

MAJOR RESEARCH PROJECT

ON

A STUDY ON IMPACT OF SOCIAL MEDIA ON CUNSUMER BUYING BEHAVIOUR

Submitted By

Pamukuntla Madhu Sudhan Rao

(2k17/MBA/056)

Under the Guidance of

Ms. Deepshree

Assistant Professor



DELHI SCHOOL OF MANAGEMENT

DELHI TECNOLOGICAL UNIVERSITY

Bawana Road, Delhi -10042

CERTIFICATE

This is to certify that the dissertation report titled “A study on Impact of Social Media on consumer buying behavior”, is a bonafide work carried out by **Mr. Pamukuntla Madhu Sudhan Rao** of **MBA 2017-19** and submitted to Delhi School of Management., Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the Requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head(DSM)

Seal of Head

Place:

Date:

DECLARATION

I, PAMUKUNTLA MADHU SUDHAN RAO, student of MBA 2017-19 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report “A study on Impact of social media on consumer buying behavior” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

PLACE:

PAMUKUNTLA MADHU SUDHAN RAO

DATE:

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ABSTRACT

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 increasing focus on social media shaped state of the art advertising and shifted the way companies interact with their target groups. As a result, the effective use of social media has become an essential part of creating and maintaining a competitive advantage. Subsequently, companies now place considerable value on the way in which social media can be used to shape consumer brand perception and influence their buying intention. Companies integrating a strategic approach to the use of social media will have advantages over those that do not. In assessing the impacts of social media on branding and marketing approaches, an exploration of the existing literature on social media use and brand perception can help identify emerging and successful strategies for improving consumer engagement through social media.

In recent years the online environment is viewed by users from a new perspective, in a commercial way. Its development and the emergence of online stores have turned users into consumers. Also the most important role of social media has changed the way consumers and marketers communicate. (Hennig-Thurau T., Gwinner K., Walsh G. & Gremler D., 2004). Informational society influences affect the consumer buying decision and product evaluations. Social media provides a new channel to acquire product information through peer communication, (Kozinets, 1999). However, with the aid of information and modern communication technologies, consumers are able to shop via Internet using several Social Media and different websites (Toomey and Wysocki, 2005). This type of shopping mode can come in several names such as online shopping, online buying behavior and Internet shopping. All names of shopping mode refer to the process of purchasing and buying products or services via the Internet using several Social Media and different websites (Li and Zhang, 2002). Social Media (SM) are web-based services which are also known as "Social Networking Sites". Social Media (SM) refer to network of relationships and interactions among different users (groups or individuals) (Kempe & Chin, 2003). Social Media such as Facebook, Instagram and Twitter enable users to maintain great connections among themselves as well with others (Ellison & Kozinets, 2007) by achieving more than one task and facilitating the way of communicating and sharing different information (comments,

thoughts, videos and images) (Kietzmann, 2011). Social Media is playing significant roles in different aspects of our lives. What is interesting in SM is that it supports users in several sectors, such as, business, marketing, advertising and education (Hennig-Thurau et al., 2010). From business perspective, businesses and buyers can interact directly by SM with each other, and thereby find whatever products and services they are looking for (Parson, 2013). Consumers today are progressively utilizing technology and particularly Social Media as an effective tool in their online shopping process. This process can be defined as is an electronic process that allows consumers to deal with business people and meet their purchases' needs. Pookulangara and Koesler (2011) in their study of social media marketing indicated that SM enable 25% of all consumers to post links about products and services information in their retail sites to update other users about the purchase process. Another study of Miller (2010) stated in his research of online marketing that social marketing has made very important role in persuading consumers to buy online. He found that 70% of consumers are visiting Social Media to get useful information, 49% of them made the decision to buy certain product and 60% of consumers prefer to share their information about the products with others online. However, the actual transactions of purchasing processes occur for only 7% of consumers (Miller and Lammas, 2010). Online shopping is growing everywhere and different categories of consumers are influenced by this phenomenon. For instance, the percentage of online buyers is increasing in India, China, Japan and Australia for about 87%, 85% (North Asia and Europe), 83% (North America), 81% (South and Latin America) and 53% (Africa and Pakistan) (Solorzano, 2011). The overall online purchasing process has enabled 875 million consumers to boost the percentage of other online shoppers to 40% in the recent two years due to the recommendations posted in different SM about products.

The research aims at studying how the Social Media is influencing the customer behavior. The Social Media marketing tools which are useful in influencing the customer on this digital era.

The second Aim of the study is to identify the factors that motivate consumers to buy online through social media.

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CHAPTER-1

INTRODUCTION

The introduction of the Internet has changed the way organizations promote their products and services and products as well as the channels of communication between them and their customers. This is seen in the way they market and communicate their brands and products, which has become a challenging project.

Customers are overwhelmed by marketing commercials and promotional events. The sensitivity of customers to get excited is fading out on promotional events and consumers are beginning to resist the effect of some companies at marketing them.

Basically, the promotional focus of some organizations is on the conventional mass media advert style, which includes commercial TV, radio jingles and advertisements in print formats such as newspapers and magazines along with billboard placements. It is now on record that as the Internet is fast advancing across the global marketplace, the effectiveness of traditional mass media is fast on the decline.

It is on this background that this study needs to be carried out in order to determine the rate at which social media can contribute to the sales of Toyota Brand of vehicles.

1.1 Objectives of the Study

- To determine the impact of social media on consumer buying behavior.
- To Examine the factors that motivate consumers to buy online through social media.

1.2 Significance of the Study

It has been suggested by the researchers that the consumers look for information assisting them in deciding the relative significance of the several appraising criteria, and might further seek concepts regarding the degree to which they alternate features that they consider significant. Online consumers in the past were confined to sharing information with their neighbors, family or friends; however, now people are able to impact the international community by articulating their personal experiences on the Internet. In accordance with the relevant researches, the external resources may be either online or offline (Breiger, 2004).

Many sources of external search include; interpersonal search and media search. Interpersonals are powered by social software and Web 2.0 tools that support social behavior to create and recreate social conventions and social contexts. The Internet allows consumers to interact, compare experiences, and exchange ideas with other consumers.

1.3 Statement of Hypotheses:

The hypotheses could simply state below to help us accept or reject our finding.

H0: Customers have negative perception towards social media on consumer buying behavior.

H1: Customers have positive perception towards social media on consumer buying behavior.

CHAPTER -2

SOCIAL MEDIA MARKETING

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, which enable 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."

To use social media effectively, firms should learn to allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned," rather than use marketer-prepared advertising copy. While often associated with companies, as of 2016, a range of not-for-profit organizations and government organizations are engaging in social media marketing.

2.1 Platforms

Social networking websites

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. The Internet's ability to reach billions across the globe has given online word of mouth a powerful voice and far reach. The ability to rapidly change buying patterns and product or service acquisition and activity to a growing number of consumers is defined as an influence network. Social networking sites and blogs allow followers to "retweet" or "repost" comments made by others about a product being promoted, which occurs quite frequently on some social media sites.

By repeating the message, the user's connections are able to see the message, therefore reaching more people. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

Social networking websites are based on building virtual communities that allow consumers to express their needs, wants and values, online. Social media marketing then connects these consumers and audiences to businesses that share the same needs, wants, and values. Through social networking sites, companies can keep in touch with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience. Social networking sites also include much information about what products and services prospective clients might be interested in. Through the use of new semantic analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. An understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns.

To integrate social networks into their marketing strategies, companies have to develop a marketing model. In a marketing model (SNeM2S) based on social networks is provided. The model includes the following steps:

- Selection of the potential social networks to use;
- Setting out a financial plan (regarding hiring social media brand managers or consultants);
- Designing or modifying organizational structures to manage the social network in the companies' market (this may involve adding a social media unit to an existing marketing branch or creating a new social media branch);
- Selection of target market(s);
- Selection of the products, services, brand(s) or company messages which will be promoted;
- Performance measures for the social media strategy such as evaluation, data analytics, etc.

In 2014, over 80% of business executives identified social media as an integral part of their business. Business retailers have seen 133% increases in their revenues from social media marketing.

Mobile phones

Just under half the world's population is currently on the Internet. Roughly 75% of those people are on social media and $\frac{3}{4}$ of those folks have social media accounts on their mobile phones. Mobile phone usage is beneficial for social media marketing because mobile phones have social networking capabilities, allowing individuals immediate web browsing and access to social networking sites. Mobile phones have grown at a rapid rate, fundamentally altering the path-to-purchase process by allowing consumers to easily obtain pricing and product information in real time and allowing companies to constantly remind and update their followers. Many companies are now putting QR (Quick Response) codes along with products for individuals to access the company website or online services with their smart phones. Retailers use QR codes to facilitate consumer interaction with brands by linking the code to brand websites, promotions, product information, or any other mobile-enabled content. In addition, Real-time bidding use in the mobile advertising industry is high and rising because of its value for on-the-go web browsing. In 2012, Nexage, a provider of real time bidding in mobile advertising, reported a 37% increase in revenue each month. Adfonic, another mobile advertisement publishing platform, reported an increase of 22 billion ad requests that same year.

