

# A Study on the Influence of Social Media Marketing On consumer Buying Behaviour

Dr. T.S.Poornachandrika

ASSOCIATE. PROFESSOR, SMS CBIT-SMS, HYD, TELANGANA-500075

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**ABSTRACT:** In the 21st century and people do not find time to come & interact with each other. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Apart from this media like Facebook create a loyal connection between product and individual which leads to large advertising opportunities. Similarly, other social media like Blogs create a platform to post comment on any event which needs to be publicized also can be utilized as a promotional technique for customer's adoption as well as for promotions. Now users are acquiring followers & subscribers and directing them to your social networking page. These media has a competitive edge over other popular public media like Television because there is a time gap between social events occurrence and the time the strategies which can it is being broadcasted. This research paper on the impact of Social media marketing on the purchase behaviour of consumers. As a result it can also help in building your community strong enough to make your marketing effective.

**KEYWORDS:** Social Media, Advertising, Social Media Marketing

## I. INTRODUCTION

“Getting a new idea adopted, even when it has obvious advantages, is difficult. Many innovations require a lengthy period of many years from the time when they become available to the time when they are widely adopted. Therefore, a common problem for many individuals and organizations is how to speed up the rate of diffusion of an innovation.” Everett Rogers (2003)

With the rise of social media in recent years there has been a heightened interest from marketing professionals in the potential of these new outlets for reaching consumers. Anecdotal evidence suggests that properly executed social media marketing can take a company to new heights.

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. The tools and

approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds). This is especially true for companies striving to gain a competitive advantage. This research work examines the adoption of social media as an extension of the marketing strategy by on-line retail companies. Recent years have seen a remarkable transformation in the way India shops and trades. E-commerce has taken the world of retail by storm and captivated the imagination of an entire generation of business people, with e-commerce ventures with various business and commercial models. The explosive growth in the last few years has already catapulted the biggest e-retail firms among others. Various industry estimates project that the sector will further grow five to seven times over the next four to five years. Online retail, while today representing a small fraction of the e-commerce space is one of the fastest growing segments. It is also the most challenging in fulfilling its fundamental proposition of transcending physical boundaries to deliver a variety of products to the customer's doorstep.

The previous few years have seen an unprecedented growth in the number of online business players. **The past decade can be called an era of emergence of many e-retailing companies. These companies are posing a challenge not only to each other but also to regular brick and mortar business firms.** New e-retailers are entering in the market every day. It is of utmost importance for the companies to determine the degree of impact of social media marketing practices on the decision-making process of consumers.

This ever-increasing competition has called for the adoption of new marketing strategies, new media and —out of box thinking! to influence the customer to visit the site and make purchases. Despite many advantages associated with online engagement, there is evidence that the social marketing field has neither fully realized the

potential of online engagement nor developed the expertise required to carry out effective online social marketing campaigns.

Social media offer affordable opportunities to reach large populations. Additionally, online campaigns on social media can benefit from the persuasive features of interactive multi-media systems. Social media is now an integrated part of the lives of hundreds of millions of people. Social media marketing is a powerful online marketing tool, it is typically used to supplement other marketing methods this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

The social marketing field has neither fully realized the potential of online engagement nor developed the expertise required to carry out effective online social marketing campaigns. It calls for extensive research on the use of social media as marketing tool and impact of such marketing on consumer buying behaviour.

E-retailing is a subset of e-commerce, which encapsulates all —commerce conducted via the Internet. It refers to that part of e-commerce which entails the sale of product merchandise and does not include sale of services viz. railway tickets, airlines tickets, job portals, etc.

India had an internet user base of about 354 million as of June 2015 and is expected to cross 500 million in 2016. The penetration of e-commerce in India is low compared to markets like the United States or France but is growing at an unprecedented rate, adding millions new entrants every month. The industry consensus is that growth is at an inflection point.

### Social media:

Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

**1(a) Concept:** In 2016, Merriam-Webster defined social media as "Forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas, personal messages, etc. Social media is generally defined by its ability to connect people but it can't be the sole criterion as it will include many modes of communication. Therefore it is important to enumerate the characteristics which are common in all social media. The common features of all social media are:

- Social media are interactive Web 2.0 Internet-based applications.
- User-

generated contents such as text posts or comments, digital photos or videos, as well as data generated through all online interactions, are the lifeblood of the social media organism.

- Users create service-specific profiles for the website or app, which are designed and maintained by the social media organization.
- Social media facilitates the development of online social networks by connecting a user's profile with those of other individuals and/or groups.

Social media uses web-based and mobile technologies on smart phones and tablet computers to

create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals. Social media changes the way individuals and large organizations communicate. These changes are the focus of the emerging field of technoself studies.

Social media differs from paper-based or traditional electronic media such as TV broadcasting in many ways, including quality, reach, frequency, usability, immediacy, and permanence. Social media operates in a dialogic transmission system (many sources to many receivers). This is in contrast to traditional media which operates under a monologic transmission model (one source to many receivers), such as a paper newspaper which is delivered to many subscribers. Some of the most popular social network websites are Facebook, messenger, LinkedIn, Google+, YouTube, Instagram, Snapchat, Twitter, etc.

Social media technologies take many different forms including blogs, business networks, enterprise social networks, forums, microblogs, photo sharing, products/services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds. The development of social media started off with simple platforms such as SixDegrees.com.

The Social Network Revolution has led to the rise of the networking sites. Research shows that the audience spends 22 percent of their time on social networking sites, thus proving how popular social media platforms have become. This increase is because of the smart phones that are now in the daily lives of most humans.

The most well-defining concept of social media is called Honeycomb framework. The "honeycomb framework" defines how social media services

focus on some or all of seven functional building blocks. In a 2011 article, Jan H. Kietzmann, Kristopher Hermkens, Ian P. McCarthy and Bruno S. Silvestre describe the honeycomb relationship as "presenting a framework that defines social media by using seven functional building blocks: identity, conversations, sharing, presence, relationships, reputation, and groups." These building blocks help explain the engagement needs of the social media audience. For instance, LinkedIn users are thought to care mostly about identity, reputation, and relationships, whereas YouTube's primary features are sharing, conversations, groups, and reputation. Many companies build their own social "containers" that attempt to link these seven functional building blocks around their brands. These are private communities that engage people around a narrower theme, as in a brand around a particular brand, vocation or hobby, rather than social media containers such as Google+, Facebook, and Twitter.

#### (b) Types of social media:

Some of the most popular current forms of social media are social networking websites such as Facebook, which surpassed over one billion active monthly users in October 2012. There are several types of online platforms classified under the vast umbrella of social media. These categories include:

**Social Networks:** Social networking websites allow users to build web pages featuring personal portfolios and interests. These pages are used to connect with friends, colleagues and other users in order to share media, content and communications. Examples of social networks include Facebook, LinkedIn, MySpace and Bebo.

Visual social networks are becoming more popular, with Instagram having now surpassed Twitter in its amount of users. Data has shown that a tweet that includes an image has a 150% more chance of being shared. There are also new networks such as Snapchat and Periscope, that are slowly growing in terms of popularity, especially with the younger generations.

**Web blogs:** Some of the oldest and most popular forms of social media are blogs. Blogs are often viewed as online journals that order content chronologically, or by date, month, year and category. Users can also maintain "vlogs," or video blogs, featuring shared or homemade videos. Blogging websites include WordPress, Blogger and Tumblr.

**Microblogs:** Microblogs are blogging tools that feature short posts, as opposed to journal-style posts. Users are usually restricted to posting a few lines of text, or uploading individual images and

videos. Microblogging is particularly common for posting quick updates and distributing content via mobile devices. Notable microblogging sites include Twitter and Tumblr.

However, social networks such as Facebook, Google+, LinkedIn and MySpace also have their own microblogging features.

**Content Communities:** Users on content communities organize, share and comment on different types of content, including images and videos. YouTube, Flickr and Scribd are examples of content communities.

**Wikis:** Wiki websites allow a community of people to add and edit content in a community-based database. One of the best-known wikis is Wikipedia.

**Podcasts:** Podcasts are audio and video files available through subscription services such as Apple iTunes. The term "podcast" is a neologism derived from "broadcast" and "pod" (as in "iPod"), since podcasts are often listened to on portable media players. Other types of classification of social media include the following:

- Rating and review sites (e.g. Yelp)
- Social bookmarking or social tagging features (e.g. Digg; Stumble Upon)
- Forums and discussion boards (e.g. Yahoo! Answers)
- Virtual social worlds (e.g. Second Life; World of Warcraft)
- Music and audio sharing (e.g. Spotify; Pandora Radio)

Social media can also be classified by their ability to facilitate certain social functions. These social functions often involve identity, conversation, sharing, presence, relationships, reputation, and groups. Kaplan and Haenlein created a classification scheme using six different types of social media-- collaborative projects (e.g. Wikipedia), blogs and microblogs (e.g. Twitter), content communities (e.g. YouTube), social networking sites (e.g. Facebook), virtual game worlds (e.g. World of Warcraft), and virtual social worlds (e.g. Second Life).

#### (c) CHARACTERISTICS OF SOCIAL MEDIA

Online platforms that enable users to:

- create, share, adapt and reuse content engage in digital dialogue and collaboration
- create linkages, groups and communities
- have peer-to-peer contact
- have social interactions with other users
- create and maintain their own user profiles and IDs

#### Online platforms:

- are largely public, but walled gardens exist

- within some platforms
- are accessible 24/7 from a range of devices and locations
- generally expose users to an unknown audience

**Content on a social media platform is:**

- Discoverable
- community moderated
- persistent
- subject to conditions of use
- Able to connect people
- Sharing within communities
- Operate within the conditions of certain terms and conditions

Social media embraces web-based and mobile-based technologies to facilitate interactive

communication between organisations, communities and individuals. The social media map provides a visual summary of some of the most common types of social media platforms, and their purposes. We've also identified the characteristics that are a feature of all social media platforms.

