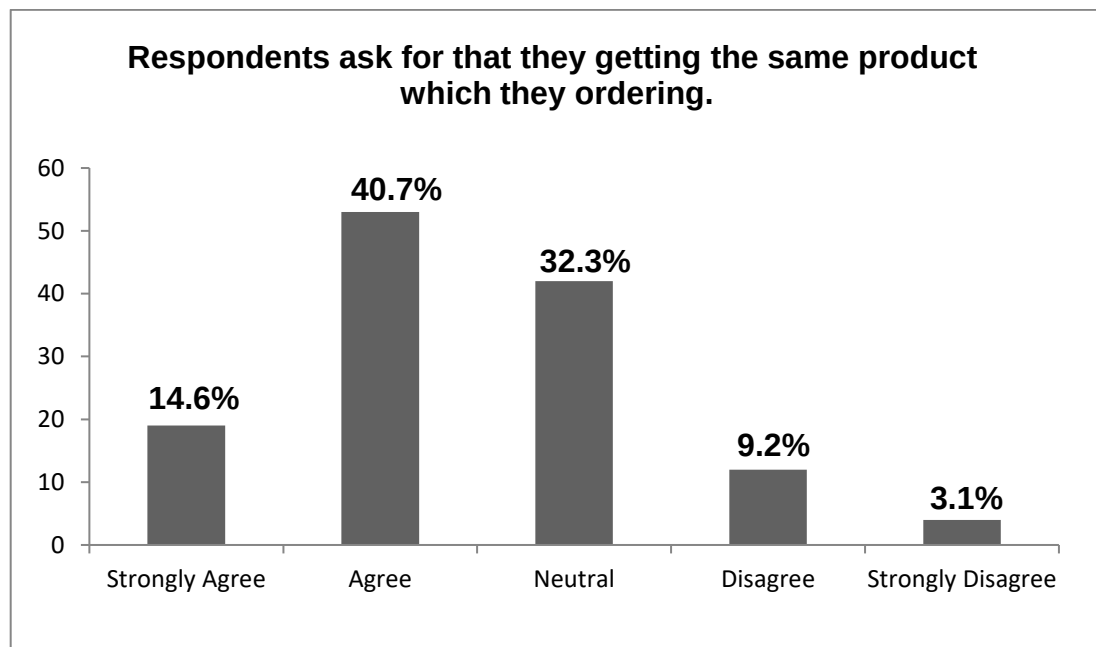


Chart 4.1.15: Chart representing that they getting the same product which they ordering.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 13.1%, Agree is 41.5%, Neutral is 35.3%, Disagree is 9.2% and Strongly Disagree is 0.7%.

INFERENCE

Majority (41.5%) of the respondents says Agree that that they getting the same product which they ordering.

Table 4.1.16: Table showing Social media platform provides the best customer service.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	25	19.2
2.	Agree	40	30.7
3.	Neutral	43	33.1
4.	Disagree	17	13.1
5.	Strongly Disagree	5	3.8
Total		130	100

Source: Primary data.

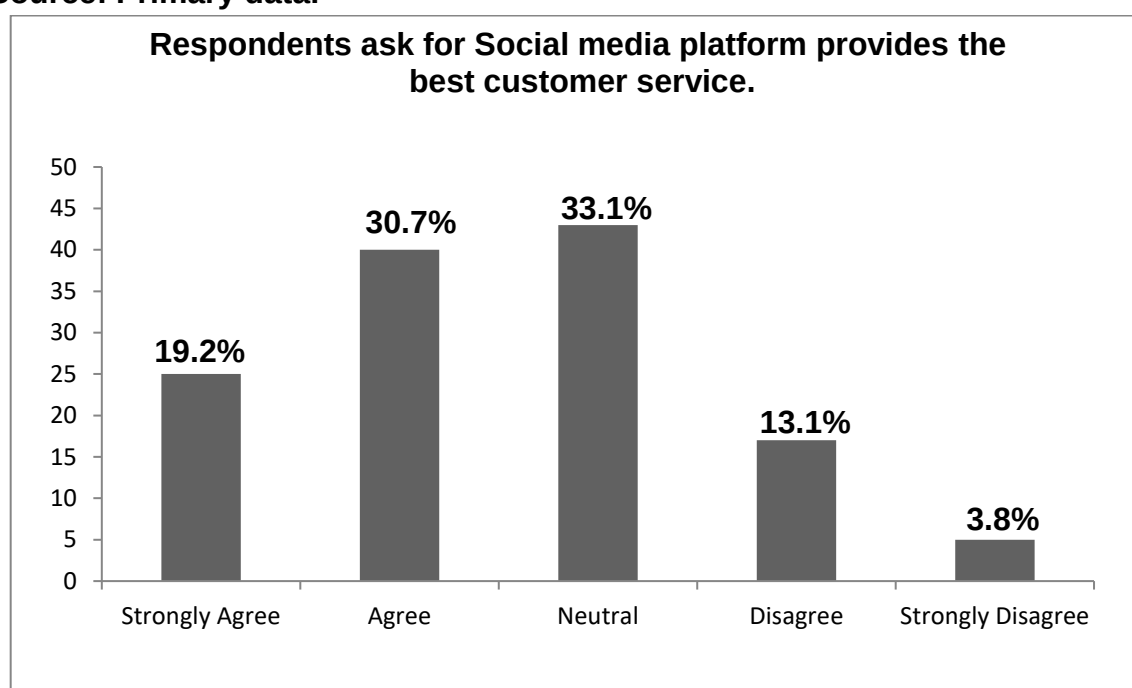


Chart 4.1.16: Chart showing Social media platform provides the best customer service.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 19.2%, Agree is 30.1%, Neutral is 33.1%, Disagree is 13.1% and Strongly Disagree is 3.8%.

INFERENCE

Majority (33.1%) of the respondents says Neutral for Social media platform provides the best customer service.

Table 4.1.17: Table showing that they can choose delivery date.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	27	11.5
2.	Agree	55	45.3
3.	Neutral	30	33.1
4.	Disagree	16	8.4
5.	Strongly Disagree	2	1.5
Total		130	100

Source: Primary data.