Mobile devices and The internet also influence the way consumers interact with media and has many further implications for TV ratings, advertising, mobile commerce and more. Mobile media consumption such as mobile audio streaming or mobile video are on the rise – in the United States, more than 100 million users are projected to access online video content via mobile device. Mobile video revenue consists of pay-per-view downloads, advertising, and subscriptions. As of 2013, worldwide mobile phone Internet user penetration was 73.4%. In 2017, figures suggest that more than 90% of Internet users will access online content through their phones.

Strategies

There are two basic strategies for engaging the social media as marketing tools:

Twitter

Twitter allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines. Tweets can contain text, Hashtag, photo, video, Animated GIF, Emoji, or links to the product's website and other social media profiles, etc. Twitter is also used by companies to provide customer service. Some companies make support available 24/7 and answer promptly, thus improving brand loyalty and appreciation.

Facebook

Facebook pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos, and longer descriptions, and testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders. As of May 2015, 93% of businesses marketers use Facebook to promote their brand. A study from 2011 attributed 84% of "engagement" or clicks to Likes that link back to Facebook advertising. By 2014, Facebook had restricted the content published from businesses' and brands' pages. Adjustments in Facebook algorithms have reduced the audience for non-paying business pages (that have at least 500,000 "Likes") from 16% in 2012 down to 2% in February 2014.

Google+

Google+, in addition to providing pages and some features of Facebook, is also able to integrate with the Google search engine. Other Google products are also integrated, such as Google Adwords and Google Maps. With the development of Google Personalized Search and other location-based search services, Google+ allows for targeted advertising methods, navigation services, and other forms of location-based marketing and promotion. Google+ can also be beneficial for other digital marketing campaigns, as well as social media marketing. Google+ authorship was known to have a significant benefit on a website's search engine optimization, before the relationship was removed by Google. Google+ is one of the fastest growing social media networks and can benefit almost any business.

LinkedIn

LinkedIn, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others. Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page. LinkedIn provides its members the opportunity to generate sales leads and business partners. Members can use "Company Pages" similar to Facebook pages to create an area that will allow business owners to promote their products or services and be able to interact with their customers. Due to spread of spam mail sent to job seeker, leading companies prefer to use LinkedIn for employee's recruitment instead using different a job portal. Additionally, companies have voiced a preference for the amount of information that can be gleaned from a LinkedIn profile, versus a limited email.

Whatsapp

WhatsApp was founded by Jan Koum and Brian Acton. WhatsApp joined Facebook in 2014, but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world. WhatsApp started as an alternative to SMS. WhatsApp now supports sending and receiving a variety of media including text, photos, videos, documents, and location, as well as voice calls. WhatsApp messages and calls are secured with end-to-end encryption, meaning that no third party including WhatsApp can read or listen to them. WhatsApp has a customer base of 1 billion people in over 180 countries. It is used to send personalised promotional messages to individual customers. It has plenty of advantages over SMS that includes ability to track how Message Broadcast Performs using blue tick option in WhatsApp. It allows sending messages to Do Not Disturb(DND) customers. WhatsApp is also used to send a series of bulk messages to their targeted customers using broadcast option. Companies started using this to a large extent because it is a cost effective promotional option and quick to spread a message. Still, WhatsApp doesn't allow businesses to place ads in their app.

Foursquare

Foursquare is a location-based social networking website, where users can check into locations via a Swarm app on their smartphones. Foursquare allows businesses to create a page or create a new/claim an existing venue.

Instagram

In May 2014, Instagram had over 200 million users. The user engagement rate of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter. According to Scott Galloway, the founder of L2 and a professor of marketing at New York University's Stern School of Business, latest studies estimate that 93% of prestige brands have an active presence on Instagram and include it in their marketing mix. When it comes to brands and businesses, Instagram's goal is to help companies to reach their respective audiences through captivating imagery in a rich, visual environment. Moreover, Instagram provides a platform where user and company can communicate publicly and directly, making itself an ideal platform for companies to connect with their current and potential customers.

Many brands are now heavily using this mobile app to boost their marketing strategy. Instagram can be used to gain the necessary momentum needed to capture the attention of the market segment that has an interest in the product offering or services. As Instagram is supported by Apple and android system, it can be easily accessed by smartphone users. Moreover, it can be accessed by the Internet as well. Thus, the marketers see it as a potential platform to expand their brands exposure to the public, especially the younger target group. On top of this, marketers do not only use social media for traditional Internet advertising, but they also encourage users to create attention for a certain brand. This generally creates an opportunity for greater brand exposure. Furthermore, marketers are also using the platform to drive social shopping and inspire people to collect and share pictures of their favorite products. Many big names have already jumped on board: Starbucks, MTV, Nike, Marc Jacobs, and Red Bull are a few examples of multinationals that adopted the mobile photo app early. Hospitality blogger Danielle Bernstein, who goes by @weworewhat on Instagram, collaborated with *Harper's Bazaar* to do a piece on how brands are using Instagram to market their products, and how bloggers make money from it. Bernstein, who currently has one and a half million followers on Instagram, and whose "outfit of the day" photos on Snapchat get tens of thousands of screenshots, explained that for a lot of her sponsored posts, she must

feature the brand in a certain number of posts, and often cannot wear a competitor's product in the same picture. According to *Harper's Bazaar*, industry estimates say that brands are spending more than \$1 billion per year on consumer-generated advertising. Founder of Instagram Kevin Systrom even went to Paris Hospitality week, going to couture shows and meeting with designers to learn more about how style bloggers, editors, and designers are currently dominating much of the content on his application.

Instagram has proven itself a powerful platform for marketers to reach their customers and prospects through sharing pictures and brief messages. According to a study by Simply Measured, 71% of the world's largest brands are now using Instagram as a marketing channel. For companies, Instagram can be used as a tool to connect and communicate with current and potential customers. The company can present a more personal picture of their brand, and by doing so the company conveys a better and true picture of itself. The idea of Instagram pictures lies on on-the-go, a sense that the event is happening right now, and that adds another layer to the personal and accurate picture of the company. In fact, Thomas Rankin, co-founder and CEO of the program Dash Hudson, stated that when he approves a blogger's Instagram post before it is posted on the behalf of a brand his company represents, his only negative feedback is if it looks too posed. "It's not an editorial photo," he explained, "We're not trying to be a magazine. We're trying to create a moment." Another option Instagram provides the opportunity for companies to reflect a true picture of the brand from the perspective of the customers, for instance, using the user-generated contents thought the hashtags encouragement. Other than the filters and hashtags functions, the Instagram's 15-second videos and the recently added ability to send private messages between users have opened new opportunities for brands to connect with customers in a new extent, further promoting effective marketing on Instagram.

YouTube

YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Also, the ads on this platform are usually in sync with the content of the video requested, this is another advantage YouTube brings for advertisers. Certain ads are presented with certain videos since the content is relevant. Promotional opportunities such as sponsoring a video is also possible on YouTube, "for example, a user who searches for a YouTube video on dog training may be presented with a

sponsored video from a dog toy company in results along with other videos." YouTube also enable publishers to earn money through its YouTube Partner Program. Companies can pay YouTube for a special "channel" which promotes the company's products or services.

Social bookmarking sites

Websites such as Delicious, Digg, Slashdot, Diigo, Stumbleupon, and Reddit are popular social bookmarking sites used in social media promotion. Each of these sites is dedicated to the collection, curation, and organization of links to other websites that users deem to be of good quality. This process is "crowdsourced", allowing amateur social media network members to sort and prioritize links by relevance and general category. Due to the large user bases of these websites, any link from one of them to another, the smaller website may in a flash crowd, a sudden surge of interest in the target website. In addition to user-generated promotion, these sites also offer advertisements within individual user communities and categories. Because ads can be placed in designated communities with a very specific target audience and demographic, they have far greater potential for traffic generation than ads selected simply through cookie and browser history. Additionally, some of these websites have also implemented measures to make ads more relevant to users by allowing users to vote on which ones will be shown on pages they frequent. The ability to redirect large volumes of web traffic and target specific, relevant audiences makes social bookmarking sites a valuable asset for social media marketers.

Blogs

Platforms like LinkedIn create an environment for companies and clients to connect online. Companies that recognize the need for information, originality/ and accessibility employ blogs to make their products popular and unique/ and ultimately reach out to consumers who are privy to social media. Studies from 2009 show that consumers view coverage in the media or from bloggers as being more neutral and credible than print advertisements, which are not thought of as free or independent. Blogs allow a product or company to provide longer descriptions of products or services, can include testimonials and can link to and from other social network and blog pages. Blogs can be updated frequently and are promotional techniques for keeping customers, and also for acquiring followers and subscribers who can then be directed to social network pages. Online communities can enable a business to reach the clients of other businesses using the platform. To allow firms to measure their standing in

the corporate world, sites enable employees to place evaluations of their companies. Some businesses opt out of integrating social media platforms into their traditional marketing regimen. There are also specific corporate standards that apply when interacting online. To maintain an advantage in a business-consumer relationship, businesses have to be aware of four key assets that consumers maintain: information, involvement, community, and control.