As it is evident from the following pictorial representation, there are hundreds of social media websites. This list is not exhaustive, there are numerous more websites. For the purpose of this research the most popular social network websites have been taken into consideration. These social networking websites have maximum number of followers all over world and hence serve as effective tool of marketing.

**Figure 1.1:** Representation of different types of social media



Source: www.teachersandsocialmedia.co.nz. ( 10 Jan 2017)

**Consumer buying behaviour:**

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants.

It is also concerned with the social and economic impacts that purchasing and consumption behaviour has on both the consumer and wider society. Consumer behaviour blends elements from psychology, sociology, social anthropology, marketing and

economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality, lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour. The study of consumer behaviour also

investigate the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general. Consumer behaviour, in its broadest sense, is concerned with how consumers select and use goods and services. The study of consumer behaviour is concerned with all aspects of purchasing behaviour - from pre-purchase activities through to post-purchase consumption and evaluation activities.

It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand-influencers and opinion leaders.

People involved at different stages of buying decision making can be categorized as follows:

- The Initiator - the person who proposes a brand (or product) for consideration;
- The Influencer - someone who recommends a given brand;
- The Decider - the person who makes the ultimate purchase decision;
- The Purchaser - the one who orders or physically buys it;
- The User - the person who uses or consumes the product.

The consumer buying process is depicted as consisting of 5 distinct stages:

The purchased decision begins with the problem

recognition stage which occurs when the consumer identifies a need, typically defined as the difference between the consumer's current state and their desired state. The strength of the need drives the entire decision process. Information search describes the phase where consumers scan both their internal memory and external sources for information about products or brands that will potentially satisfy their need. The aim of the information search is to identify a list of options that represent realistic purchase options. Throughout the entire process, the consumer engages in a series of mental evaluations of alternatives, searching for the best value. Toward the end of the evaluation stage, consumers form a purchase intention, which may or may not translate into an actual product purchase. Even when consumers decide to proceed with an actual purchase, the decision-process is not complete until the consumer consumes or experiences the product and engages in a final post-purchase evaluation; a stage in which the purchaser's actual experience of the product is compared with the expectations formed during the information search and evaluation stages. The stages of the decision process normally occur in a fixed sequence. However it should be noted that information search and evaluation can occur throughout the entire decision process, including post-purchase.

Figure 1.2: Consumer Decision Making Process



Source: <http://visual.ly/consumer-decision-making-process> (15 Dec 2016)

### Problem Recognition

The first stage of the purchase decision

process begins with problem recognition (also known as category need or need arousal). This is when the consumer identifies a need, typically defined as the difference between the consumer's current state and their desired or ideal state. A simpler way of thinking about problem recognition is that it is where the consumer decides that he or she is 'in the market' for a product or service to satisfy some need or want. The strength of the underlying need drives the entire decision process. Consumers become aware of a problem in a variety of ways including:

- Out-of-Stock/ Natural Depletion: When a consumer needs to replenish stocks of a consumable item e.g. ran out of milk or bread
- Regular purchase: When a consumer purchases a product on a regular basis e.g. newspaper, magazine
- Dissatisfaction: When a consumer is not satisfied with the current product or service
- New Needs or Wants: Lifestyle changes may trigger the identification of new needs e.g. the arrival of a baby may prompt the purchase of a cot, stroller and car-seat for baby
- Related products: The purchase of one product may trigger the need for accessories, spare parts or complementary goods and services e.g. the purchase of a printer leads to the need for ink cartridges
- Marketer-induced problem recognition: When marketing activity persuades consumers of a problem (usually a problem that the consumer did not realise they had)
- New Products or Categories: When consumers become aware of new, innovative products that offer a superior means of fulfilling a need. Disruptive technologies such as the advent of wireless free communications devices can trigger a need for plethora of products such as a new mouse or printer.

### Information Search and Evaluation of Alternatives

During the information search and evaluation stages, the consumer works through processes designed to arrive at a number of brands (or products) that represent viable purchase alternatives. Typically consumers first carry out an internal search; that is a scan of memory for suitable brands. The evoked set is a term used to describe the set of brands that a consumer can elicit from memory and is typically a very small set of some 3- 5 alternatives. Consumers may choose to supplement the number of brands in the evoked set by carrying out an external search using

sources such as the Internet, manufacturer/brand websites, shopping around, product reviews, referrals from peers and the like.

### Purchase decision

Once the alternatives have been evaluated, the consumer is ready to make a purchase decision. Sometimes purchase intention does not translate into an actual purchase. The extent to which purchase intentions result in actual sales is known as the sales conversion rate.

Happy hour, where two products can be purchased for the price of one, is a strong call-to-action because it encourages consumers to buy now rather than defer purchasing to a later time

Organizations use a variety of techniques to improve conversion rates. The provision of easy credit or payment terms may encourage purchase. Sales promotions such as the opportunity to receive a premium or enter a

competition may provide an incentive to buy now rather than later. Advertising messages with a strong call-to-action are yet another device used to convert customers. A call-to-action is any device designed to encourage immediate sale and might include an offer that is only available for a limited time (e.g. 'Offer must expire soon'; 'Limited stocks available') or a special deal usually accompanied by a time constraint (e.g. 'Order before midnight to receive a free gift with your order'; 'Two for the price of one for first 50 callers only'). The key is to provide consumers with compelling reasons to purchase promptly rather than defer purchase decisions.

### Post-purchase evaluation

Following purchase and after experiencing the product or service, the consumer enters the final stage, namely post-purchase evaluation. The consumer's purchase and post-purchase activities have the potential to provide important feedback to marketers. Foxall (2005) suggested that post purchase evaluation provides key feedback because it influences future purchase patterns and consumption activities.

The post purchase stage is where the consumer examines and compares product features, such as price, functionality, and quality with their expectations. Post purchase evaluation can be viewed as the steps taken by consumers to correlate their expectations with perceived value, and thus influences the consumer's next purchase decision for that good or service. For example, if a consumer buys a new phone and his or her post-purchase evaluation is positive, he/she will be encouraged to purchase the same brand or from the same company in the future. This is also known as "post-purchase

intention". On the contrary, if a consumer is dissatisfied with the new phone, he or she may take actions to resolve the problem. This could involve requesting a refund, making a complaint, or deciding not to purchase the same brand or from the same company in the future. After acquisition, consumption or disposition, consumers may feel some uncertainty in regards to the decision made, generating in some cases regret. Post-decision dissonance (also known as cognitive dissonance) is the term used to describe feelings of anxiety that occur in the post-purchase stage; and refers to the consumer's uneasy feelings or concerns as to whether or not the correct decision was made at purchase. Some consumers, for instance, may regret that they did not purchase one of the other brands they were considering. This type of anxiety can affect consumers' subsequent behaviour.

#### Objectives of the study

- To Analyze the Perception of Consumer towards Social Media Ad Campaigns & other Promotional tools.
- To Understand the Influence of Social Media and Social Media Marketing on Consumer Buying Behavior.
- To know the coherence between Social media marketing and consumer buying behavior
- To Understand the level of consumer satisfaction in case of product/service purchased through social media advertisements

#### Need for the Study

Social Media Marketing has evolved as a Controversial Marketing Strategies and has now become a part of daily life for many people. All though, There arises a doubt as to what extent is Marketing through Social media platforms Feasible and what kind of products are suitable for this Social Media Marketing.

#### Scope of the Study

The Study covers only the direct impact of social media and social media marketing strategies of business units on the buying behavior of consumers, and is restricted to the Consumers of Only Telangana & Andhra Pradesh.

#### Sample size & Profile of the sample

The sample used for the study is 131 respondents. Convenient Sampling technique has been used for this study as in a convenient sample from infinite population; selection of each item is done based on the convenience of the researcher. Measures are taken that the items selected are with the same

probabilities and the successive selections are independent of one another.

#### Sources of Data

- **Primary Data :** The Data required for the Analysis will be collected by issuing a Well Structured questionnaire to the respondents who are aware of Social Media from different Parts of Telangana & Andhra Pradesh. Likert Five Point Scales have been used for obtaining responses.
- **Secondary Data:** These secondary data had been collected from various available resources. The data sources include Review of Literature available in various published reports, research papers research journals books and online databases like Proquest, www.Google scholar.com, www.Alexa.com, Wikipedia etc.

#### Tools for Analysis

The data was analyzed in SPSS version 25 using different statistical tools like

- Binomial test
- Correlation
- Chi square
- Percentage analysis
- Mean

#### Limitations of the Study

The conclusions are drawn on the basis of data collected from Telangana & Andhra Pradesh and every caution has been taken to keep the sample unbiased and true representative of total population but it may not be applicable for other parts of nation due to demographic and socio-cultural diversity.

## II. REVIEW OF LITERATURE

**Michael Pütter (2017).** Companies throughout the world are constantly seeking new ways to reach consumers. Just a few decades ago, television and print advertising were the fundamental components of marketing strategies. In the current era, these traditional marketing streams are just a small segment of the varied approaches used to market and brand products. The study reveals that The changing technological era has led to increased activity in social network platforms like Facebook, YouTube and Twitter, all of which have created mechanisms through which consumers can develop rapport and create interactions with brand-specific content.