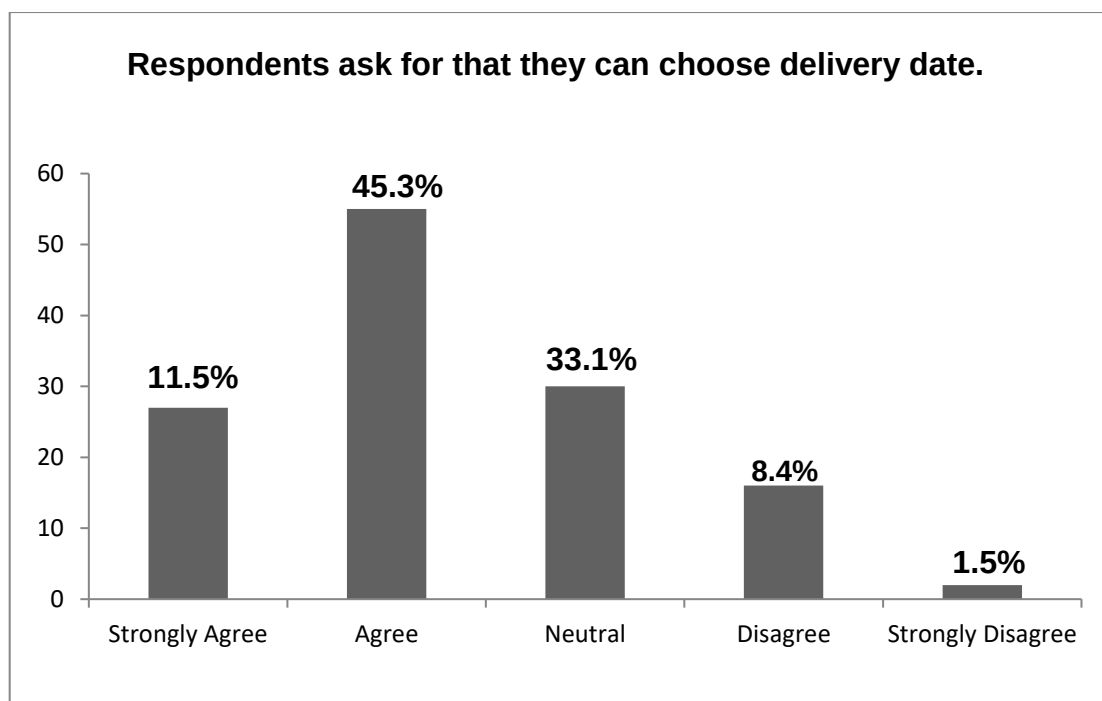


Chart 4.1.17: Chart representing that they can choose delivery date.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 20.7%, Agree is 42.3%, Neutral is 23.1%, Disagree is 12.3% and Strongly Disagree is 1.5%.

INFERENCE

Majority (42.3%) of the respondents says Agree for that they can choose delivery date.

Table 4.1.18: Table showing delivery Charges are reasonable.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	27	11.5
2.	Agree	55	45.3
3.	Neutral	30	33.1
4.	Disagree	16	8.4
5.	Strongly Disagree	2	1.5
Total		130	100

Source: Primary data.

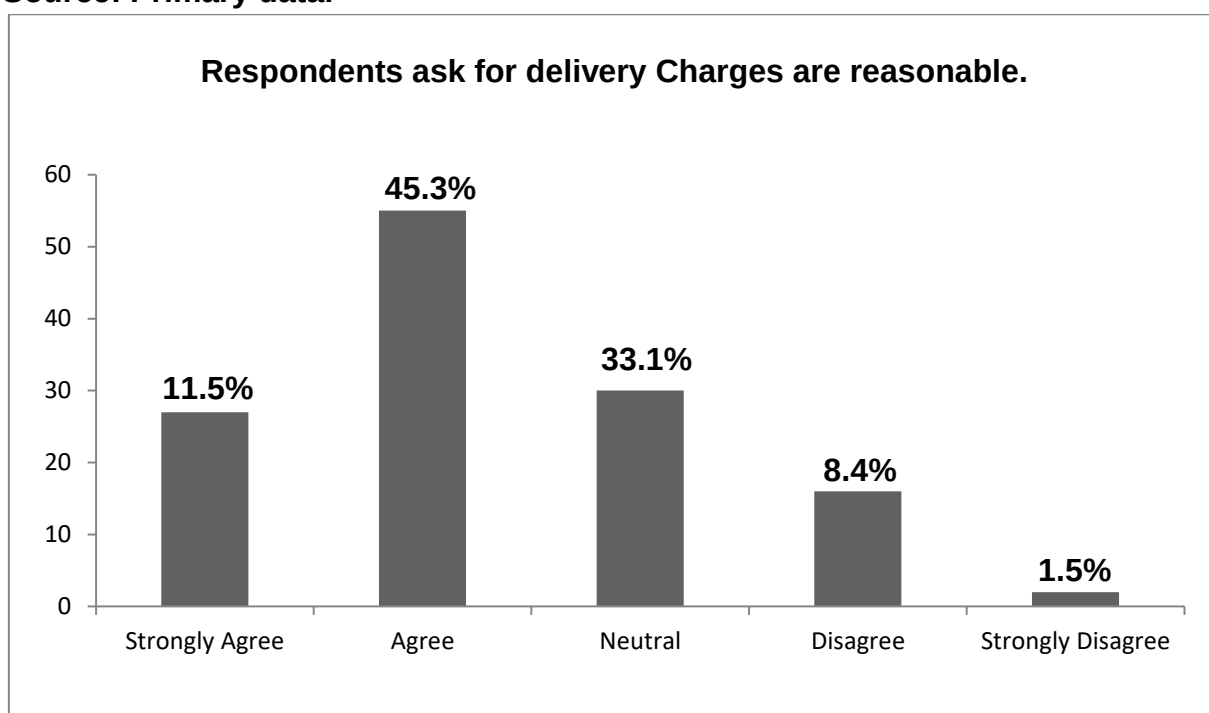


Chart 4.1.18: Chart representing delivery Charges are reasonable.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 11.5%, Agree is 45.3%, Neutral is 33.1%, Disagree is 8.4% and Strongly Disagree is 1.5%.

INFERENCE

Majority (45.3%) of the respondents says Agree for delivery Charges are reasonable.

Table 4.1.19: Table showing Products deliver on time.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	24	18.4
2.	Agree	62	47.6
3.	Neutral	36	27.6
4.	Disagree	7	5.3
5.	Strongly Disagree	1	0.7
Total		130	100

Source: Primary data.