Tumblr

Blogging website Tumblr first launched ad products on May 29, 2012. Rather than relying on simple banner ads, Tumblr requires advertisers to create a Tumblr blog so the content of those blogs can be featured on the site.^[77] In one year, four native ad formats were created on web and mobile, and had more than 100 brands advertising on Tumblr with 500 cumulative sponsored posts.

Ad formats

- **Sponsored mobile pPost** – Advertisements (Advertisers' blog posts) will show up on user's Dashboard when the user is on a mobile device such as smartphones and tablets, allowing them to like, reblog, and share the sponsored post.
- **Sponsored web post** – "Largest in-stream ad unit on the web" that catches the users' attention when looking at their Dashboard through their computer or laptop. It also allows the viewers to like, reblog, and share it.
- **Sponsored radar** – Radar picks up exceptional posts from the whole Tumblr community based on their originality and creativity. It is placed on the right side next to the Dashboard, and it typically earns 120 million daily impressions. Sponsored radar allows advertisers to place their posts there to have an opportunity to earn new followers, reblogs, and likes.
- **Sponsored spotlight** – Spotlight is a directory of some of the popular blogs throughout the community and a place where users can find new blogs to follow. Advertisers can choose one category out of fifty categories that they can have their blog listed on there.

These posts can be one or more of the following: images, photo sets, animated GIFs, video, audio, and text posts. For the users to differentiate the promoted posts to the regular users'

posts, the promoted posts have a dollar symbol on the corner. On May 6, 2014, Tumblr announced customization and theming on mobile apps for brands to advertise.

Advertising campaigns

- **Disney/Pixar's *Monsters University*:** Created a Tumblr account, MUGrumblr, saying that the account is maintained by a 'Monstropolis transplant' and 'self-diagnosed coffee addict' who is currently a sophomore at Monsters University. A "student" from Monsters University uploaded memes, animated GIFs, and Instagram-like photos that are related to the sequel movie.
- **Apple's iPhone 5c:** Created a Tumblr page, labeling it "Every color has a story" with the website name: "ISee5c". As soon as you visit the website, the page is covered with different colors representing the iPhone 5c phone colors and case colors. When you click on one of the colored section, a 15-second video plays a song and "showcases the dots featured on the rear of the iPhone 5c official cases and on the iOS 7 dynamic wallpapers...", concluding with words that are related to the video's theme.

2.2 Marketing techniques

Social media marketing involves the use of social networks, *consumer's online brand-related activities* (COBRA) and *electronic word of mouth* (eWOM) to successfully advertise online. Social networks such as Facebook and Twitter provide advertisers with information about the likes and dislikes of their consumers. This technique is crucial, as it provides the businesses with a "target audience". With social networks, information relevant to the user's likes is available to businesses; who then advertise accordingly. Activities such as uploading a picture of your "new Converse sneakers to Facebook" is an example of a *COBRA*. Electronic recommendations and appraisals are a convenient manner to have a product promoted via "consumer-to-consumer interactions. An example of *eWOM* would be an online hotel review; the hotel company can have two possible outcomes based on their service. A good service would result in a positive review which gets the hotel free advertising via social media. However, a poor service will result in a negative consumer review which can potentially harm the company's reputation.

Social networking sites such as Facebook, Instagram, Twitter, MySpace etc. have all influenced the buzz of word of mouth marketing. In 1999, Misner said that word-of mouth

marketing is, "the world's most effective, yet least understood marketing strategy" (Trusov, Bucklin, & Pauwels, 2009, p. 3). Through the influence of opinion leaders, the increased online "buzz" of "word-of-mouth" marketing that a product, service or companies are experiencing is due to the rise in use of social media and smartphones. Businesses and marketers have noticed that, "a person's behavior is influenced by many small groups" (Kotler, Burton, Deans, Brown, & Armstrong, 2013, p. 189). These small groups rotate around social networking accounts that are run by influential people (opinion leaders or "thought leaders") who have followers of groups. The types of groups (followers) are called: reference groups (people who know each other either face-to-face or have an indirect influence on a person's attitude or behavior); membership groups (a person has a direct influence on a person's attitude or behavior); and aspirational groups (groups which an individual wish to belong to).

Marketers target influential people on social media who are recognized as being opinion leaders and opinion-formers to send messages to their target audiences and amplify the impact of their message. A social media post by an opinion leader can have a much greater impact (via the forwarding of the post or "liking" of the post) than a social media post by a regular user. Marketers have come to the understanding that "consumers are more prone to believe in other individuals" who they trust (Sepp, Liljander, & Gummerus, 2011). OL's and OF's can also send their own messages about products and services they choose (Fill, Hughes, & De Francesco, 2013, p. 216). The reason the opinion leader or formers have such a strong following base is because their opinion is valued or trusted (Clement, Proppe, & Rott, 2007). They can review products and services for their followings, which can be positive or negative towards the brand. OL's and OF's are people who have a social status and because of their personality, beliefs, values etc. have the potential to influence other people (Kotler, Burton, Deans, Brown, & Armstrong, 2013, p. 189). They usually have a large number of followers otherwise known as their reference, membership or aspirational group (Kotler, Burton, Deans, Brown, & Armstrong, 2013, p. 189). By having an OL or OF support a brands product by posting a photo, video or written recommendation on a blog, the following may be influenced and because they trust the OL/OF a high chance of the brand selling more products or creating a following base. Having an OL/OF helps spread word of mouth talk amongst reference groups and/or memberships groups e.g. family, friends, work-friends etc. (Kotler, Burton, Deans, Brown, & Armstrong, 2013, p. 189). The adjusted communication model shows the use of using opinion leaders and opinion formers. The sender/source gives

the message to many, many OL's/OF's who pass the message on along with their personal opinion, the receiver (followers/groups) form their own opinion and send their personal message to their group (friends, family etc.) (Dahlen, Lange, & Smith, 2010, p. 39).

The platform of social media is another channel or site that business' and brands must seek to influence the content of. In contrast with pre-Internet marketing, such as TV ads and newspaper ads, in which the marketer controlled all aspects of the ad, with social media, users are free to post comments right below an online ad or an online post by a company about its product. Companies are increasing using their social media strategy as part of their traditional marketing effort using magazines, newspapers, radio advertisements, television advertisements. Since in the 2010s, media consumers are often using multiple platforms at the same time (e.g., surfing the Internet on a tablet while watching a streaming TV show), marketing content needs to be consistent across all platforms, whether traditional or new media. Heath (2006) wrote about the extent of attention businesses should give to their social media sites. It is about finding a balance between frequently posting but not over posting. There is a lot more attention to be paid towards social media sites because people need updates to gain brand recognition. Therefore, a lot more content is need and this can often be unplanned content.

Planned content begins with the creative/marketing team generating their ideas, once they have completed their ideas they send them off for approval. There is two general ways of doing so. The first is where each sector approves the plan one after another, editor, brand, followed by the legal team (Brito, 2013). Sectors may differ depending on the size and philosophy of the business. The second is where each sector is given 24 hours (or such designated time) to sign off or disapprove. If no action is given within the 24-hour period, the original plan is implemented. Planned content is often noticeable to customers and is unoriginal or lacks excitement but is also a safer option to avoid unnecessary backlash from the public. Both routes for planned content are time consuming as in the above; the first way to approval takes 72 hours to be approved. Although the second route can be significantly shorter it also holds more risk particularly in the legal department.

Unplanned content is an 'in the moment' idea, "a spontaneous, tactical reaction." (Cramer, 2014, p. 6). The content could be trending and not have the time to take the planned content route. The unplanned content is posted sporadically and is not calendar/date/time arranged (Deshpande, 2014). Issues with unplanned content revolve around legal issues and whether

the message being sent out represents the business/brand accordingly. If a company sends out a Tweet or Facebook message too hurriedly, the company may unintentionally use insensitive language or messaging that could alienate some consumers. For example, celebrity chef Paula Deen was criticized after she made a social media post commenting about HIV-AIDS and South Africa; her message was deemed to be offensive by many observers. The main difference between planned and unplanned is the time to approve the content. Unplanned content must still be approved by marketing managers, but in a much more rapid manner e.g. 1–2 hours or less. Sectors may miss errors because of being hurried. When using unplanned content Brito (2013) says, "be prepared to be reactive and respond to issues when they arise." Brito (2013) writes about having a, "crisis escalation plan", because, "It will happen". The plan involves breaking down the issue into topics and classifying the issue into groups. Colour coding the potential risk "identify and flag potential risks" also helps to organise an issue. The problem can then be handled by the correct team and dissolved more effectively rather than any person at hand trying to solve the situation.