**Fitore Jashari, Visar Rrustemi (2017).** Most studies show that the Internet and social media usage is changing consumer behavioral

modern trend also witnessed in developing countries such as Kosovo. This paper will offer an overview on how the consumers use social media in the stages of decision making process and the psychographic variables that influence their behavior. The results indicate that the effect of observing others behavior affects the unplanned purchases. From those who declared to have bought things unplanned as a result of social media exposure, 98.4% are up to 40 years old.

**Liwei Chen (2015).** The increase of Chinese internet users is rapid. According to CNNIC Internet Development Report 2014, the total number of internet users in China at the end of 2013 amount to 0.618 billion which has increased by 54 million compared with year 2013 and account for almost half of the population in China. The empirical results indicate that social media sociability, social media openness, speed of using social media, and social media dependency are the potential factors that influence consumers to use social media platform to seek product information, develop purchase intention or make final purchases.

**Di Yang (2014).** The Study found that it is meaningful for marketers to establish a presence in social media especially on Facebook. It is proved to be an effective channel for marketers to promote products and build brands.

**M. Nick Hajli (2013).** Social media have provided new opportunities to consumers to engage in social interaction on the internet. Consumers use social media, such as online communities, to generate content and to network with other users. The study of social media can also identify the advantages to be gained by business. The data emerging from a survey show how social media facilitate the social interaction of consumers, leading to increased trust and intention to buy. The results also show that trust has a significant direct effect on intention to buy. The perceived usefulness (PU) of a site is also identified as a contributory factor.

**Ethel Lee (2013).** The advent of social media has created a new landscape which lays out a new grid of personal connections. Businesses see enormous opportunities and are eager to tap into the trend, whereas consumers are put back to the center in the business world because of social media. This research gives explanation on how individuals are attending, processing, and selecting the information on social

media before a purchase. The findings indicated that individuals pursue an active role in information search on social media comparing to mass media, yet information exposure is selective and subjective during the course of information search.

**Nadia Pomirleanu (2013).** The study revealed that 68.5 percent of the internet marketing research had been published in the last eight years. The findings suggest the number of internet marketing articles finding their way into the top marketing journals has increased, and that there is a wider array of journals publishing internet marketing articles. Areas of research that maintained high interest included consumer behavior, internet strategy, and internet communications; new areas included social media and networks. Three major research areas are likely to grow in the next few years: mobile internet, social media and networks, as well as internet analytics.

**Vivek Bajpai; Dr. Sanjay Pandey; Mrs. Shweta Shriwas (2012).** Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Apart from this media like Facebook create a loyal connection between product and individual which leads to large advertising opportunities. Similarly, other social media like Blogs create a platform to post comment on any event which needs to be publicized also can be utilized as a promotional technique for customer's adoption as well as for promotions.

**Abu Bashar; Irshad Ahmad; Mohammad Wasiq (2012).** Gone are the days when a pure-bricks business model will thrive well. In current market scenario it is practically impossible to design a marketing strategy without considering social networks. Social media had become really important gradient in today's marketing mix in general and in promotion mix in particular. Adapting some form of marketing online through social media is a key node for all businesses, especially in an industry where trends constantly change such as fashion and handicrafts.

**Russell S. Winer (2009).** In the early part of the 21st century, the media landscape has been dramatically affected by the introduction of new, large digital media. This increase in the number of media has been driven largely by improvements in technology and how customers interact with the technology and each other.



### III. DATA ANALYSIS

**Table 4.7: Social media websites that most people hold account with**

SOCIAL MEDIA	FREQUENCY	PERCENTAGE
Facebook	114	87%
Google+	55	42%
Linkedin	60	45.8%
Twitter	48	36.6%
Instagram	99	75.6%
Blog	11	8.4%
Pinterest	21	16%
Youtube	109	83.2%
Snapchat	30	22.9%
Others	8	6.1%

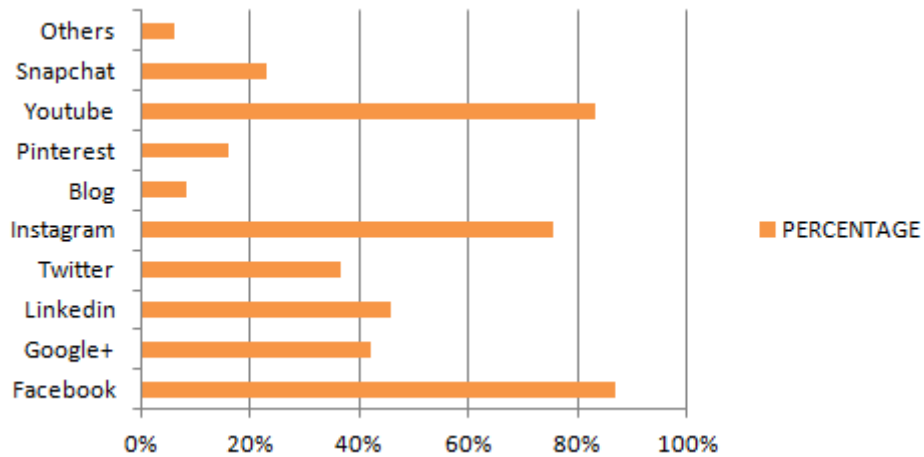


Fig 4.7 Most used Social media websites

#### INTERPRETATION

Since the percentage of respondents who chose Facebook (87%), Youtube (83.2%) and Instagram (75.6%) is very high compared to other social

networking sites, it indicates that most of the people use these platforms for browsing for information and connecting socially.

**Table 4.8: Frequency of usage of Social media**

CHOICES	FREQUENCY	PERCENTAGE
Almost every day	78	59.5%
2 – 3 days a week	14	10.7%
4 – 5 days a week	21	16%
Once a week	7	5.3%
Rarely	11	8.4%
<b>Total</b>	<b>131</b>	<b>100%</b>

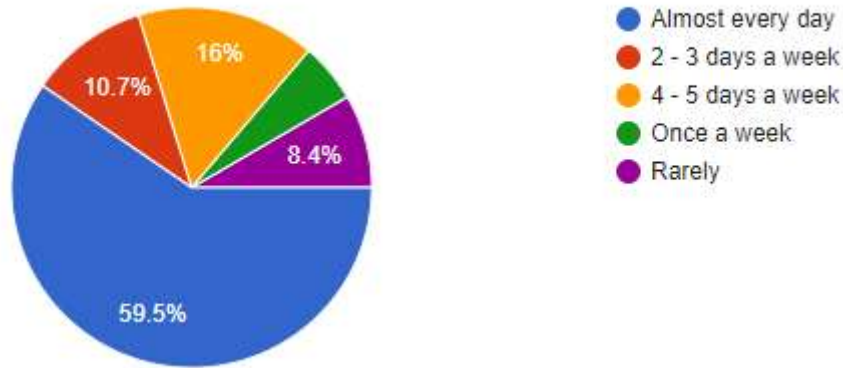


Fig 4.8 Frequency of usage of Social media

**INTERPRETATION**

Since the percentage of respondents opted for “almost every day (59.5%)” is more when compared to other options, it indicates that most of the respondents access their social media accounts daily.

**Table 4.9: Consumers Perception towards Social media and Social media marketing**

STATEMENT	SA (5)	A (4)	N (3)	D (2)	SD (1)	TOTAL	SCORE	MEAN
I am a frequent user of Social media	40	53	16	11	11	131	493	3.76
	30.5%	40.5%	12.2%	8.4%	8.4%	<b>100%</b>		
The availability of social media has made me more informed about brands	28	57	32	5	9	131	483	3.69
	21.4%	43.5%	24.4%	3.8%	6.9%	<b>100%</b>		
I am more likely to respond to marketing message communicated via social media	24	56	24	18	9	131	461	3.52
	18.3%	42.8%	18.3%	13.7%	6.9%	<b>100%</b>		
I am more exposed to marketing communication as a result of increased social media use	18	60	34	10	9	131	461	3.52
	13.7%	45.8%	26%	7.6%	6.9%	<b>100%</b>		

I am more likely to purchase a product that has been extensively promoted in social media prior to launch	18	60	28	18	7	131	457	3.49
	13.7%	45.8%	21.4%	13.7%	5.4%	<b>100%</b>		
I believe that social media allows effective two way communication between myself & e-retailers	27	58	28	12	6	131	481	3.67
	20.6%	44.3%	21.4%	9.2%	4.5%	<b>100%</b>		
The quick spread of information positive or negative through social media can have lasting effect on the perception of e-retailing websites, brand or product	38	61	21	3	8	131	511	3.90
	29%	46.6%	16%	2.3%	6.1%	<b>100%</b>		