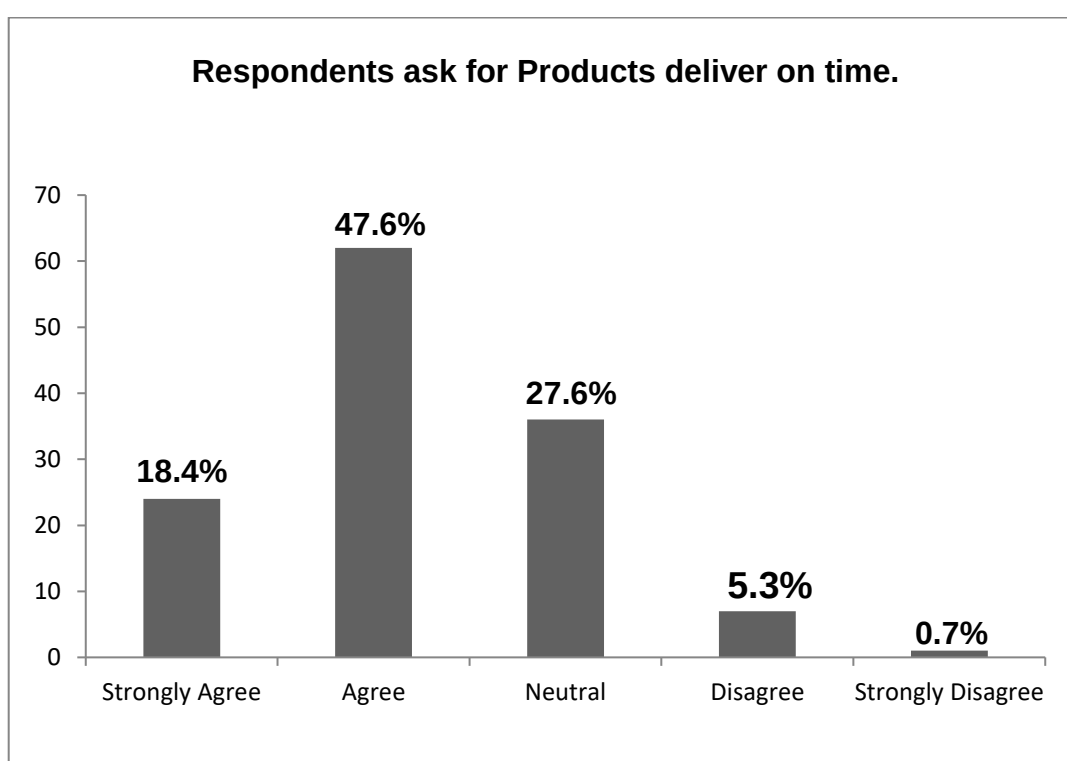


Chart 4.1.19: Chart represnting Products deliver on time.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 18.4%, Agree is 47.6%, Neutral is 27.6%, Disagree is 5.3% and Strongly Disagree is 0.7%.

INFERENCE

Majority (47.6%) of the respondents says Agree for Products deliver on time.

Table 4.1.20: Table showing Product Package ensures the safety of the product during transportation.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	31	23.8
2.	Agree	68	52.3
3.	Neutral	28	21.5
4.	Disagree	3	2.3
5.	Strongly Disagree	0	0.00
Total		130	100

Source: Primary data.

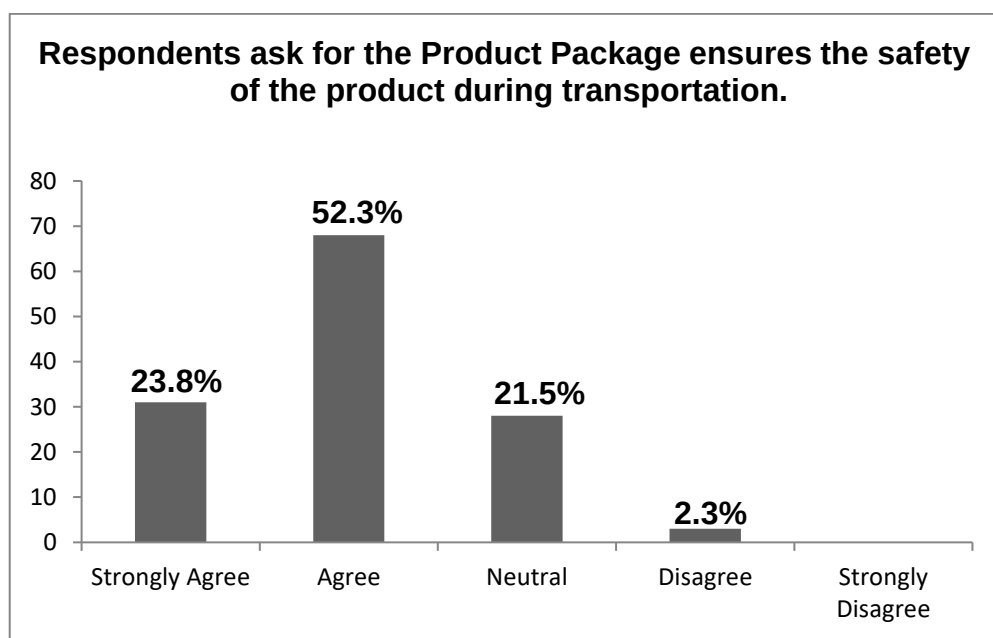


Chart 4.1.20: Chart representing Product Package ensures the safety of the product during transportation.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 23.8%, Agree is 52.3%, Neutral is 21.5%, Disagree is 2.3% and Strongly Disagree is 0.

INFERENCE

Majority (52.3%) of the respondents says Agree for the Product Package ensures the safety of the product during transportation.

Chart 4.1.21: Table showing A Precise return policy.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	30	23.1
2.	Agree	47	36.1
3.	Neutral	40	30.7
4.	Disagree	12	9.2
5.	Strongly Disagree	1	0.7
Total		130	100

Source: Primary data.