2.3 ISSUES OF CONCERN

Although many people don't think of it, social networking web sites harbor many dangerous elements and many people are concerned about some major problems that they contain. One such problem is privacy issues. With social networking websites like Facebook.com, twitter and LinkedIn it is almost too easy to retrieve personal information about someone and use it to harm them. In a case with Facebook.com, the availability of being able to customize one's own site has allowed people to use phishing html code to create phishing profiles that allows that person to access anyone's profile who have visited the phishing profile. Phishing can often lead to the loss of personal information such as usernames, credit card numbers, and passwords. (Phishing 2007) This in turn causes great privacy issues since that person can now access personal information and then sell it off to marketing companies for a profit. This selling of information to companies has led to the rise in spam emails that we all receive. Another great issue of concern with social networking web sites is that of child safety. Research has shown that almost three out of every four teenagers who use social networking web sites are at risk due to their lack of using online safety. (Joly, Karine, 2007) A lot of the web sites do have an age requirement but it is easily bypassed by the lying about of one's age. Even if they don't lie about their age the average age requirement is around fifteen years

old. A third issue of concern with social networking web sites is that of copyright infringement. With the massive amount of files shared through social networking web sites it has to tell sometimes who the original owner of the selected file is. Also, commercial products are being reproduced by individuals and uploaded to these social networking web sites. YouTube.com is a great example of how copyright infringement can come about using a social networking website. Member scan pretty much upload anything they want on to YouTube.com to be viewed by anyone who comes across it. This leads to many people committing copyright infringement and uploading files and video clips that don't belong to them. The only real way that copyright infringement is reported is through the self-policing of the YouTube community. (YouTube, 2007) With the easily missed copy right infringement YouTube has been sued many times in the past and is now being used for over one billion dollars by Viacom on the claim that YouTube.com has 160,000 videos that belong to Viacom on their site without Viacom's permission. (YouTube, 2007)

Influence of networking sites on lifestyle:

Social networking sites have some or the other sort of influence on the lifestyle of the people. While some people did not feel that it influences the lifestyle as they use these networking sites just for connecting with friends and did not feel its influence on their lifestyle.

On the other hand, those who feel that it has some influence on their lifestyle had a lot to share. The responses suggest that some people have got addicted to the networking sites and use them more often and as such their life is completely influenced by these. People find it trendy to use these networking sites and being a member of the sites is considered trendy and in vogue thing. Some people surf these sites to interact with people with similar preferences and it helps in their decision-making ability. They take the views and suggestions of the people before taking any such decisions and feel quite comfortable with it. Some people get knowledge about latest trends in Hospitality, electronic gadgets etc.

The most staggering influence of these networking sites for some people is the use of abbreviated words like 'd' for 'the' and likewise. They tend to use the similar words in their day to day life and even in official communication and often have suffered due to this. For students, it often comes across during exams.

Some people use abusive words to vent out their feelings on these networking sites and the same has been seen in their personal life of late. Certain people often use communities to dishonor their teachers and bosses or use bad-mouthing words for even celebrities and sports stars. **Negative/bad experience from networking sites:**

Generally, the networking sites have been of great utility to the users and they have found it of immense importance. But some people have had bad experiences from these networking sites. These bad experiences have been seen observed more by the female users than male users. The verification of genuine identity of the people is a problem. Many users have suffered from the same. People pose as someone else and tend to seek personal or confidential knowledge. This has led to breach of trust of a section of respondents. The albums are accessible to everyone and as such the pictures can be easily copied and have even been distorted in some cases and put on fake profiles. Same is the case with scrapbooks or message boxes which is visible to everyone. Information meant for one person is visible to everyone and is often harmful in relations. Some unknown people also put their comments on the scrapbooks to attract undue attention. The language is also offensive on many occasions.

A **social networking service** (also **social networking site** or **SNS**) is a platform to build social networks or social relations among people who share similar interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user (often a profile), his or her social links, and a variety of additional services. Social network sites are web-based services that allow individuals to create a public profile, create a list of users with whom to share connections, and view and cross the connections within the system. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Social network sites are varied and they incorporate new information and communication tools such as mobile connectivity, photo/video/sharing and blogging. Online community services are sometimes considered a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network.

The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Popular methods now

combine many of these, with American-based services such as Facebook, Google+, LinkedIn, Instagram, Pinterest, and Twitter widely used worldwide.

Social impact

Web-based social networking services make it possible to connect people who share interests and activities across political, economic, and geographic borders. Through e-mail and instant messaging, online communities are created where a gift economy and reciprocal altruism are encouraged through cooperation. Information is suited to a gift economy, as information is a nontrivial good and can be gifted at practically no cost. Scholars have noted that the term "Social" cannot account for technological features of the social network platforms alone. Hence, the level of network sociability should determine by the actual performances of its users.

Companies are using social media as a way to learn about potential employees' personalities and behavior. In numerous situations a candidate who might otherwise have been hired has been rejected due to offensive or otherwise unseemly photos or comments posted to social networks or appearing on a newsfeed.

Facebook and other social networking tools are increasingly the object of scholarly research. Scholars in many fields have begun to investigate the impact of social networking sites, investigating how such sites may play into issues of identity, privacy, social capital, youth culture, and education. Research has also suggested that individuals add offline friends on Facebook to maintain contact and often this blurs the lines between work and home lives.

Several websites are beginning to tap into the power of the social networking model for philanthropy. Such models provide a means for connecting otherwise fragmented industries and small organizations without the resources to reach a broader audience with interested users. Social networks are providing a different way for individuals to communicate digitally. These communities of hypertexts allow for the sharing of information and ideas, an old concept placed in a digital environment.

One popular use for this new technology is social networking between businesses. Companies have found that social networking sites such as Facebook and Twitter are great ways to build their brand image. According to Jody Nimitz, author of Marketing Jive, there are five major uses for businesses and social media: to create brand awareness, as an online reputation management tool, for recruiting, to learn about new technologies and competitors,

and as a lead generation tool to intercept potential prospects. These companies are able to drive traffic to their own online sites while encouraging their consumers and clients to have discussions on how to improve or change products or services.

As of April 2019, 68.17% of online adults use Facebook, 2.3% use Instagram, 16.57% use Pinterest, and 4.4% use YouTube (Statcounter Global Stats).

Social networking services have also become a mainstream topic of academic study in various disciplines. For example, social networking services are highly relevant to technoself studies which focus on all aspects of human identity in a technological society.

Social networks and science

One other use that is being discussed is the use of social networks in the science communities. Julia Porter Liebeskind et al. have published a study on how new biotechnology firms are using social networking sites to share exchanges in scientific knowledge. They state in their study that by sharing information and knowledge with one another, they are able to "increase both their learning and their flexibility in ways that would not be possible within a self-contained hierarchical organization." Social networking is allowing scientific groups to expand their knowledge base and share ideas, and without these new means of communicating their theories might become "isolated and irrelevant".

In fact, researchers use social networks frequently to maintain and develop professional relationships. They are interested in consolidating social ties and professional contact, keeping in touch with friends and colleagues and seeing what their own contacts are doing. This can be related to their need to keep updated on the activities and events of their friends and colleagues in order to establish collaborations on common fields of interest and knowledge sharing.^[44] Social Networks are used also to communicate scientists research results^[45] and as a public communication tool and to connect people who share the same professional interests, their benefits can vary according to the discipline. The most interesting aspects of social networks for professional purposes are their potentialities in terms of dissemination of information and the ability to reach and multiply professional contacts exponentially. Social networks like LinkedIn, Facebook, and Research Gate give the possibility to join professional groups and pages, to share papers and results, publicize events, to discuss issues and create debates.

Issues

Privacy

Privacy concerns with social networking services have been raised growing concerns amongst users on the dangers of giving out too much personal information and the threat of sexual predators. Users of these services also need to be aware of data theft or viruses. However, large services, such as MySpace and Netlog, often work with law enforcement to try to prevent such incidents.

In addition, there is a perceived privacy threat in relation to placing too much personal information in the hands of large corporations or governmental bodies, allowing a profile to be produced on an individual's behavior on which decisions, detrimental to an individual, may be taken.

Furthermore, there is an issue over the control of data—information that was altered or removed by the user may in fact be retained and passed to third parties. This danger was highlighted when the controversial social networking site Quechup harvested e-mail addresses from users' e-mail accounts for use in a spamming operation.

In medical and scientific research, asking subjects for information about their behaviors is normally strictly scrutinized by institutional review boards, for example, to ensure that adolescents and their parents have informed consent. It is not clear whether the same rules apply to researchers who collect data from social networking sites. These sites often contain a great deal of data that is hard to obtain via traditional means. Even though the data are public, republishing it in a research paper might be considered invasion of privacy.