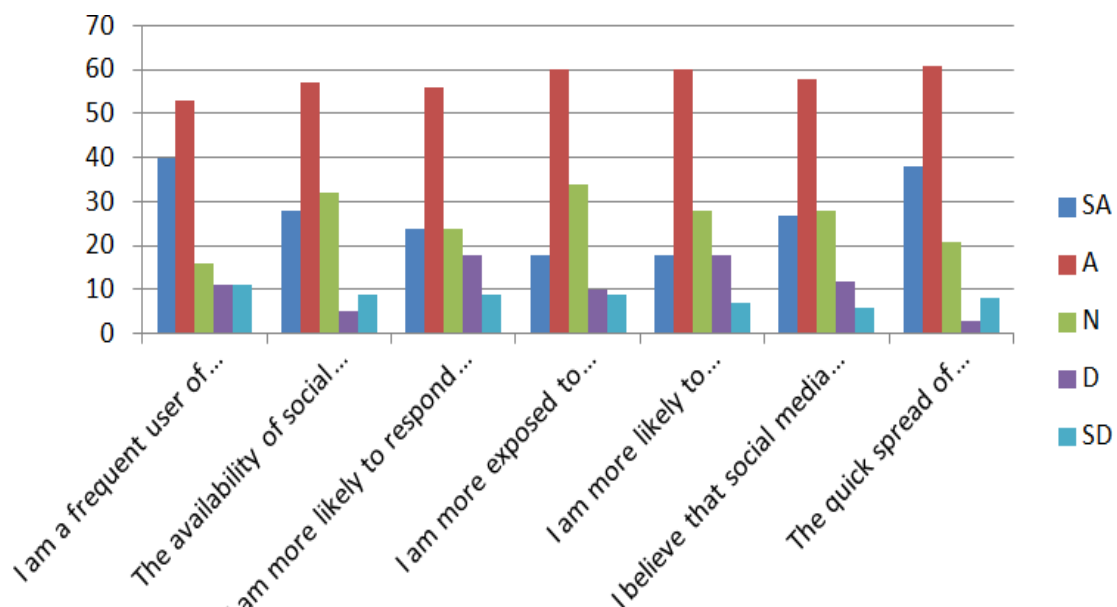


Fig 4.9 Consumers Perception towards Social media and Social media marketing

**INTERPRETATION**

Since the mean value in all the above cases is more than '3', it indicates that the respondents agree (agree + strongly agree) to all

the statements listed above and it depicts the perception of consumers towards the social media and social media advertisements.

**Table 4.10: Perception of consumers towards social media advertisements (popup ads)**

RESPONSES	FREQUENCY	PERCENTAGE
Highly Attractive	20	15.3%
Attractive	27	20.6%
Less Attractive	25	19.1%
Interruptive	43	32.8%
Annoying	16	12.2%
<b>Total</b>	<b>131</b>	<b>100%</b>
<b>Mean</b>	<b>2.94</b>	

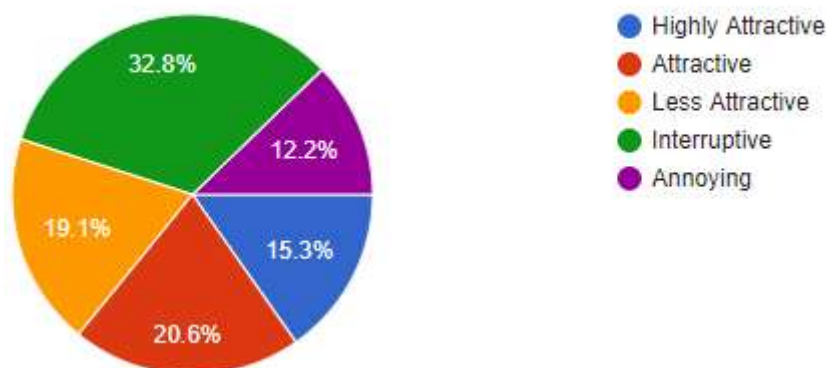


Fig 4.10 Perception of consumers towards social media advertisements (popup ads)

**INTERPRETATION**

➤ Since the mean value for the statement is 2.94, it indicates that most of the consumers feel that social media advertisements (popup ads) are

not attractive (less attractive + interruptive) and some of them feel that social media popup ads are annoying.

**Table 4.11: Consumer Motivating factors for online shopping**

FACTORS	EXTREMELY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	LESS IMPORTANT	NOT IMPORTANT	TOTAL	MEAN
Ability to Shop at a Discount Price	23	46	36	16	10	131	3.4
	17.6%	35.1%	27.5%	12.2%	7.6%	<b>100%</b>	
Flexibility of Shopping Hours	28	52	30	12	9	131	3.6
	21.4%	39.7%	22.9%	9.2%	6.8%	<b>100%</b>	
Availability of	38	50	30	4	9	131	3.8

greater variety of products							
	29%	38.2%	22.9%	3.1%	6.9%	<b>100%</b>	
Ease of Comparing to find lower prices.	41	52	27	5	6	131	3.9
	31.3%	39.7%	20.6%	3.8%	4.6%	<b>100%</b>	
Saving the cost of transportation needed to drive to shopping places	40	40	29	11	11	131	3.7
	30.5%	30.5%	22.2%	8.4%	8.4%	<b>100%</b>	
Convenience of not having to leave the house to shop	33	47	34	7	10	131	3.7
	25.2%	35.9%	26%	5.3%	7.6%	<b>100%</b>	
Availability of consumer reviews and product rating information	44	51	21	6	9	131	3.9
	33.6%	38.9%	16%	4.6%	6.9%	<b>100%</b>	

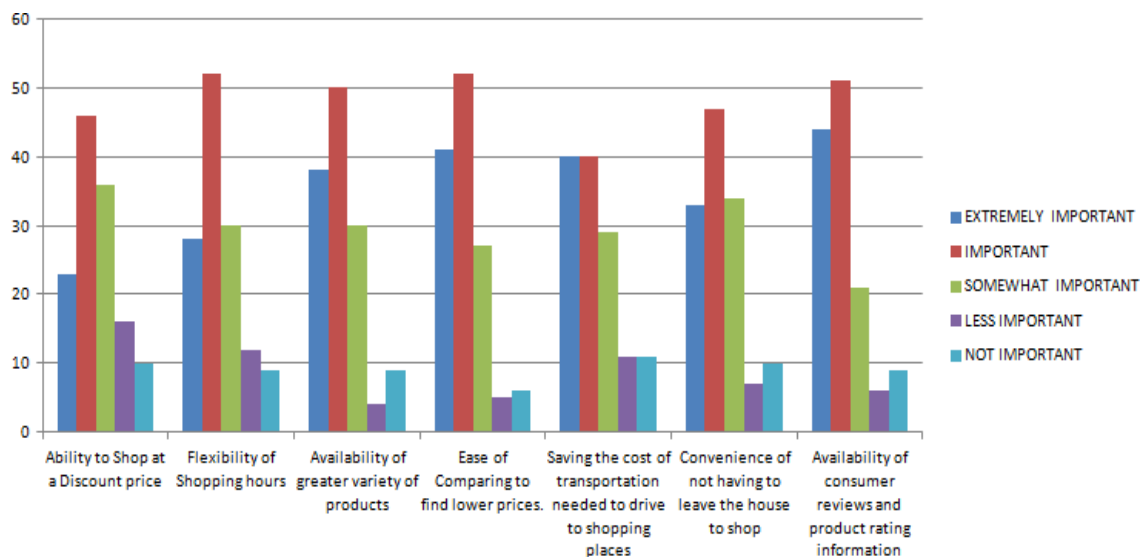


Fig 4.11 Consumer Motivating factors for online shopping

#### INTERPRETATION

Since the mean value in all the above cases is more than '3', it indicates that all the above statements are important (somewhat important + important) for the respondents in

making a purchase decision and it depicts the online purchase behaviour of the consumers.

12: Frequency of performing online activities by consumers

ACTIVITY	ALWAYS	ALMOST	OFTEN	SOMETIMES	NEVER	TOTAL	MEAN
Window Shopping with no intention to shop online	3	19	26	67	16	131	2.4
	2.3%	14.5%	19.8%	51.1%	12.3%	100%	
Use internet for researching a product with the intention of buying it in store	13	33	45	29	11	131	3.1
	9.9%	25.2%	34.4%	22.1%	8.4%	100%	
Comparing products online and actually purchasing on internet	23	38	26	33	11	131	3.2
	17.6%	29%	19.8%	25.2%	8.4%	100%	

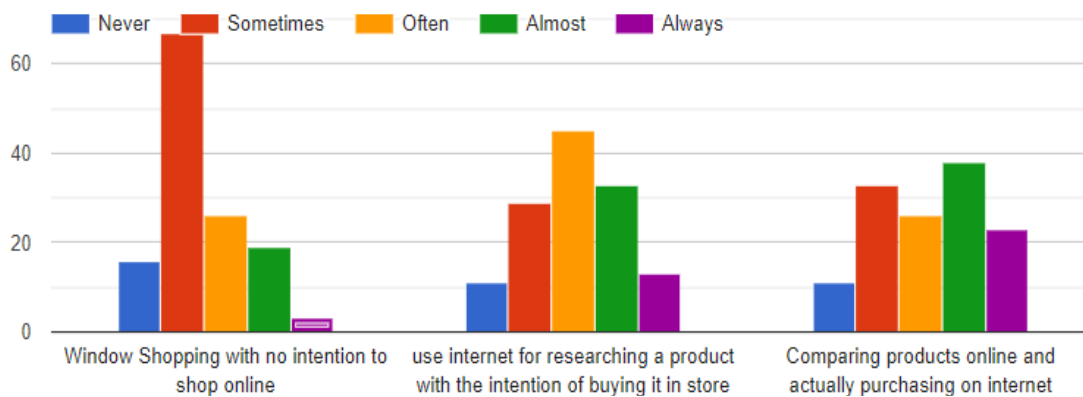


Fig 4.12 Frequency of performing online activities by consumers

**INTERPRETATION**

Since the mean value in all the above cases is more than '3' except in case of window shopping (2.4), it indicates that consumers often do online analysis and comparison of products prior to taking a purchase decision and it depicts the online purchase behaviour of the consumers. Most of the consumers rarely do online window shopping without intention of purchasing.