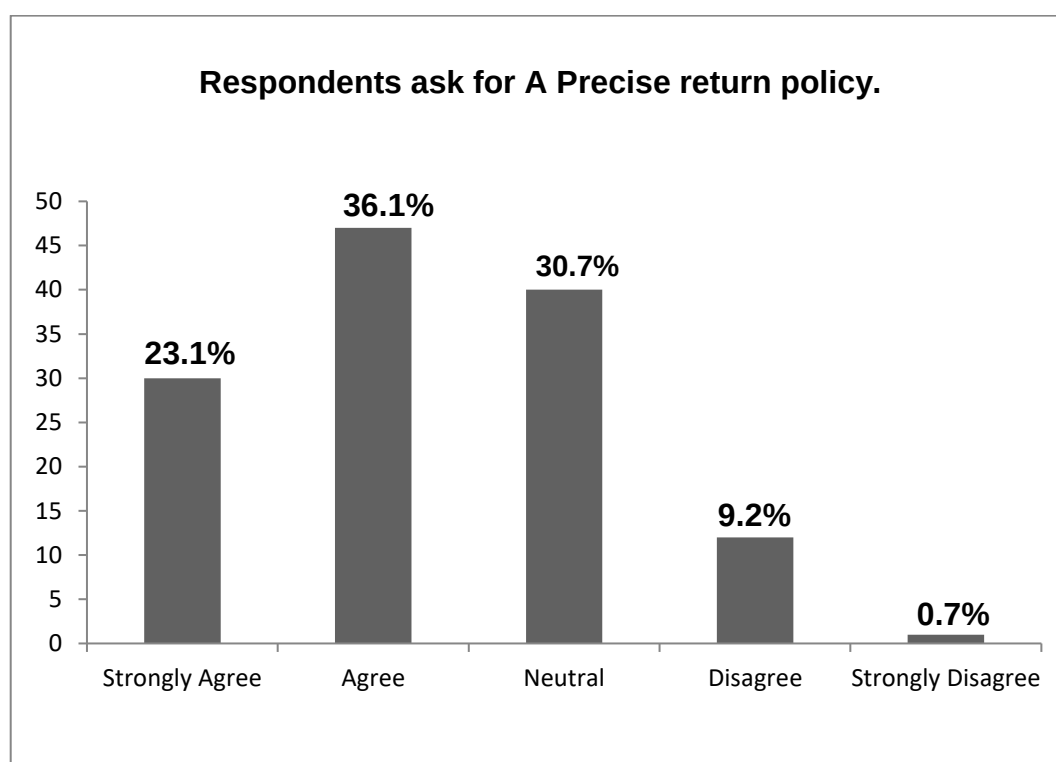


Chart 4.1.21: Chart representing A Precise return policy.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 23.1%, Agree is 36.1%, Neutral is 30.7%, Disagree is 9.2% and Strongly Disagree is 0.7%.

INFERENCE

Majority (36.1%) of the respondents says Agree for A Precise return policy.

Table 4.1.22: Table showing Personal information's are kept safe.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	24	18.4
2.	Agree	50	38.4
3.	Neutral	36	27.6
4.	Disagree	13	10
5.	Strongly Disagree	7	5.3
Total		130	100

Source: Primary data.

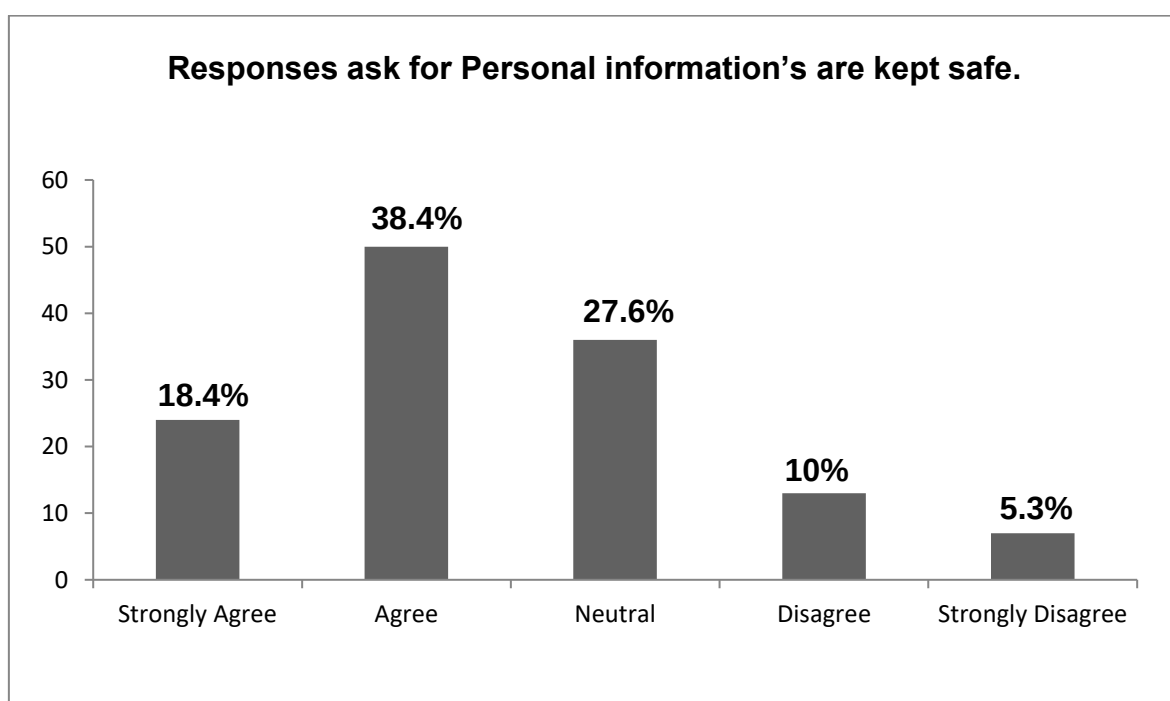


Chart 4.1.22: Chart representing Personal information's are kept safe.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 18.4%, Agree is 38.4%, Neutral is 27.6%, Disagree is 10% and Strongly Disagree is 5.3%.

INFERENCE

Majority (38.4%) of the respondents says Agree for Personal information's are kept safe.

Table 4.1.23: Table showing Risk factor is comparatively high, while buying products on social media.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	26	20
2.	Agree	63	48.4
3.	Neutral	38	29.2
4.	Disagree	3	2.3
5.	Strongly Disagree	0	0.00
Total		130	100

Source: Primary data.