Privacy on social networking sites can be undermined by many factors. For example, users may disclose personal information, sites may not take adequate steps to protect user privacy, and third parties frequently use information posted on social networks for a variety of purposes. "For the Net generation, social networking sites have become the preferred forum for social interactions, from posturing and role playing to simply sounding off. However, because such forums are relatively easy to access, posted content can be reviewed by anyone with an interest in the users' personal information".

Privacy concerns have been found to differ between users according to gender and personality. Women are less likely to publish information that reveals methods of contacting them. Personality measures openness, extraversion, and conscientiousness were found to

positively affect the willingness to disclose data, while neuroticism decreases the willingness to disclose personal information.

Unauthorized access

There are different forms where user data in social networks are accessed and updated without a user's permission. One study^[100] highlighted that the most common incidents included inappropriate comments posted on social networking sites (43%), messages sent to contacts that were never authored (25%) and change of personal details (24%). The most incidents are carried out by the victim's friends (36%) or partners (21%) and one in ten victims say their ex-partner has logged into their account without prior consent. The survey found that online social network accounts had been subject to unauthorised access in 60 million cases in 2011.

Risk for child safety

Citizens and governments have been concerned with misuse of social networking services by children and teenagers, in particular in relation to online sexual predators. Overuse of social networking may also make children more susceptible to depression and anxiety.

A certain number of actions have been engaged by governments to better understand the problem and find some solutions. A 2008 panel concluded that technological fixes such as age verification and scans are relatively ineffective means of apprehending online predators.^[106] In May 2010, a child pornography social networking site with hundreds of members was dismantled by law enforcement. It was deemed "the largest crimes against children case brought anywhere by anyone". Girls in particular are also known to be at more of a risk online using social networks than boys.

Psychological effects of social networking

As social networking sites have risen in popularity over the past years, people have been spending an excessive amount of time on the Internet in general and social networking sites in specific. This has led researchers to debate the establishment of Internet addiction as an actual clinical disorder. Social networking can also affect the extent to which a person feels lonely. In a Newsweek article, Johannah Cornblatt explains "Social-networking sites like Facebook and MySpace may provide people with a false sense of connection that ultimately increases loneliness in people who feel alone". John T. Cacioppo, a neuroscientist at the

University of Chicago, claims that social networking can foster feelings of sensitivity to disconnection, which can lead to loneliness. Fabio Sabatini and Francesco Sarracino found that if an individual tends to (a) trust people and (b) have a significant number of face-to-face interactions, the individual is likely to assess their own well-being as relatively high.

Negative Effect

Social networking sites like Facebook and Twitter allow you to find and connect with just about anyone, from a coworker in a neighboring cube to the girl who played Emily in your high school production of "Our Town" thirty years ago. Browsing these sites can make you feel connected to a larger community, but such easy, casual connection in an electronic environment can also have its downside.

A False Sense of Connection

According to Cornell University's Steven Strogatz, social media sites can make it more difficult for us to distinguish between the meaningful relationships we foster in the real world, and the numerous casual relationships formed through social media. By focusing so much of our time and psychic energy on these less meaningful relationships, our most important connections, he fears, will weaken.

Cyber-bullying

The immediacy provided by social media is available to predators as well as friends. Kids especially are vulnerable to the practice of cyber-bullying in which the perpetrators, anonymously or even posing as people their victims trust, terrorize individuals in front of their peers. The devastation of these online attacks can leave deep mental scars. In several well-publicized cases, victims have even been driven to suicide. The anonymity afforded online can bring out dark impulses that might otherwise be suppressed. Cyber-bullying has spread widely among youth, with 42% reporting that they have been victims, according to a 2010 CBS News report.

Decreased Productivity

While many businesses use social networking sites to find and communicate with clients, the sites can also prove a great distraction to employees who may show more interest in what their friends are posting than in their work tasks. Wired.com posted two studies which demonstrated damage to productivity caused by social networking: Nucleus Research

reported that Facebook shaves 1.5% off office productivity while Morse claimed that British companies lost 2.2 billion a year to the social phenomenon. New technology products have become available that allow social networks to be blocked, but their effectiveness remains spotty.

Privacy

Social networking sites encourage people to be more public about their personal lives. Because intimate details of our lives can be posted so easily, users are prone to bypass the filters they might normally employ when talking about their private lives. What's more, the things they post remain available indefinitely. While at one moment a photo of friends doing shots at a party may seem harmless, the image may appear less attractive in the context of an employer doing a background check. While most sites allow their users to control who sees the things they've posted, such limitations are often forgotten, can be difficult to control or don't work as well as advertised.

1. The Effects of Social Networks on Personal Relationships.

2. Is The Internet Changing Social Life? It Seems the More Things Change, The More They Stay the Same. Tom R. Tyler who is the author of the article "Is the internet changing social life? It seems the more things change, the more they stay the same", believes that the internet is not changing social life, that it is actually making society better (Tyler, 2002). The author states that the internet is just making old things new and easier. This point was actually a very strong point in his article because that statement is true. This point could be agreed on because you can find everything on the internet for any occasion, event, or reason nowadays. However, the internet can be a very dangerous place if people don't watch what they do and say on the internet. Once you put something on a social network/internet it goes into outer space. It will forever be on the internet and viewed by others. The article could have stated the dangers of the internet, not just the advantages of the internet and how it can be helpful for society.

3. Internet Paradox: A Social Technology That Reduces Social Involvement and Psychological Well-Being. "Internet Paradox: A social technology that reduces social involvement and psychological well-being", (Kvaut,1998) states that using the internet has many negative effects such as it lessens the face to face interaction between people communicating. However, the author also states that communicating through social networks

and the increase use of the internet builds relationships and self-esteem. There were many strong points in this article such as social networks builds self-esteem, relationships, and do not negatively a person's day to day live. The weakness in the article was that it didn't state whether the nature of social interaction online or its effects on social involvement and personal well-being. This is still an unclear question.

4. The Impact of Internet Communications on Social Interaction. The impact of internet communications on social interaction (Brignall, 2005) was a great article. This article states that the internet is a great tool but raises some great points of concern. The author states that the internet can negatively impact user's privacy, impersonal communications, and cause isolation from others. The author touches on arguments towards the delivery of online education but didn't further discuss his point. That was a weakness throughout this article. The article could have further discuss and made a valid point on online education in reference to the use of the internet. The strength in the article was the authors concern for the youth who use the internet on a daily basis, those who frequently use social networks, and interaction rituals. This was a strong point; the author clearly stated his point throughout the paper.

5. The Impact of Home Computer Use on Children's Activities and Development Computer use can also be dangerous and harmful to children. Children use computers to do everything nowadays. They use computers for homework, school work, gaming, communicating etc. According to the article "The Impact of Home Computer Use on Children's Activities and Development" (2000), computer use is damaging for children. Computer can be damaging because it can cause depression, aggression, physical cognitive, and harm social development. This article explained and identified the pros and cons of computer use for children. This article did not give enough praise to the benefits of computer use. It showed computer use as being negative. Anything can be negative but you have to find positive in it.

6. Using E-mails for Personal Relationship: The article "Using E-mails for Personal Relationships (Boneva, 2001), examines how emails effects people lives. This author also discussed how men and women differ in emailing, how long distance emails vary from local emails, and emails vary between men and women. According to this author woman find emailing more gratifying than men and are more likely to keep up with family and friends through emailing. The author brings very strong points of how men and women operation when using emailing. However, the author made weak points on why men and women vary

when it comes to emailing. The author briefly discussed his views but didn't further elaborate on it. The author also left how whether these were facts or just his opinions.

7. Beyond Simple Truths: The Human Internet Interactions. The article "Beyond Simple Truths: The Human Internet Interactions" (2002), states the positives and negatives of how people use the internet and emails. The article examines how people who were involved in the 9/11 attack were able to communicate with their loved ones through emails and the internet. The phone lines were down and families were still able to communicate and keep up with what was going on during the whole ordeal. However, the author then goes into discussing the negative aspects of the internet. The author states that the internet was used in preparation for the terrorist attack. The internet can be a very scary place and can cause a lot of damage as well all have seen. The author has not weak points in his argument, there was no stone left unturned. The author covered everything in reference to explaining how the internet can be positive but also very negative at the same time.

8. Cyber Psychology Human Relationships, and Our Virtual Interiors "Cyber psychology, Human Relationships, and Our Virtual Interiors" (2002), examines the author's views on how the internet will reduce social involvement and psychological well-being. The author feels that the internet creates limitations on social relationships. The author also states how the internet shrinks people's sense of relationship and personhood. In the article the author shows very strong views and opinions of how the internet is taking over the world and creating less person to person involvement. The weak points or overlooked points in the article were the positive aspects of the internet. Although the internet can affect personal relationships, the internet can also be a place to keep in touch with people and also build stronger relationships.