**Table 4.13: Social media promotions impact consumer buying behaviour**

RESPONSE	FREQUENCY	PERCENTAGE
Yes	78	59.5%
No	17	13%
Maybe	36	27.5%
<b>Total</b>	<b>131</b>	<b>100%</b>

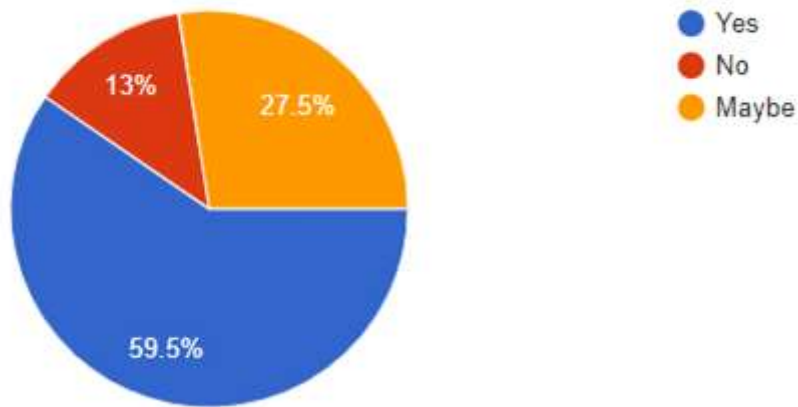


Fig 4.13 Social media promotions impact consumer buying behaviour

**INTERPRETATION**

Since most of the respondents chose yes and maybe for the above statement, it indicates that online

promotional activities through social media impact the buying behaviour of consumers

**Table 4.14: Social media factors influencing consumers in making purchase decisions**

FACTORS	FREQUENCY	PERCENTAGE
Posted photos & videos	85	64.9%
Positive comments of previous users	71	54.2%
Friends & acquaintances reviews	83	63.4%
Digital advertisements with link	33	25.2%
Page promotions	4	3.1%

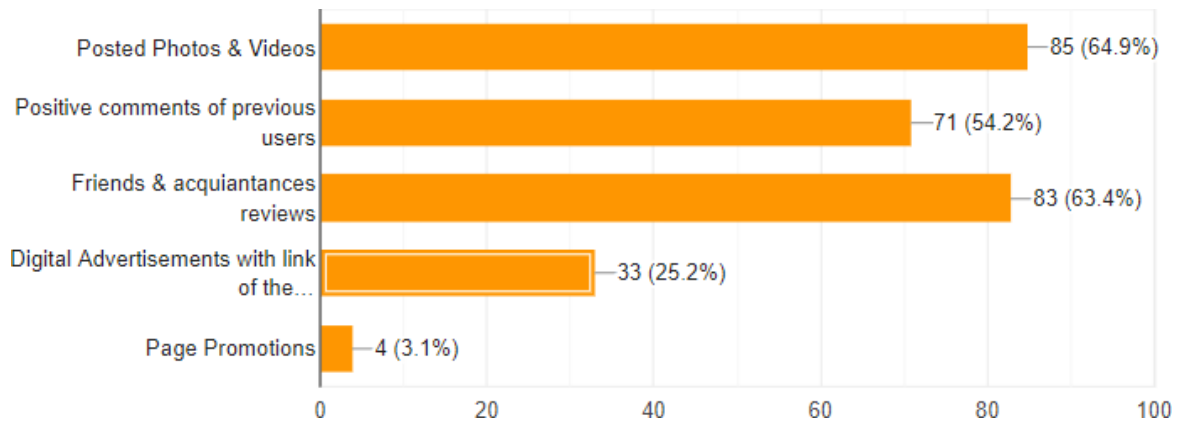


Fig 4.14 Social media factors influencing consumers in making purchase decisions

**INTERPRETATION**

Since most of respondents opted for ‘posted photos & videos’ ‘positive comments of previous users’ & ‘reviews of friends & acquaintances’, it indicates that online social media

promotions in the form of comments of previous users, reviews of people with posted photos and videos impact more on consumer behaviour rather than promoting through interruptive digital ads

**Table 4.15: Social networking sites that highly influence consumers in purchase decisions**

SOCIAL MEDIA	1	2	3	4	5	TOTAL	SCORE	MEAN
Facebook	29	20	23	22	37	131	411	3.14
	22.1%	15.3%	17.6%	16.8%	28.2%			
Instagram	20	14	29	33	35	131	442	3.37
	15.3%	10.7%	22.1%	25.2%	26.7%			
Twitter	36	15	36	29	15	131	365	2.79
	27.5%	11.5%	27.5%	22.1%	11.5%			
Youtube	17	11	25	29	49	131	475	3.63
	13%	8.4%	19.1%	22.1%	37.4%			
Pinterest	36	21	42	25	7	131	339	2.59
	27.5%	16%	32.1%	19.1%	5.3%			
Blog	35	17	35	31	13	131	363	2.77
	26.7%	13%	26.7%	23.7%	9.9%			
Snapchat	42	22	49	14	4	131	309	2.36
	32%	16.8%	37.4%	10.7%	3.1%			
Linkedin	35	19	50	23	4	131	335	2.56
	26.7%	14.4%	38.2%	17.6%	3.1%			

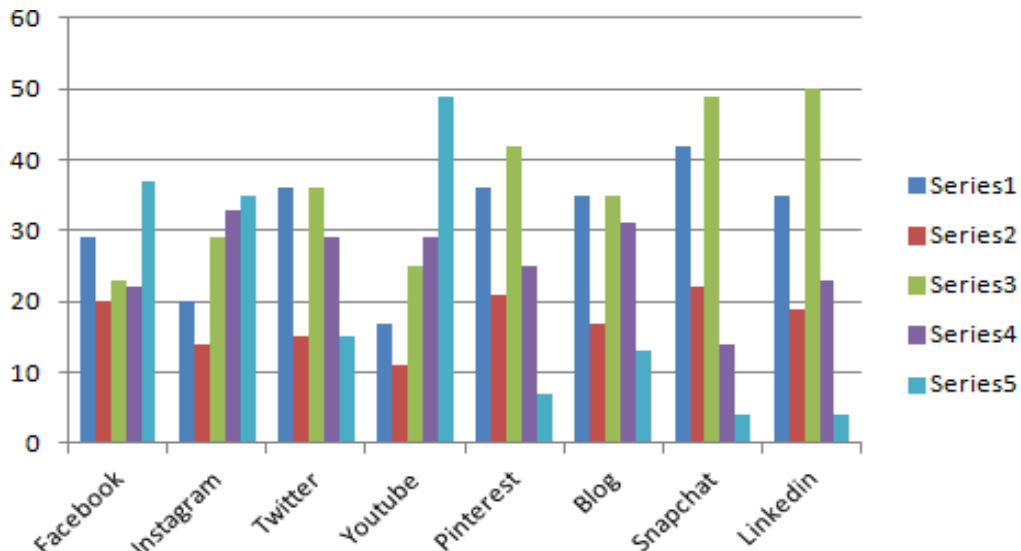


Fig 4.15 Social networking sites that highly influence consumers in purchase decisions

**INTERPRETATION**

Since mean of Youtube (3.63) is more than that of other social media platforms, it indicates that most of the consumers get influenced by the video ads through youtube, also consumers get influenced by facebook and instagram in taking

purchase decisions.



**Table 4.16: Category of products that Consumers generally buy after seeing an advertisement on social media / reading reviews & blog posts**

CATEGORY	FREQUENCY	PERCENTAGE
Apparels	100	76.3%
Electronic items	101	77.1%
Books	43	32.8%
Grocery & nutrition related Products	36	27.5%
Pharmaceutical	12	9.2%
Entertainment	64	48.9%
Kid products	12	9.2%
Others	3	2.4%

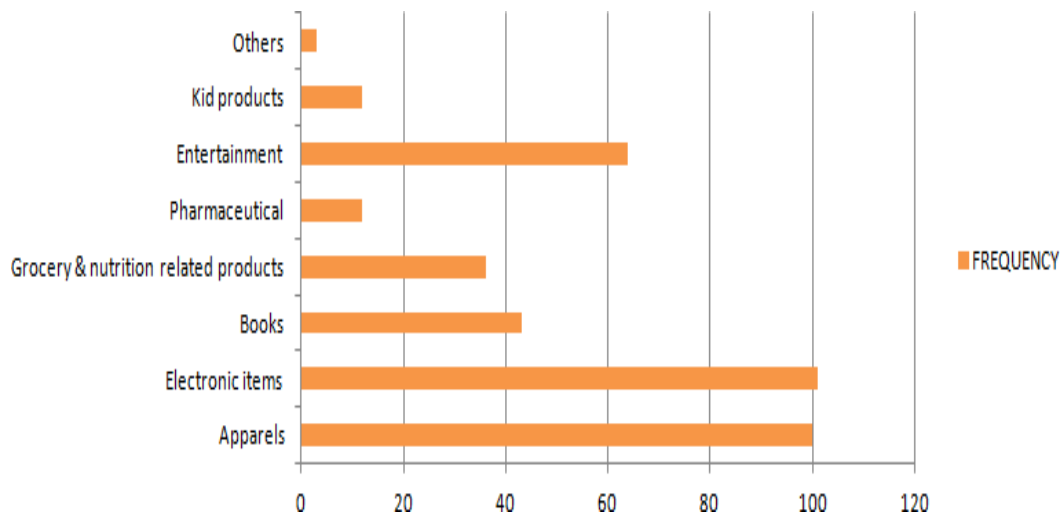


Fig 4.16 Category of products that Consumers generally buy after seeing an advertisement on social media / reading reviews & blog posts

**INTERPRETATION**

Since the percentage of respondents opted for Apparels (76.3%), electronic items (77.1%), it indicates that these are the most often purchased

products through social media and also entertainment, books and grocery & nutritional products are purchased through social media.