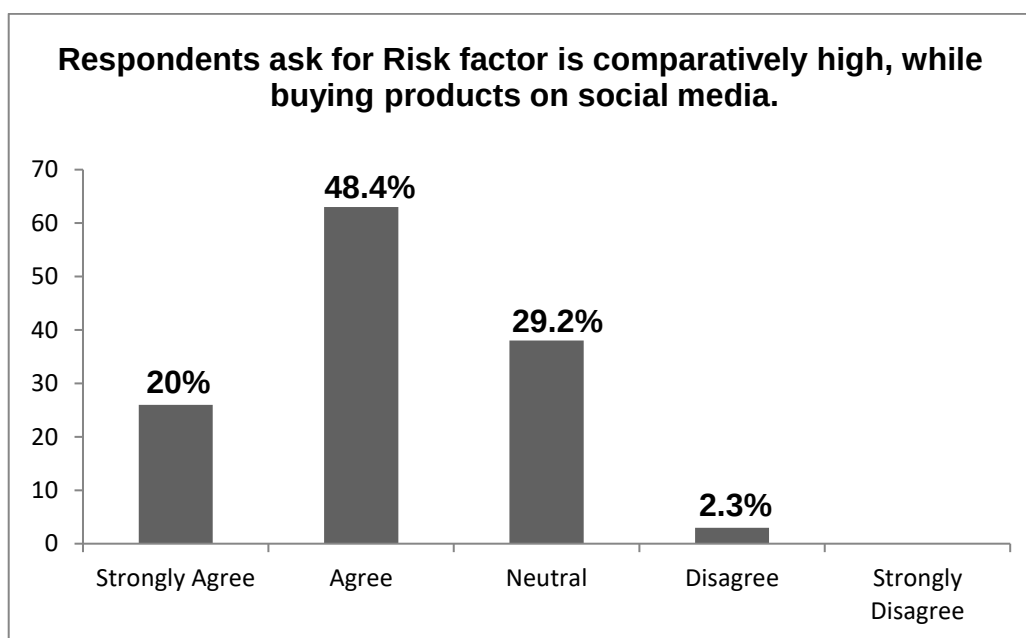


Chart 4.1.23: Chart representing Risk factor is comparatively high, while buying products on social media.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 20%, Agree is 48.4%, Neutral is 29.2%, Disagree is 2.3% and Strongly Disagree is 0.

INFERENCE

Majority (48.4%) of the respondents says Agree for Risk factor is comparatively high, while buying products on social media.

Table 4.1.24: Table showing Payment information's kept safe.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	21	16.1
2.	Agree	57	43.8
3.	Neutral	40	30.7
4.	Disagree	7	5.3
5.	Strongly Disagree	5	3.8
Total		130	100

Source: Primary data.

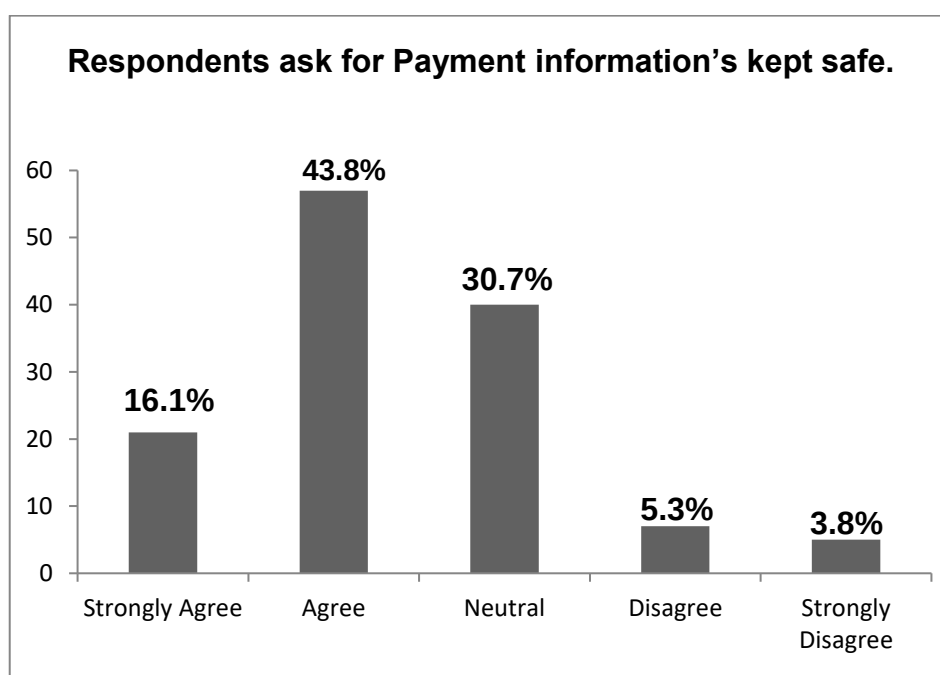


Chart 4.1.24: Chart representing Payment information's kept safe.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 16.1%, Agree is 43.8%, Neutral is 30.7%, Disagree is 5.3% and Strongly Disagree is 3.8%.

INFERENCE

Majority (43.8%) of the respondents says Agree for Payment information's kept safe.

Table 4.1.25: Table showing Shopping on Social media is secured as traditional shopping.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	22	16.9
2.	Agree	42	32.3
3.	Neutral	38	29.2
4.	Disagree	22	16.9
5.	Strongly Disagree	6	4.6
Total		130	100

Source: Primary data.

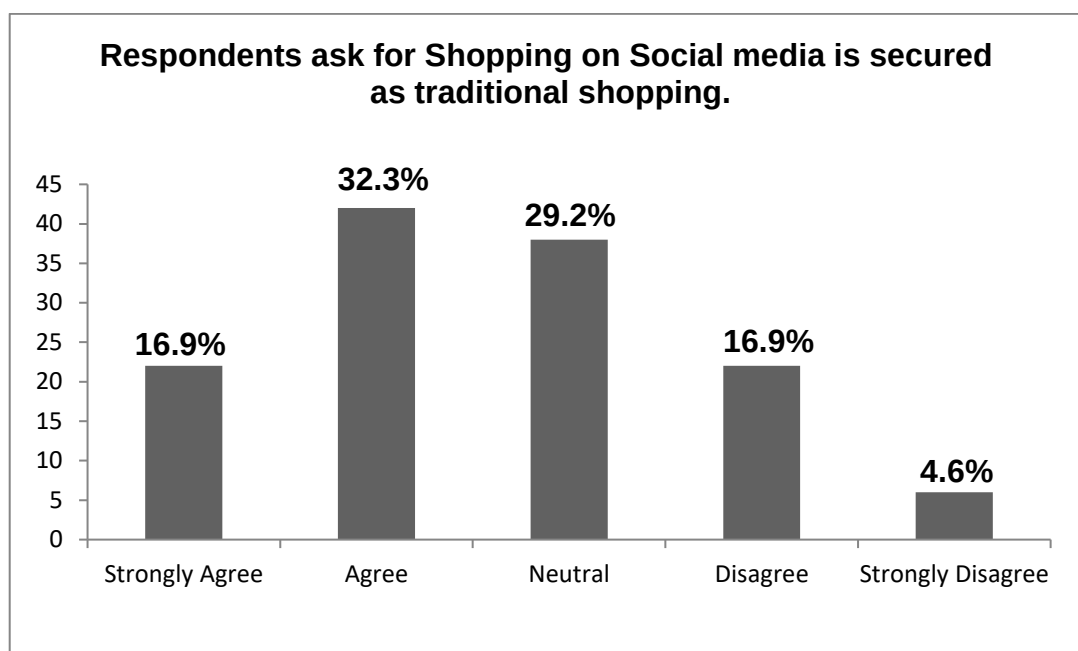


Chart 4.1.25: Chart representing Shopping on Social media is secured as traditional shopping.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 16.9%, Agree is 32.3%, Neutral is 29.2%, Disagree is 16.9% and Strongly Disagree is 4.6%.