9. Impact of The Internet on Our Lives: Male and Female Personal Perspectives. Women and men have very different opinions about the internet and social networks. Men are not really as into the internet for business or educational purposes nowadays as women are. Men use the internet for dating, social networks, and etc. The article, "Impact of the Internet on Our Lives: Male and Female Personal Perspectives" (Colley, 2008), was a good example of this. This author created a study between men and women to determine whether or not the internet has made an impact on their lives. According to the author (Colley, 2008) women had a greater response, the internet has had a greater impact on their lives. Women have shared things such as meeting new friends, meeting partners, renewing old friendships, studying, shopping, etc.

Men shared things such as finding careers, and the negative aspects. The weakness in this article was that the author didn't elaborate on why men felt the way they did or why the women felt the way they did. There were not opinions on either part to support the findings. Studies showed that women enjoyed social networks more than men did.

10. Personality and Social Network Effects on Romantic Relationships. Research has shown there are no similarities between personality and relationships and the quality of the partner relationship and social networks according to an article by Franz J. Neyer (2004). The article, "Personality and Social Network Effects on Romantic Relationships" (2004), discussed how social networks can create romantic relationships. The article also discussed how dating can be a big part of social networks and how people's personality fit on other and they connect on various social networks. The article could have spoken about the dangers of seeking partners on social networks. It can very dangerous because you really don't know who you speaking to on the other end of the computer

2.4 LITERATURE REVIEW

Kaplan and Haenlein (2010, 61) define social media as “a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content.” Sinclair and Vogus (2011, 294) cite O’Reilly’s (2005) definition: “social media is a broad term that describes software tools that create user generated content that can be shared.” However, there are some basic features necessary for a website to meet the requirements as a social network website: the site must contain user profiles, content, a method that permits users to connect with each other and post comments on each other’s pages, and join virtual groups based on common interests such as fashion or politics. (Gross & Acquisti, 2005; Ellison, Steinfield & Lampe, 2007; Lenhart & Madden, 2007; Winder, 2007; Boyd & Ellison, 2007 as cited in Cox 2010).

The phrase social networking sites’ is often used interchangeably with social media. However, social media is different because it allows participants to unite by generating personal information profiles and inviting friends and colleagues to have access to those profiles (Kaplan and Haenlein 2010, 63). Thus, social media is the environment in which social networking takes place and has altered the way in which consumers gather information and make buying decisions. Consumers’ Sentiment toward Marketing (CSM) is a factor consider by researchers to measure how well consumers will perceive social media marketing. CSM is defined as a concept which refers to the general feelings that consumers have for marketing and the marketplace (Lawson et al. 2001as cited by Mady 2011). An individual’s perception of the overall marketplace plays a major role in whether or not they are motivated to partake in consumption activities (Mady 2011). In order to create a successful marketing campaign via social media, a consumer must be open to the technology. Consumer technology readiness is defined as 4 “people’s propensity to embrace and use new technologies for accomplishing goals in home and work” (Parasuraman, 2000 as cited by Mady 2011, 195). Consumer technology readiness is important for retailers to remember when marketing on social networks because if their intended target market does not use social media, is not familiar with it, or perceives it negatively, then their social media marketing will be unrewarding. Analysis of technology readiness can determine if marketing via interactive advertising would be a good fit for a retailer’s target market. The Innovation Adoption Process (IAP) is another instrument that provides information on a consumer’s acceptance of new technology. The IAP is the progression through which an individual goes

through the innovation-decision process (Rogers as cited in Mady 2011). Five steps make up the process: knowledge of the innovation, forming an attitude toward the innovation, deciding to adopt or reject the innovation, implementation of the innovation, and confirmation of the decision (Mady 2011). Knowledge of IAP can help marketers obtain a social media marketing campaign that is fulfilling. Social media has advanced from simply providing a platform for individuals to stay in touch with their family and friends. Now it is a place where consumers can learn more about their favorite companies and the products they sell. Marketers and retailers are utilizing these sites as another way to reach consumers and provide a new way to shop. “Technology related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers’ ability to reach shoppers through new touch points” (Shankar et al. 2011, 30). 5 Shopper marketing is a new concept that has emerged, creating a new touch point for the interactions between businesses and consumers. Shopper marketing is “the planning and execution of all marketing activities that influence a shopper along, and beyond, the entire path of purchase, from the point at which the motivation to shop first emerges through purchase, consumption, repurchase, and recommendation” (Shankar et al. 2011, 29). Perceived fit is an important factor for retailers to consider for shopper marketing; perceived fit is the amount of similarity between an extension product category and existing products affiliated with the brand (DeIVecchio and Smith as cited in Cha 2009). The more people perceive shopping services on social networking sites as useful and easy to use, the more likely they are willing to shop for items on social networks (Cha 2009). Providing shopping services on social networks can provide business growth for retailers due to the diversity of consumers who use social media sites. The wide range of consumers utilizing social networks means that most target markets can be reached (Cha 2009). This provides an effective platform for retailers to promote their brand and products to potential consumers. According to Shankar et al. (2011), shopper marketing can join forces with shoppers to improve products, create clear messages, identify promoters, and serve as a connection to in-store activities, thus demonstrating the importance of social media within a retailer’s marketing plan. Advancements within social media sites have created consumer communities that are defining new ways in which companies and customers can interact with one another to share information on brand products. For example, virtual brand communities are creating a computer-generated space for consumers and retailers to connect with one another via marketing. 6 Virtual Brand Community A main topic being studied involving social media as a marketing tool is Virtual Brand Communities

(VBC). “VBC can be described as aggregations of consumers that occur on the internet because of their interest in some brand or product” (Muniz and O’Guinn as cited in Georgi and Mink 2012, 3). Specifically, a brand community is a group of people who share the same interest in a particular brand or product (Casaló, Favián and Guinalú 2008). Overall, VBC’s are “the site[s] of complex brand meaning creation and consumption efforts” (Muñiz and Jensen Schau, 2007). Casaló, Favián and Guinalú (2008) found when a member is trusting of the VBC that they are part of, it increases their amount of participation, and consumers who have a positive participation experience are more loyal to the brand. Trust is a central aspect to guarantee the VBC’s survival. Cha (2009) concludes that security is a major factor affecting a consumer’s opinions toward social networking sites and can ultimately impact trust. Since VBCs depend on individual users’ participation, both group unity and awareness can strengthen users’ satisfaction with a VBC (Casaló, Favián and Guinalú 2008). The study done by Casaló, Favián and Guinalú (2008) demonstrates the powerful sway VBC and an online interaction between consumers can have on their buying behavior. Studies also found that within these VBCs many new forms of social interactions are taking place such as Electronic Consumer to Consumer Interaction (eCCI), which are interactions between consumers of e-services (Georgi and Mink 2012). The chance to mingle with other people is a fundamental part of the consumer experience and social networking sites have become a way in which consumers can interact with one another and retailers (Georgi and Mink 2012). Because of eCCI, consumers are playing a more dominant role in influencing each other with their consumption decisions. Georgi and Mink (2012) came up with the concept of 7 electronic consumers to consumer interaction quality (eCCIq). They found that seven factors contribute to the success of eCCIq. These include content, security, hedonic (meaning the emotional aspects of consumers’ interactions with products), quality, atmosphere, convenience, and social. An example of eCCI (which is any interaction between consumers of e-services) is when a consumer posts a question about the fit or color of a product displayed online and another consumer answers the question. This eCCI event would presumably be of high quality if the question is answered by another consumer quickly, correctly, and in a friendly manner. This example of an interaction between consumers involves some of the factors associated with eCCIq such as social and convenience, thus making it an eCCIq occurrence. Consumers feel more engaged with products and companies when they have the option to submit feedback (Mangold and Faulds 2009). Accordingly, it is important for retailers to be aware of the quality of their social media presence even when consumers are the creators of their marketing because it is increasingly influencing how

consumers shop. Companies need to be aware of the variety of factors that affect their social media presence such as a consumer's social identity online. Some VBC research focused on the concept of social identity and group norms as an aspect that strongly influences online groups' buying behavior. The nature and culture of social media groups affect the ways members of such groups interpret and attach meaning to brands and products (Muñiz and Jensen Schau, 2007). Group norms represent the set of shared goals, beliefs, and values that the group members follow. Social identity refers to the values and beliefs that influence group related behavior (Zeng, Huang, and Dou 2009). Community members within a strong social group were more likely to have group intentions to accept advertising in online communities (Zeng, Huang, and Dou 2009). For instance, if a Facebook group is centered on luxury brands, then ads pertaining to high-end products are more relevant to members of the 8 VBC. Some members consume ads more easily by accepting the meanings in which they contain, while others interpret the ads by attaching meaning to the brand represented based on their own experiences (Muñiz and O'Guinn as cited in Muñiz and Jensen Schau, 2007). Moreover, VBC members value ads that are relevant to the theme of their community. Muñiz and Jensen Schau (2007) found advertising and branding produce discouragement of the intended meaning of the ad in order to serve the meaning of the distinct group, in this circumstance the brand community. A VBC can alter or manipulate the true meaning of an ad by the way it displays or uses an ad for branding. Many times VBC's change the meaning of an ad by the way it is presented on the community forum. A VBC can alter an ad to conform to the theme of its community, therefore the ads true meaning gets lost. An individual's identity within social media combined with the social community's customs affects the way in which people perceive ads presented on social media. Community customs can be affected by users' cultural backgrounds as well. Pookulangara and Koesler (2011) used the Technology Acceptance Model³ (TAM³) to look at the impact of culture on social media. TAM³ highlights the role and procedures connected to perceived usefulness and perceived ease of technology. TAM³ suggests that the factors that determine perceived usefulness will not influence perceived ease of use and the factors that influence perceived ease of use will not influence perceived usefulness (Pookulangara and Koesler 2011). The researchers used TAM³ to find out if an individual's cultural background affects perceived ease and perceived usefulness in order to discern users' behavioral intention towards social media. More specifically, the researchers used TAM³ to determine if an individual's cultural background influences how they will interpret a message, 9 event, or idea presented to them through a social networking site. This was done through a conceptual framework in which the