**Table 4.17: Postpurchase behaviour of consumers after purchase of products through social media**

LEVEL OF SATISFACTION	FREQUENCY	PERCENTAGE
Highly satisfied	13	9.9%
Satisfied	60	45.8%
Somewhat satisfied	37	28.2%
Dissatisfied	17	13%
Highly dissatisfied	4	3.1%
<b>Total</b>	<b>131</b>	<b>100%</b>

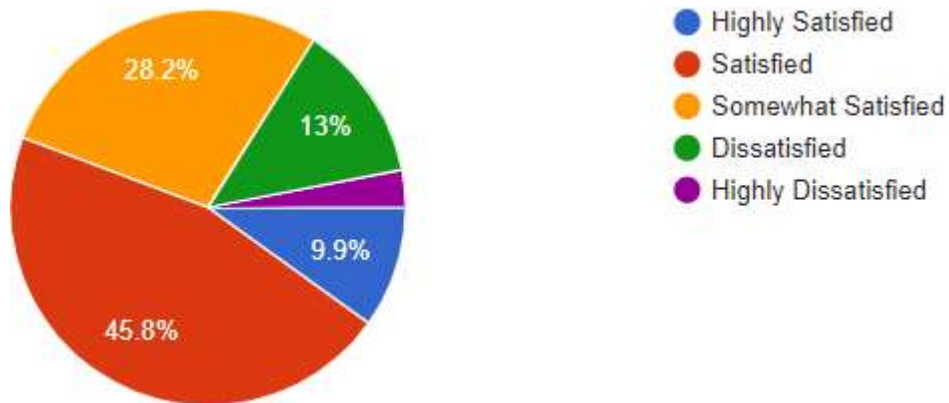


Fig 4.17 Post purchase behaviour of consumers after purchase of products through social media

**INTERPRETATION**

Since most of the respondents opted for Satisfied (45.8%) and somewhat satisfied (28.2), it

indicates that most of the consumers are satisfied by the products/services purchased through social media and few are dissatisfied after the purchase.

**Table 4.18: Level of Satisfaction of consumers with regards to the following Aspects for the Products purchased through Social media**

FACTORS	1	2	3	4	5	TOTAL	SCORE	MEAN
In time delivery	5	8	30	45	43	131	506	3.86
	3.8%	6.1%	22.9%	34.4%	32.8%	100%		
Quality as Promised	5	19	47	47	13	131	437	3.34
	3.8%	14.5%	35.9%	35.9%	9.9%	100%		
After sales Services	5	18	45	40	23	131	451	3.44
	3.8%	13.7%	34.4%	30.5%	17.6%	100%		
Addressing consumer complaints/queries	11	10	57	37	16	131	430	3.28
	8.5%	7.6%	43.5%	28.2%	12.2%	100%		
Value for money	6	12	35	42	36	131	483	3.69
	4.6%	9.2%	26.7%	32%	27.5%	100%		

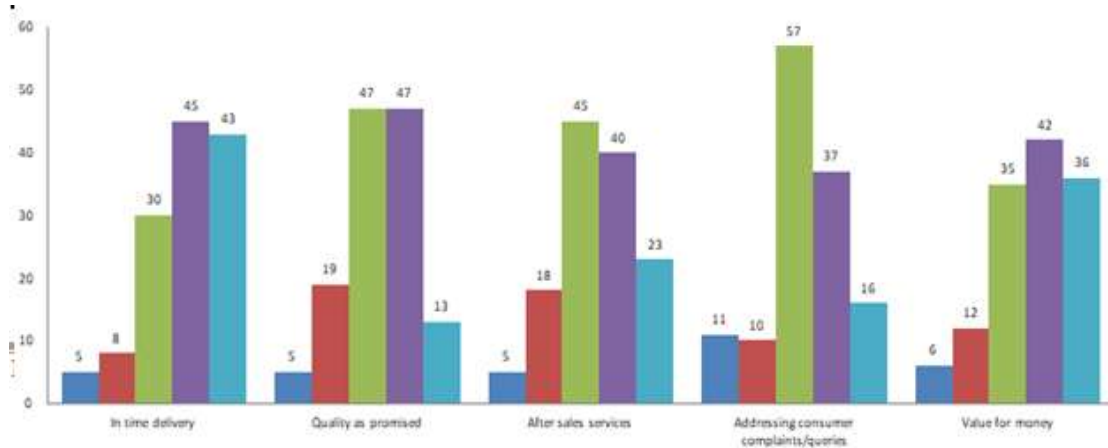


Fig 4.18 Level of Satisfaction of consumers with regards to the following Aspects for the Products purchased through Social media

**INTERPRETATION**

Since mean of all the above statements is above ‘3’, it indicates that consumers are satisfied with the products purchased through social media

advertisements. From the analysis it is observed that addressing consumer complaints/queries is where most of the consumers feel as a hindrance.

**Table 4.19: Category of products and services in which in there is a possibility of large scale dissatisfaction**

CATEGORY	FREQUENCY	PERCENTAGE
Apparels	92	70.2%
Electronic items	77	58.8%
Books	10	7.6%
Grocery & nutrition related Products	20	15.3%
Pharmaceutical	14	10.7%
Entertainment	13	9.9%
Kid products	14	10.7%
Others	3	2.4%
None	2	1.5%

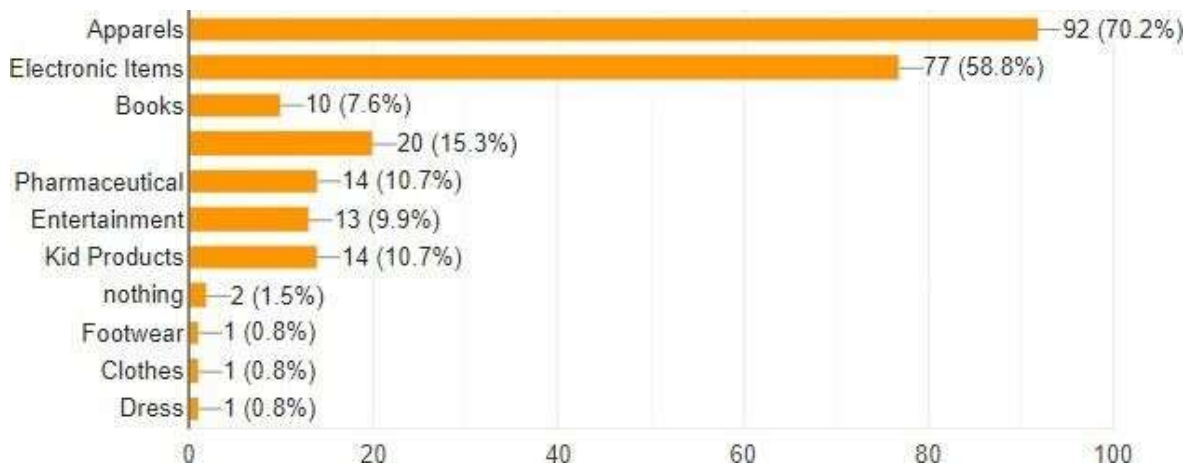


Fig 4.19 Category of products and services in which in there is a possibility of large scale dissatisfaction

**INTERPRETATION**

Since the percentage of respondents opted for Apparels (92%) and electronic items (77%), it indicates that, apparels and electronic items being

the most purchased products through social media are prone to high level dissatisfaction by the consumers.

**Table 4.20: Actions taken by the Dissatisfied Consumers**

ACTIONS	FREQUENCY	PERCENTAGE
Claim refund/replacement for the product	111	84.7%
Give negative review/less rating	51	38.9%
Do negative publicity to friends & relatives	25	19.1%
Go for Online consumer helpline & raise a complaint in Consumer forum	40	30.5%
Other	1	0.8%

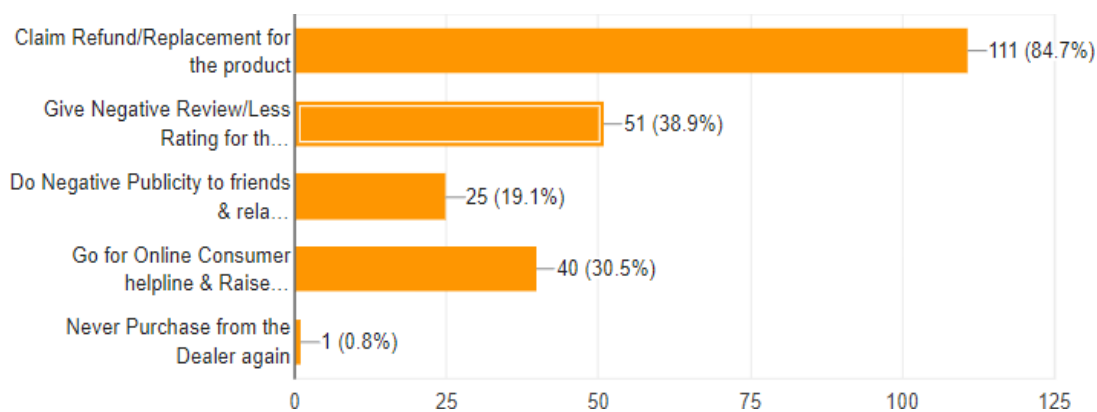


Fig 4.20 Actions taken by the Dissatisfied Consumers

**INTERPRETATION**

Since most of the respondents opted for 'claim for refund/replacement of product (84.7%)', it indicates that consumers take the action of

claiming reward for the loss occurred from the dealer and some consumers end up giving negative reviews, less rating and very few go with raising a complaint in consumer forum.