INFERENCE

Majority (32.3%) of the respondents says Agree for Shopping on Social media is secured as traditional shopping.

Table 4.1.26Table showing while shopping on social media I hesitate to pay money online before I get the product.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	40	30.7
2.	Agree	61	46.9
3.	Neutral	22	16.9
4.	Disagree	5	3.8
5.	Strongly Disagree	2	1.5
Total		130	100

Source: Primary data

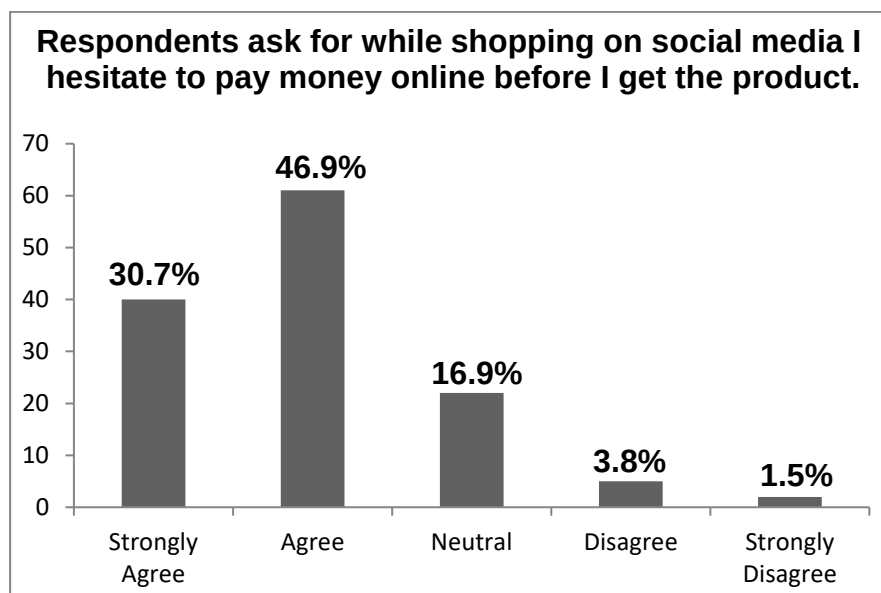


Chart 4.1.26: Chart representing while shopping on social media I hesitate to pay money online before I get the product.

INTERPRETATION

From the above table it is interpreted that the number of respondents Strongly Agree is 30.7%, Agree is 46.9%, Neutral is 16.9%, Disagree is 3.8% and Strongly Disagree is 1.5%.

INFERENCE

Majority (46.9%) of the respondents says Agree for while shopping on social media I hesitate to pay money online before I get the product.

4.2 CHI-SQUARE

Null Hypothesis (H_0) – There is no significant relationship between Gender and the availability of a customized Product.

Alternative Hypothesis (H_1) - There is significant relationship between Gender and the availability of a customized Product.

Table 4.2.1: Table showing the Crosstabulation Gender * [Customized Products are available on social media than Retail Shops.]

			Availability of customized Product				
						Strongly	
			Agree	Disagree	Neutral	Agree	Total
Gender	Female	Count	23	1	11	12	47
		Expected Count	21.7	1.8	8.7	14.8	47.0
	Male	Count	37	4	13	29	83
		Expected Count	38.3	3.2	15.3	26.2	83.0
Total		Count	60	5	24	41	130
		Expected Count	60.0	5.0	24.0	41.0	130.0

Table 4.2.2: Table showing Chi-Square Tests Gender * [Customized Products are available on social media than Retail Shops.]

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.505 ^a	3	.474
Likelihood Ratio	2.557	3	.465
Linear-by-Linear Association	.398	1	.528
N of Valid Cases	130		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.81.

Source: Primary data.

INTERPRETATION:

Since p value is greater than 0.05, we accept the Null hypothesis and rejects the Alternate hypothesis. Therefore, there is no significant relationship between Gender and the availability of a customized Product.

Null Hypothesis (H_0) – There is no significant relationship between Years of shopping on Social media and Social media platform is better than other online shopping websites.

Alternative Hypothesis (H_1) - There is significant relationship between Years of shopping on Social media and Social media platform is better than other online shopping websites.

Table 4.2.3: Table showing the Crosstabulation I have been shopping on social media for * Social media platform is better than other online shopping websites.

			Social media platform is better than other online shopping websites.					Total
			Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	
I have been shopping on social media for	1 Year	Count	3	2	3	2	0	10
		Expected Count	3.1	1.3	3.5	1.8	.4	10.0
	2 Years	Count	2	2	7	7	0	18
		Expected Count	5.5	2.4	6.2	3.2	.7	18.0
	3 Years	Count	7	3	9	0	0	19
		Expected Count	5.8	2.5	6.6	3.4	.7	19.0
	Less than 1 Year	Count	12	9	16	2	2	41
		Expected Count	12.6	5.4	14.2	7.3	1.6	41.0
	More than 4Years	Count	16	1	10	12	3	42
		Expected Count	12.9	5.5	14.5	7.4	1.6	42.0
	Total	Count	40	17	45	23	5	130
		Expected Count	40.0	17.0	45.0	23.0	5.0	130.0

Table 4.2.4: Table showing the Chi – Square test for I have been shopping on social media for * Social media platform is better than other online shopping websites.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.305 ^a	16	.016
Likelihood Ratio	37.325	16	.002
Linear-by-Linear Association	.033	1	.856
N of Valid Cases	130		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .38.

Source: Primary data.

INTERPRETATION:

Since p value is lesser than 0.05, we accept the Alternative hypothesis and rejects the Null hypothesis. Therefore, there is a significant relationship between Years of shopping on Social media and Social media platform is better than other online shopping websites.

4.3 CORRELATION

Table 4.3.1: Table showing the Correlation between Personal information's are kept safe Payment information's kept safe.

		Personal information's are kept safe	Payment information's kept safe
Personal information's are kept safe.	Pearson Correlation	1	.483**
	Sig. (2-tailed)		.000
	N	130	130
Payment information's kept safe.	Pearson Correlation	.483**	1
	Sig. (2-tailed)	.000	
	N	130	130

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data.

INTERPRETATION:

Pearson Correlation value is 0.483. So, it is positive correlation. Hence there is positive correlation between Personal information's are kept safe Payment information's kept safe.