researchers created a research model using TAM3. Based on the research model, Pookulangara and Koesler (2011) conclude that culture does in fact influence how individuals act and perceive an event on technology based applications, such as social media. This means that an individual's cultural or ethnic background will influence how they will interpret social media and its content. "Social networking has allowed the evolution of new culture where it is no longer shaped by just individual values and ideologies, but also by new rituals and communication tools in the social space of Web 2.0" (Pookulangara and Koesler 2011, 352). Retailers need to be conscious of the importance of culture when utilizing social media, since social networks are a merging of different cultures and the creation of new online cultures (Pookulangara and Koesler 2011). In addition, cultural backgrounds and traditions may factor into the formulation of a consumer's opinion and attitude towards a brand or product.

Consumer Attitudes/Motives It is vital for retailers and marketers to be aware of the factors that affect consumer attitudes and motives because consumers are increasingly creating content about brands, something previously controlled solely by companies (Heinonen 2011). As a result, current research has examined what aspects of social media sites affect consumer attitudes and motives. Chu (2011) examined the link between Facebook brand related group participation, advertising responses, and the psychological factors of self-disclosure and attitudes among members and nonmembers of Facebook groups. The study determined that users who are members of groups on Facebook are more likely to disclose their personal data than nonmembers are. Chu (2011) 10 explains group participation and engagement with online ads requires a higher level of personal information because users openly reveal their connections with Facebook groups and promote brands or products when they pass on ads to their friends. "Facebook groups provide channels that consumers deem useful when seeking self-status in a product category, as does passing on viral content about brands to their social contacts" (Chu 2011, 40). Chu (2011) also found that users who are Facebook group members maintain a more favorable attitude toward social media and advertising. Users who have more positive attitudes toward advertising are more likely to join a brand or a retailer's Facebook group to receive promotional messages. Based on this result, Chu (2011) suggests that a link exists between consumers' use of and engagement in group applications on a social media sites. The relationship between consumers' use of and engagement with group applications influences the rate and effectiveness of advertising on social media, particularly Facebook. Generally, as Chu (2011) notes, Facebook's college-aged users have the most favorable attitudes toward social media advertising and are the largest growing demographic, which suggests that social media sites are a potentially rich platform for online advertising

campaigns, especially for companies with a younger target market. Cox (2010) also investigated the correlation between age and attitude and found that social network user attitude toward online advertising formats (i.e. blogs, video, and brand channel or page) differed to some extent across age groups. She explains that users who fall in the 18-28 age brackets had strong positive attitudes towards blogs, video, and brand channel ad formats. This was because users' found these ad formats to be eye catching, informative, and amusing. The 35-54 age groups preferred ad formats on video and brand channels because they found them to be more eye catching, informative, and had better placement within the online 11-page layout. Overall, online advertising formats with positive attributes are welcomed by users; however, ads that are intrusive or interfere with online social networking activities, such as pop up, expandable, or floating formatted ads were disliked by network users (Cox 2010). According to Chi (2011) users perceive advertising differently depending on the social network, which suggests user motivations for online social networking may play a vital role in defining consumer's responses to social media marketing. As mentioned previously in the explanation of Pookulangara and Koesler's (2011) study, the technology acceptance model (TAM) was also used by Harris and Dennis (2011). Harris and Dennis (2011), however, used TAM as a loose framework that combined trust and the factors associated with TAM (i.e. perceived enjoyment, ease of use, and usefulness). The TAM determined that consumers, specifically students, hold a hierarchy of trust when using social media such as Facebook. Student's trust 'real' friends, then Facebook friends, followed by expert blogs and independent review sites and lastly celebrities and e-retailer sites (Harris and Dennis 2011). Di Pietro and Pantano (2012) conducted further research using the TAM to discern that enjoyment is the major factor that influences consumers to use social networks as a platform for assisting in their buying decisions. A deeper understanding of how consumers perceive social marketing will help ensure marketing strategies are effective.

With the increase of technology used for communicating with the spread of the Internet, "Social Networking" has become an activity that is done primarily on the Internet, with sites like MySpace, Face book, Skype, etc (Coyle et al., 2008).

Many people especially student spend a lot of time on this site creating profile, updating or doing research concerning their career or academic work, while some just use it to chat with friends, post latest pictures of event they attended, e.g., Young et al., 2009, have examined their profiles to determine why and to what extent they are keen on posting their entire

identity, sharing pictures and videos, and indicating their religious affiliations, marital status, and political orientations on the internet. These users interact with others, exchange information about their interests, raise discussions about new topics, follows news about specific topics on different Social Networking Sites.

With the advent of social network, it has become easy to get information on nearly every issue around the globe. Before now it is not easy getting information, you need to buy newspaper, stay close to your TV set or radio to get information. Internet has change everything and social network has made it more flexible (lewis. 2008). According to the questionnaire used for this project, everybody who answered the questionnaire has access to the internet, and they are connected to one social network.

The Early Years of SNS

Social networking began in 1978 with the Bulletin Board System (or BBS.) The BBS was hosted on personal computers, requiring that users dial in through the modem of the host computer, exchanging information over phone lines with other users. This was the first system that allowed users to sign in and interact with each other, although it was quite slow since only one user could be logged in at a time. Later in the year, the very first copies of web browsers were distributed using the bulletin board Usenet. Usenet was created by Jim Ellis and Tom Truscott, and it allowed users to post news articles or posts, which were referred to as “news”. The difference between Usenet and other BBS and forums was that it didn’t have a dedicated administrator or central server. There are modern forums that use the same idea as Usenet today, including Yahoo! Groups and Google Groups. The first version of instant messaging came about in 1988 with Internet Relay Chat (IRC). IRC was Unix-based, limiting access to most people. It was used for link and file sharing, and generally keeping in touch with one another.¹

The first meaningful social network site is SixDegrees.com, it was launched in 1997. It was the SNS that allowed users to create profiles, list their Friends and, beginning in 1998, surf the Friends lists. Each of these features existed in some form before SixDegrees, of course. Profiles existed on most major dating sites and many community sites. AIM and ICQ buddy lists supported lists of Friends, although those Friends were not visible to others. Classmates.com allowed people to affiliate with their high school or college and surf the network for others who were also affiliated, but users could not create profiles or list Friends until years later. SixDegrees was the first to combine these features. SixDegrees promoted

itself as a tool to help people connect with and send messages to others. While SixDegrees attracted millions of users, it failed to become a sustainable business and, in 2000, the service closed. Looking back, its founder believes that SixDegrees was simply ahead of its time (A. Weinreich, personal communication, July 11, 2007). While people were already flocking to the Internet, most did not have extended networks of friends who were online. Early adopters complained that there was little to do after accepting Friend requests, and most users were not interested in meeting strangers. From 1997 to 2001, a number of community tools began supporting various combinations of profiles and publicly articulated Friends. AsianAvenue, BlackPlanet, and MiGente allowed users to create personal, professional, and dating profiles—users could identify Friends on their personal profiles without seeking approval for those connections (O. Wasow, personal communication, August 16, 2007). Likewise, shortly after its launch in 1999, LiveJournal listed one-directional connections on user pages. LiveJournal's creator suspects that he Hospitalityed these Friends after instant messaging buddy lists (B. Fitzpatrick, personal communication, June 15, 2007)—on LiveJournal, people mark others as Friends to follow their journals and manage privacy settings. The Korean virtual worlds site Cyworld was started in 1999 and added SNS features in 2001, independent of these other sites (see Kim & Yun, this issue). Likewise, when the Swedish web community LunarStorm reHospitalityed itself as an SNS in 2000, it contained Friends lists, guestbooks, and diary pages (D. Skog, 2007).