**OBJECTIVE 1: To Analyse the perception of consumers towards Social media Ad campaigns and promotions**

**Table 4.21: consumer perception towards Social media Ad campaigns and promotions**

	Annoying	Interruptive	Less Attractive	Attractive	Highly Attractive	Total	Score	Mean
Perception	16	43	25	27	20	131	385	2.94

**INTREPRETATION**

Since mean value for the statement is 2.94, it indicates that consumer (user) feels that social media ad campaigns and promotions are very less attractive (interruptive + Less attractive) to be seen while browsing. Therefore the perception of consumers towards social media ad campaigns is negative.

**OBJECTIVE 2: To Understand the influence of Social media marketing on consumer buying behaviour**

**Table 4.22:** Agreement level of respondents on the statements about the impact of social media marketing on buying behaviour

	Strongly Disagree		Disagree		Uncertain		Agree		Strongly Agree	
Q9c	9	6.9%	18	13.7%	24	18.3%	56	42.8%	24	18.3%
Q9d	9	6.9%	10	7.6%	34	26%	60	45.8%	18	13.7%
Q9e	7	5.4%	18	13.7%	28	21.4%	60	45.8%	18	13.7%
Q9f	6	4.5%	12	9.2%	28	21.4%	58	44.3%	27	20.6%
Q9g	8	6.1%	3	2.3%	21	16%	61	46.6%	38	29%

**Table 4.23:** Binomial test results “impact of SMM”

	Category	N	Observed Prop.	Test Prop.	p-value	
Q9c	Group 1	<=3	51	.39	.50	.000 <sup>a</sup>
	Group 2	>3	80	.61		
	Total		131			
Q9d	Group 1	<=3	53	.4	.50	.000 <sup>a</sup>
	Group 2	>3	78	.6		
	Total		131			
Q9e	Group 1	<=3	43	.33	.50	.000 <sup>a</sup>
	Group 2	>3	88	.67		
	Total		131			
Q9f	Group 1	<=3	46	.35	.50	.000 <sup>a</sup>
	Group 2	>3	85	.65		
	Total		131			
Q9g	Group 1	<=3	32	.24	.50	.000 <sup>a</sup>
	Group 2	>3	99	.76		
	Total		131			

Based on Z approximation

**INTERPRETATION**

Since p-value for the binomial test is less than that of 0.05, it indicates that the proportion of the respondents responding positively (strongly agree + agree) for the parameters is more than that of 50% and hence more than that of negative response. Therefore, null hypothesis has to be rejected and conclusion has to be made that the social media marketing has a significant impact on

buying behaviour of consumers

**BASED ON AGE OF RESPONDENT**

H<sub>0</sub>: There is no association between effect of social media marketing and age of respondent. H<sub>1</sub>: There is an association between effect of social media marketing and age of respondent. **Q 9a \* Age**

**Table 4.24:** Age-wise Responses to the statement whether respondents are frequent users of social media Crosstab

Please select your level of agreement with the following statements [I am a frequent user of social media]

SD	D	N	A	SA	Total
----	---	---	---	----	-------

Age	Below 25	8	3	10	35	22	78
	26 - 35	1	2	2	12	9	26
	36 - 45	1	2	2	3	6	14
	46 - 55	0	4	2	1	2	9
	more than 55	1	0	0	2	1	4
Total		11	11	16	53	40	131

**Table 4.25:** Chi-Square Test for analyzing the relation between Age and frequency of use of social media  
**Chi-Square Tests**

Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	26.636 <sup>a</sup>	16	.046
Likelihood Ratio	22.082	16	.141
Linear-by-Linear Association	.989	1	.320
N of Valid Cases	131		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .34.

**Interpretation**

Since p-value for the chi-square is less than that of 0.05 indicates that the response to the Q9a is dependent of age.

**Q 9b \* Age**

**Table 4.26:** Age -wise Responses to the statement whether availability of social media has made them more informed about brands.

**Crosstab**

Please select your level of agreement with the following statements [The availability of social media has made me more informrd about brands when making decisions]

SD		D	N	A	SA	Total	
Age	Below 25	7	3	18	32	18	78
	26 - 35	1	1	7	12	5	26

36 - 45	1	1	2	7	3	14
46 - 55	0	0	4	4	1	9
more than 55	0	0	1	2	1	4
Total	9	5	32	57	28	131

**Table 4.27:** Chi-Square Test for analyzing the relationship between Age and ability of social media to make respondents more informed about brands

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.795 <sup>a</sup>	16	.990
Likelihood Ratio	7.021	16	.973
Linear-by-Linear Association	.229	1	.633
N of Valid Cases	131		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .15.

**Interpretation**

Since p-value for the chi-square is greater than that of 0.05 indicates that the response to the Q9b is

independent of age.

**Q 9c \* Age**

**Table 4.28:** Age -wise Responses to the statement whether they are more likely to respond to social media marketing than traditional media

**Crosstab**

Please select your level of agreement with the following statements [I am more likely to respond to marketing message communicated via social media than traditional format like TV and Radio]

SD		D	N	A	SA	Total	
Age	Below 25	6	14	14	33	11	78
	26 - 35	1	3	4	13	5	26
	36 - 45	2	0	2	5	5	14
	46 - 55	0	1	4	1	3	9

more than 55	0	0	0	4	0	4
Total	9	18	24	56	24	131

**Table 4.29:** Chi-Square Test to analyze relationship between Age and ability of social media to extract response from customers

**Chi-Square Tests**

Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.971 <sup>a</sup>	.180
Likelihood Ratio	23.947	.091
Linear-by-Linear Association	2.745	.098
N of Valid Cases	131	

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .27.

**Interpretation**

Since p-value for the chi-square is greater than that of 0.05 indicates that the response to the Q9c is

independent of age.

**Q 9d \* Age**

**Table 4.30:** Age -wise Responses to the statement whether they are more exposed to marketing communication as a result of increased social media use

**Crosstab**

Please select your level of agreement with the following statements [I am more exposed to marketing communication as a result of increasing social media use]

SD		D	N	A	SA	Total	
Age	Below 25	7	6	23	35	7	78
	26 - 35	1	2	5	14	4	26
	36 - 45	1	1	2	5	5	14
	46 - 55	0	1	2	5	1	9
	more than 55	0	0	2	1	1	4
Total		9	10	34	60	18	131



**Table 4.31:** Chi-Square Test to analyze the relationship between Age and increased exposure to marketing communication due to social media

**Chi-Square Tests**

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.631 <sup>a</sup>	16	.700
Likelihood Ratio	12.477	16	.711
Linear-by-Linear Association	2.751	1	.097
N of Valid Cases	131		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .27.

**Interpretation**

Since p-value for the chi-square is greater than that of 0.05 indicates that the response to the Q9d is

independent of age.

**Q 9e \* Age**

**Table 4.32:** Age-wise Responses to the statement whether they are more likely to purchase a product before launch due to extensive promotion on social media

**Crosstab**

Please select your level of agreement with the following statements [I am more likely to purchase a product that has been extensively promoted in social media prior to launch]

SD		D	N	A	SA	Total	
Age	Below 25	5	16	17	32	8	78
	26 - 35	1	1	4	16	4	26

36 - 45	1	0	1	8	4	14
46 - 55	0	0	4	3	2	9
more than 55	0	1	2	1	0	4
Total	7	18	28	60	18	131

**Table 4.33:** Chi-Square Test for relationship between Age and respondent’s likelihood to purchase product prior to launch as a result of promotion on social media

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.457 <sup>a</sup>	16	.162
Likelihood Ratio	25.143	16	.067
Linear-by-Linear Association	2.919	1	.088
N of Valid Cases	131		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .21.

**Interpretation**

Since p-value for the chi-square is greater than that of 0.05 indicates that the response to the Q9e is independent of age.

**Q 9f \* Age**

**Table 4.34:** Age -wise Responses to the statement whether social media provide effective two way communication between buyer and e-retailer

**Crosstab**

Please select your level of agreement with the following statements [I believe that social media allows effective two way communication between myself and e-retailors]

SD		D	N	A	SA	Total	
Age	Below 25	5	9	17	41	6	78
	26 - 35	0	2	5	10	9	26
	36 - 45	1	0	0	6	7	14
	46 - 55	0	0	4	1	4	9

more than 55	0	1	2	0	1	4
Total	6	12	28	58	27	131

**Table 4.35:** Chi-Square test for analyzing relationship between Age and ability of social media to serve as an effective two way communication channel between respondents and e-retailers

**Chi-Square Tests**

Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.729 <sup>a</sup>	.003
Likelihood Ratio	43.125	.000
Linear-by-Linear Association	4.544	.033
N of Valid Cases	131	

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .18.

**Interpretation**

Since p-value for the chi-square is less than that of 0.05 indicates that the response to the Q9f is dependent of age.