Table 4.3.2: Table showing Correlation between Age and Variety of products is available on social media.

		Shopping on Social media saves the time	I'm able to shop 24/7
Shopping on Social media saves the time	Pearson Correlation	1	.473**
	Sig. (2-tailed)		.000
	N	130	130
I'm able to shop 24/7	Pearson Correlation	.473**	1
	Sig. (2-tailed)	.000	
	N	130	130

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data.

INTERPRETATION:

Pearson Correlation value is 0.473. So, it is positive correlation. Hence there is positive correlation between Shopping on Social media saves the time and I'm able to shop 24/7.

4.4 ANOVA

Null Hypothesis (H_0) – There is no statistical significant difference between Gender and Risk factor is comparatively high, while buying products on social media.

Alternative Hypothesis (H_1) – There is a statistical significant difference between Gender and Risk factor is comparatively high, while buying products on social media.

Table 4.4.1: The table showing the Descriptive relationship between Gender and Risk factor is comparatively high, while buying products on social media.

Descriptive						
Gender						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Agree	64	1.59	.495	.062	1.47	1.72
Disagree	3	1.33	.577	.333	-.10	2.77
Neutral	38	1.58	.500	.081	1.41	1.74
Strongly Agree	25	1.88	.332	.066	1.74	2.02
Total	130	1.64	.482	.042	1.55	1.72

Table 4.4.2: The table showing the ANOVA relationship between Gender and Risk factor is comparatively high, while buying products on social media.

ANOVA					
Gender					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.000	3	.667	3.000	.033
Within Groups	28.007	126	.222		
Total	30.008	129			

Source: Primary data.

INTERPRETATION:

Significance level is 0.033, where p is lesser than 0.05, therefore there is a statistical significant difference between Gender and Risk factor is comparatively high, while buying products on social media.

CHAPTER 5

5.1 FINDINGS

- Majority (63.8%) of the respondents are Male.
- Majority (88.5%) of the respondents fall in the age category of ≤ 25 years.
- Majority (90%) of the respondents are Unmarried.
- Majority (52.3%) of the respondents are Master's Degree.
- Majority (43.8%) of the respondents have No Income.
- Majority (77.7%) of the respondents preferred Instagram to buy products on Social media.
- Majority (32.3%) of the respondents says shopping on Social media for more than 4 Years.
- Majority (48.4%) of the respondents says strongly Agree that variety products are available on social media.
- Majority (45.3%) of the respondents says Agree that Customized Products are available on social media than Retail Shops.
- Majority (37.6%) of the respondents says Agree that shopping on Social media saves the time.
- Majority (44.6%) of the respondents says Strongly Agree that they can shop 24/7 on Social media.
- Majority (37.6%) of the respondents says Agree that duration of ordering a product on Social media is comparatively lesser than other online websites.
- Majority (34.6%) of the respondents says Neutral for Social media platform is better than other online shopping websites.
- Majority (40.7%) of the respondents says Agree that quality products are available on Social media.
- Majority (41.5%) of the respondents says Agree that that they getting the same product which they ordering.
- Majority (33.1%) of the respondents says Neutral for Social media platform provides the best customer service.
- Majority (42.3%) of the respondents says Agree for that they can choose delivery date.
- Majority (45.3%) of the respondents says Agree for delivery Charges are reasonable.

- Majority (47.6%) of the respondents says Agree for Products deliver on time.
- Majority (52.3%) of the respondents says Agree for the Product Package ensures the safety of the product during transportation.
- Majority (36.1%) of the respondents says Agree for A Precise return policy.
- Majority (38.4%) of the respondents says Agree for Personal information's are kept safe.
- Majority (48.4%) of the respondents says Agree for Risk factor is comparatively high, while buying products on social media.
- Majority (43.8%) of the respondents says Agree for Payment information's kept safe.
- Majority (32.3%) of the respondents says Agree for Shopping on Social media is secured as traditional shopping.
- Majority (46.9%) of the respondents says Agree for while shopping on social media I hesitate to pay money online before I get the product.
- There is no significant relationship between Gender and the availability of a customized Product.
- There is a significant relationship between Years of shopping on Social media and Social media platform is better than other online shopping websites.
- There is positive correlation between Personal information's are kept safe Payment information's kept safe.
- There is positive correlation between Shopping on Social media saves the time and I'm able to shop 24/7.
- There is a statistical significant difference between Gender and Risk factor is comparatively high, while buying products on social media.

5.2 SUGGESTION

- Companies are increasingly investing in social media to attract and engage the customer's to buy products through social media.
- Study done with the objectives of evaluating the factors which are inducing customer's shopping on Social Media and understanding its satisfaction level based on the demographics of consumers.

- Retailers on Social media should follow the strategies sometimes in general and sometimes based on demographics. As there is no difference of opinion among male and female on online shopping parameters as well as customer satisfaction dimension, which are highly important and preferable by consumers in Chennai.
- Retailers on Social media can develop 'Community Building' by messaging, discussion forums, ratings and interaction with like-minded group of customers. This will help for building customer relationships and retaining loyal one.
- Consumers should be educated in terms of procedures and policies of online shopping in their local languages for the same e-marketers should provide proper steps to educate them, "Think Global and Act Local" strategy will help them to reach in every corner of the India.

5.3 CONCLUSION

Now a day's business today is changing from a transactional relationship to a social relationship. The study clearly states that social media marketing leads the variety of products to reach the customers of different age group, different life style, based on their affordability. Few products which are not available on other online shopping websites are offered in the social media with different variety and also with discounts. Regular customers of social media are aware of the different schemes and also the time during with product will be available to grab the products of their demand. So, social media plays a vital role in deciding the healthy and also the sales of products.

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APPENDIX – I (Questionnaire)

1. Gender

- (A) Male
- (B) Female

1. Your Age

- (A) ≤ 25 Years
- (B) 26 - 35 Years
- (C) 36 - 45 Years
- (D) 46 - 59 years
- (E) Above 60 Years

2. Highest Qualification

- (A) High School
- (B) Diploma
- (C) Bachelor's Degree
- (D) Master's Degree

4. Marital Status

- (A) Married
- (B) Unmarried

5. Income

- (a) ≤ 15000
- (b) 15000 – 20000
- (c) 20000 – 25000
- (d) 30000 – 35000
- (e) Above 35000

6. The social media Platform which I prefer to buy a product is

- ☐ Instagram
- ☐ Facebook
- ☐ Whatsapp
- ☐ Twitter
- ☐ Pinterest

7. I have been shopping on social media for

- (a) More than 4years
- (b) 3years
- (c) 2years
- (d) 1year
- (e) Less than 1year

▪ **AVAILABILITY & TIME**

[5 – Strongly agree, 4 – Agree, 3 – Neutral, 2 - disagree, 1 – Strongly disagree]

(5) (4) (3) (2) (1)

8. Variety of products is available on social media.					
9. Customized Products are available on social media than Retail Shops.					
10. I think shopping on Social media saves the time.					
11. I'm able to shop 24/7					
12. The duration of ordering a product on social media is comparatively lesser than other online websites.					