**Q 9g \* Age**

**Table 4.36:** Age -wise Responses to the statement whether the information spread via social media has lasting impact on perception of customer

**Crosstab**

Please select your level of agreement with the following statements [The quick spread of information positive or negative through social media can have lasting effect on the perception of e-retailing websites, brand or product]

SD		D	N	A	SA	Total	
Age	Below 25	7	2	16	34	19	78
	26 - 35	0	1	1	15	9	26
	36 - 45	1	0	1	7	5	14
	46 - 55	0	0	2	3	4	9
	more than 55	0	0	1	2	1	4
Total		8	3	21	61	38	131

**Table 4.37:** Chi-Square Test for analyzing the relationship between Age and ability of social media to have a lasting effect on respondent's perception

**Chi-Square Tests**

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.932 <sup>a</sup>	16	.749
Likelihood Ratio	15.760	16	.470
Linear-by-Linear Association	3.300	1	.069
N of Valid Cases	131		

**Interpretation**

a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is .09. Since p-value for the chi-square is greater than that of 0.05 indicates that the response to the Q9g is independent of age.

**IV. CONCLUSION:**

As most of the analysis of responses to the questions have  $p > 0.05$  it means null hypothesis is accepted and alternate hypothesis is rejected which proves that there is no association between Age and

effectiveness of Social media

**BASED ON GENDER OF RESPONDENT**

H<sub>0</sub>: The effectiveness of social media marketing does not differ between genders

H<sub>1</sub>: The effectiveness of social media marketing differ significantly between genders

**Q9a \* Gender**

**Table 4.38:** level of agreement of respondents (gender- wise) with the statement whether they are frequent users of social media

**Crosstab**

Please select your level of agreement with the following statements [I am a frequent user of social media]

SD		D	N	A	SA	Total	
Gender	Female	2	6	6	29	16	59
	Male	9	5	10	24	24	72
Total		11	11	16	53	40	131

**Table 4.39:** Chi-Square Tests to analyze the relationship between gender and use of social media  
**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.390 <sup>a</sup>	4	.172
Likelihood Ratio	6.711	4	.152
Linear-by-Linear Association	.743	1	.389
N of Valid Cases	131		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.95.

**Interpretation**

Since p-value for the chi-square is greater than that of 0.05 indicates that the response to the Q9a is independent of gender.

**Q9b \* Gender**

**Table 4.40:** level of agreement of respondents (gender- wise) with the statement whether availability of social media has made them more informed about brands

**Crosstab**

Please select your level of agreement with the following statements [The availability of social media has made me more informed about brands when making decisions]

SD		D	N	A	SA	Total	
Gender	Female	1	4	16	30	8	59
	Male	8	1	16	27	20	72
Total		9	5	32	57	28	131

**Table 4.41:** Chi Square Test for analyzing the relationship between gender and ability of social media to make respondents more informed about brands

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.367 <sup>a</sup>	4	.023

Likelihood Ratio	12.304	4	.015
Linear-by-Linear Association	.008	1	.930
N of Valid Cases	131		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 2.25.

**Interpretation**

Since p-value for the chi-square is less than that of 0.05 indicates that the response to the Q9b varies with gender. Although majority of both male and female gave positive reply to the statement

but more number of men are strongly agree that they are more informed about brands due to social media whereas more women agree in response to the statement.

**Q9c \* Gender**

**Table 4.42:** level of agreement of respondents (gender- wise) with the statement whether they are more likely to respond to social media marketing than traditional media

**Crosstab**

Please select your level of agreement with the following statements [I am more likely to respond to marketing message communicated via social media than traditional format like TV and Radio]

SD		D	N	A	SA	Total	
Gender	Female	2	12	10	21	14	59
	Male	7	6	14	35	10	72
Total		9	18	24	56	24	131

**Table 4.43:** Chi Square test to analyze relationship between gender and ability of social media to extract response from customers

**Chi-Square Tests**

Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	8.404 <sup>a</sup>	4	.078
Likelihood Ratio	8.566	4	.073
Linear-by-Linear Association	.132	1	.716
N of Valid Cases	131		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.05.

**Interpretation**

Since p-value for the chi-square is greater than that of 0.05 indicates that the response to the Q9c is independent of gender.

**Q9d \* Gender**

**Table 4.44:** level of agreement of respondents (gender- wise) with the statement whether they are more exposed to marketing communication as a result of increased social media use

**Crosstab**

Please select your level of agreement with the following statements [I am more exposed to marketing communication as a result of increasing social media use]

SD		D	N	A	SA	Total	
Gender	Female	1	7	16	29	6	59
	Male	8	3	18	31	12	72
Total	9	10	34	60	18	131	

**Table 4.45:** Chi-Square test to analyze the relationship between gender and increased exposure to marketing communication due to social media

**Chi-Square Tests**

Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	8.018 <sup>a</sup>	4	.091
Likelihood Ratio	8.774	4	.067
Linear-by-Linear Association	.053	1	.818
N of Valid Cases	131		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 4.05.

**Interpretation**

Since p-value for the chi-square is greater than that of 0.05 indicates that the response to the Q9d is independent of gender.

**Q9e \* Gender**

**Table 4.46:** level of agreement of respondents (gender- wise) with the statement whether they are more likely to purchase a product before relaunch due to extensive promotion on social media

**Crosstab**

Please select your level of agreement with the following statements [I am more likely to purchase a product that has been extensively promoted in social media prior to launch]

SD		D	N	A	SA	Total	
Gender	Female	1	8	15	27	8	59
	Male	6	10	13	33	10	72
Total		7	18	28	60	18	131

**Table 4.47:** Chi-Square test for relationship between gender and respondent’s likelihood to purchase product prior to launch as a result of promotion on social media

**Chi-Square Tests**

Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	3.503 <sup>a</sup>	4	.477
Likelihood Ratio	3.860	4	.425
Linear-by-Linear Association	.476	1	.490
N of Valid Cases	131		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.15.

**Interpretation**

Since p-value for the chi-square is greater than that of 0.05 indicates that the response to the Q9e is independent of gender

**Q9f \* Gender**

**Table 4.48:** level of agreement of respondents (gender- wise) with the statement whether social media provide effective two way communication between buyer and e-retailer

**Crosstab**

Please select your level of agreement with the following statements [I believe that social media allows effective two way communication between myself and e-retailors]

SD		D	N	A	SA	Total	
Gender	Female	0	5	13	31	10	59
	Male	6	7	15	27	17	72



Total	6	12	28	58	27	131
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**Table 4.49:** chi-square test for analyzing relationship between gender and ability of social media to serve as an effective two way communication channel between respondents and e-retailers

**Chi-Square Tests**

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.349 <sup>a</sup>	4	.119
Likelihood Ratio	9.615	4	.047
Linear-by-Linear Association	1.137	1	.286
N of Valid Cases		131	

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.70.

**Interpretation**

Since p-value for the chi-square is greater than that of 0.05 indicates that the response to the Q9f is independent of gender

**Q9g \* Gender**

**Table 4.50:** level of agreement of respondents (gender-wise) with the statement whether the information spread via social media has lasting impact on perception of customer

**Crosstab**

Please select your level of agreement with the following statements [The quick spread of information positive or negative through social media can have lasting effect on the perception of e-retailing websites, brand or product]

SD		D	N	A	SA	Total	
Gender	Female	2	1	11	30	15	59
	Male	6	2	10	31	23	72
Total		8	3	21	61	38	131

**Table 4.51:** chi-square test for analyzing the relationship between gender and ability of social media to have a lasting effect on respondent's perception

**Chi-Square Tests**

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.819 <sup>a</sup>	4	.589
Likelihood Ratio	2.901	4	.574
Linear-by-Linear Association	.097	1	.755
N of Valid Cases	131		

**OBJECTIVE 4: To understand the level of consumer satisfaction in case of product/service purchased through social media advertisements**

**Table 4.96:** Level of consumer satisfaction

	Highly Satisfied	Satisfied	Somewhat satisfied	Dissatisfied	Highly Dissatisfied	Total	Score	Mean
Satisfaction	13	60	37	17	4	131	454	3.47

**INTERPRETATION**

Since the mean value for the statement is 3.47, it indicates that consumers are not dissatisfied (Somewhat satisfied + satisfied) with the product/service purchased through social media advertisements. Therefore consumer satisfaction is not foregone in case of purchase of product/service through social media.

**B) Association between demographic factors and the effect of social media marketing on consumer behaviour:**

- Effect of social media is independent of age
- Effect of social media is independent of gender
- Effect of social media is independent of education
- Effect of social media is independent of occupation
- Effect of social media is independent of income.

C) Advertisements by e-retailing companies posted on social networking accounts motivate customers to visit and purchase from the particular e-retailing website.

D) Reviews on social networking sites are important factors in motivating customers to purchase from E-retailers.

E) Apparels and electronics are most frequently purchased items from E-retailers.

**CONCLUSION:**

Social media offer affordable opportunities to reach large populations. Additionally, online campaigns on social media can benefit from the persuasive features of interactive multi-media systems. Many researchers and marketing moguls have considered social media as an effective tool of marketing. is a phenomenon that has become an

**RECOMMENDATIONS:**

A) As the analysis establishes a significant relationship between impact of social media marketing and consumer behaviour, its optimal use is the key to success in attracting more customers. It is important to make advertisements attractive and customize them as per the likes and dislikes of customers and prospects. The best way to do so is to incorporate appealing images to text based announcements to make them more appealing.

B) Youtube, Facebook are the most effective tools of marketing as per the study but now a considerable amount of people are using new SNSs like pinterest, Snapchat etc. so there is an opportunity to use these new social sites optimally.

C) According to the study the most frequently purchased items are Apparel and electronics so special focus the

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