▪ **QUALITY**

[5 – Strongly agree, 4 – Agree, 3 – Neutral, 2 - disagree, 1 – Strongly disagree]

	(5)	(4)	(3)	(2)	(1)
13. Social media platform is better than other online shopping websites.					
14. Quality products are available on Social media.					
15. I'm getting the same product which I'm ordering.					
16. Social media platform provides the best customer service.					

▪ **DELIVERY**

[5 – Strongly agree, 4 – Agree, 3 – Neutral, 2 - disagree, 1 – Strongly disagree]

	(5)	(4)	(3)	(2)	(1)
17. Flexibility to choose delivery date.					
18. Delivery Charges are reasonable.					
19. Products deliver on time.					
20.The Product Package ensures the safety of the product during transportation					
21. A Precise return policy					

▪ **RISK**

[5 – Strongly agree, 4 – Agree, 3 – Neutral, 2 - disagree, 1 – Strongly disagree]

(5) (4) (3) (2) (1)

22. Personal information's are kept safe.					
23. Risk factor is comparatively high, while buying products on social media.					
24. Payment information's kept safe.					
25. Shopping on Social media is secured as traditional shopping.					
26. While shopping on social media I hesitate to pay money online before I get the product.					

APPENDIX – II (Article)

A study on factors influencing consumers on buying products through social media in chennai

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ABSTRACT:

The purpose of study is to develop an understanding the factors which are influencing Consumers to buy products on Social Media in Chennai and to explore the demographic factors which influences the level of customer satisfaction of shoppers on Social Media.

With the explosion of social media platforms within the interactive digital media realm and firms magnified comprehension of the importance of getting loyal customers, the question of social media usage in developing client loyalty has become additional and additional distinguished. Since social media permits corporations to have interaction directly with the tip client at a comparatively low value and with the next level of potency, it's notably necessary for little on-line branded retailers with restricted selling and PR budgets.

Key Words: Social Media, Chennai, Customers

INTRODUCTION:

Social media promoting is also a more recent part of program promoting, however its very throughout a category of its own. It does not relate solely to searching; it relates to a broad category of spoken promoting that has taken the online by its horns. As luck would have it, the development is simply growing at currently.

REVIEW OF LITERATURE:

Suresh V, Dr.M.Chitra, Dr. K. Maran (2016) has created the analysis concerning the Social networking sites is employed as a vast for all social media and computer-mediated communication. the target of this paper is to debate concerning the factors that confirm social media on cosmetic merchandise in Bharat. The study clearly states that social media promoting leads the cosmetics merchandise to achieve the purchasers of various people, completely different life vogue, supported their affordability and their skin kind. Social media plays a significant role choose the healthy and conjointly the sales of merchandise.

Mahamudul Hasan & Md. Rasel tribal sheikh (2018) has created the analysis to spot and analyze the factors that have an effect on the perspective toward social promoting that ar travel by social media. The researchers have conducted a survey on 201 collegian students from 3 public universities from southern regions of East Pakistan. The study additionally showed that perspective toward social promoting through social media has vital positive impact on 'Being suffering from social promoting campaigns through social media'.

Rajiv Kaushik (2012) has created the analysis Growing quality of social media compelled the marketers to trust this media beside ancient practical areas of selling. Social media is predicated that it relies totally on net or cell phone based applications and tools to share data among folks. Social media is making an attempt to fill the gap between marketers and customers through continual dialogue, building trust and interacting with right audience in right manner, as quick as potential.

OBJECTIVES OF THE STUDY

- To analyze the factors affecting social media marketing in chennai.
- To analyze the Product quality and risk factors on social media platform in Chennai.

RESEARCH METHODOLOGY

- Research is a systematic study of a given problem. This study is based on the primary and secondary data. The primary data has been collected through questionnaire by using Convenience sampling technique on respondents. The secondary data had collected from published books, journals and internet.

PERCENTAGE ANALYSIS

S. No	Particulars	No. of Respondents	Percentage
1.	Gender of the respondents		
	Male	83	63.84
	Female	47	36.15
	Total	130	100
2.	Marital Status		
	Married	13	10
	Unmarried	117	90
	Total	130	100
3.	Social media Platform which the respondents prefer to buy a product		
	Instagram	101	77.7
	Facebook	28	21.5
	Watsapp	44	33.8
	Twitter	6	4.6
	Pinterest	10	7.7
4.	Years of shopping on social media		
	More than 4 Years	42	32.3
	3 Years	19	14.6
	2 Years	18	13.8
	1 Year	10	7.7
	Less than 1 Year	41	31.5
	Total	130	100

RESULTS AND DISCUSSIONS

CHI – SQUARE

The table showing the relationship between Years of shopping on social media and Social media platform is better than other online shopping websites.

Chi – Square Test			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.305 ^a	16	.016
Likelihood Ratio	37.325	16	.002
Linear-by-Linear Association	.033	1	.856
N of Valid Cases	130		

There is a significant relationship between Years of shopping on Social media and Social media platform is better than other online shopping websites with the satisfaction towards

CORRELATION

The table showing the relationship between Personal information's are kept safe Payment information's kept safe.

Correlations			
		Personal information's are kept safe	Payment information's kept safe
Personal information's are kept safe.	Pearson Correlation	1	.483**
	Sig. (2-tailed)		.000
	N	130	130
Payment information's kept safe.	Pearson Correlation	.483**	1
	Sig. (2-tailed)	.000	
	N	130	130

Pearson Correlation value is 0.483. So, it is positive correlation. Hence there is positive correlation between Personal information's are kept safe Payment information's kept safe.

CONCLUSION:

The study clearly states that social media promoting leads the range of merchandise to achieve the purchasers of various people, completely different life vogue, supported their affordability. Few merchandise that don't seem to be on the market on alternative on-line looking websites area unit offered within the social media with completely different selection and additionally with discounts. Regular customers of social media area unit alert to the various schemes and additionally the time throughout with product are going to be on the market to grab the merchandise of their demand. So, social media plays an important role decide the healthy and additionally the sales of merchandise.

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