The next wave of SNSs began when Ryze.com was launched in 2001 to help people leverage their business networks. Ryze's founder reports that he first introduced the site to his friends primarily members of the San Francisco business and technology community, including the entrepreneurs and investors behind many future SNSs (A. Scott, personal communication, June 14, 2007). In particular, the people behind Ryze, Tribe.net, LinkedIn, and Friendster were tightly entwined personally and professionally. They believed that they could support each other without competing (Festa, 2003). In the end, Ryze never acquired mass popularity, Tribe.net grew to attract a passionate niche user base, LinkedIn became a powerful business service, and Friendster became the most significant, if only as "one of the biggest disappointments in Internet history".

CHAPTER -3

RESEARCH METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions - it is, therefore, not the same thing as a method. Instead, it offers the theoretical underpinning for understanding which method, set of methods or so called “best practices” can be applied to specific case, for example, to calculate a specific result.

It has been defined also as follows:

1. "the analysis of the principles of methods, rules, and postulates employed by a discipline"
2. "the systematic study of methods that are, can be, or have been applied within a discipline"
3. "the study or description of methods”

RESEARCH DESIGN

The research design is purely and simply the framework of plan for a study that guides the collection and analysis of data. Types of Research Design:

- **Exploratory Research** – The main purpose of such studies is that of formulating a problem for more precise investigation or of developing the working hypotheses from an operational point of view.
- **Descriptive Research** – Those studies which are concerned with describing the characteristics of a particular individual, or of a group.
- **Hypothesis Testing Research** – They are those where the researchers test the hypotheses of casual relationships between variables.

SAMPLE SIZE

Detail:

Size of Data : 100

Area : New Delhi

Sampling Technique

Sampling techniques can be broadly classified in to two types:

- Probability Sampling.
- Non Probability Sampling.

Methods of Data Collection--- Testing of Questionnaire

Primary Data:

Primary data is basically the live data which I collected on field while doing cold calls with the customers and the list of question has been mentioned for which the responses has been recorded.

Source: Main source for the primary data for the project was questionnaires which was filled by the customers or sometimes filled myself on the basis of discussion with the customers.

Secondary Data:

Secondary data for the base of the project was collected from intranet and from internet, magazines, newspapers etc.

Statistical Analysis

In this segment I will show my findings in the form of graphs and charts. All the data which I got form the market will not be disclosed over here but extract of that in the form of information will definitely be here.

3.1 TOOLS AND TECHNIQUES OF ANALYSIS

Tools for analysis

- Bar chart (Bar charts will be used for comparing two or more values that will be taken over time or on different conditions, usually on small data set)
- Pie-chart (Circular chart divided in to sectors, illustrating relative magnitudes or frequencies)

Tools and Techniques

As no study could be successfully completed without proper tools and techniques, same with my project. For the better presentation and right explanation, I used tools of statistics and computer very frequently. And I am very thankful to all those tools for helping me a lot. Basic tools which I used for project from statistics are-

- **Bar Charts**

- **Pie charts**

- **Tables**

Bar charts and pie charts are really useful tools for every research to show the result in a well clear, ease and simple way. Because I used bar charts and pie charts in project for showing data in a systematic way, so it need not necessary for any observer to read all the theoretical detail, simple on seeing the charts any body could know that what is being said.

Technological Tools

Ms- Excel

Ms-Access

Ms-Word

Above application software of Microsoft helped me a lot in making project more interactive and productive.

CHAPTER-4

DATA INTERPRETATION AND ANALYSIS

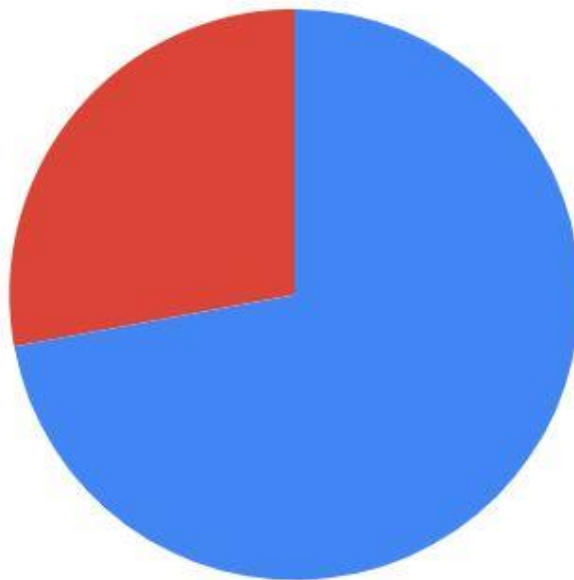
1) What is your Age?

Table No. 1

Particulars	No. of Respondents	Percentage
15-20	0	0%
21-25	68	68.4%
26-30	32	31.6%
Above 30	0	0%

Graph No. 1

Count of What is your age?



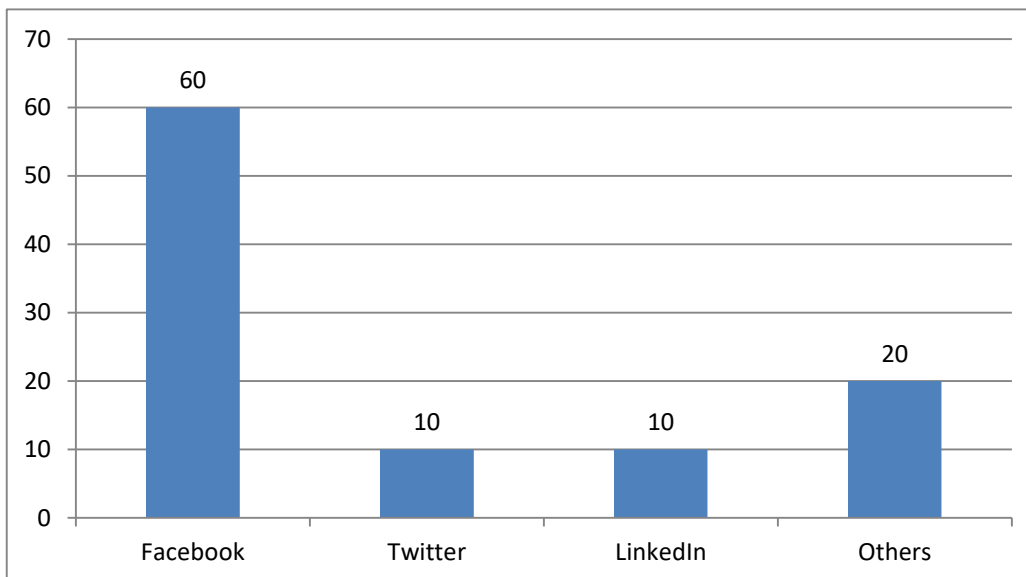
Interpretation: Most of the respondent approx 68% of respondents are in age group of 20-25 and 31% of respondents are in the age group of 25-30.

2) Which social media sites do you use?

Table No. 2

Particulars	No. of Respondents	Percentage
Facebook	60	60%
LinkedIn	10	10%
Twitter	10	10%
Others	20	20%

Graph No. 2



Interpretation: It is observed that 60% of respondent use Facebook, 10 % use Twitter, 10% use LinkedIn and 20% use other sites.

3) Have you been influenced to purchase any product based on what you have seen on Social Media?

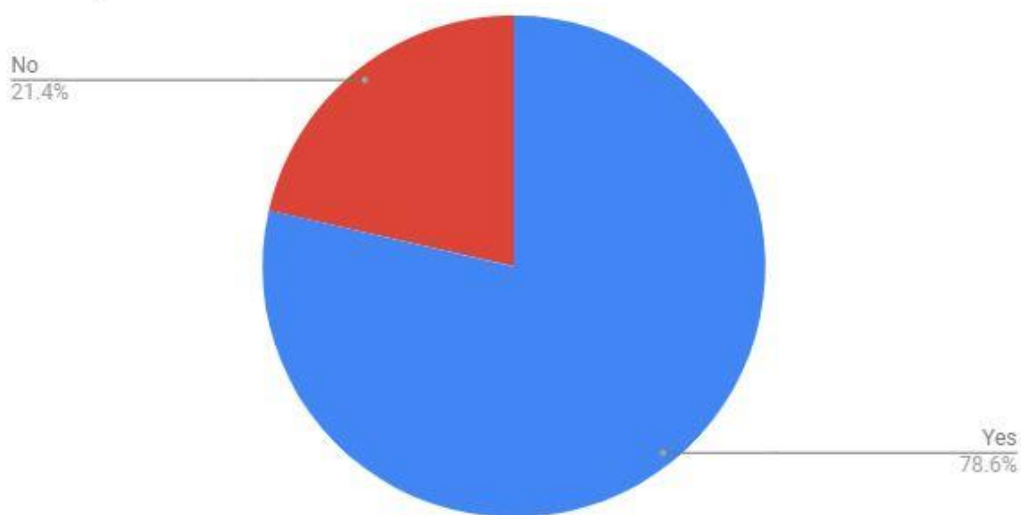
Table No. 4

Year	No. of Respondents	Percentage
-------------	---------------------------	-------------------

Yes	79	78.6%
No	21	21.4%
May be	0	0%

Graph No. 4

Count of Have you been influenced to purchase because of what you have seen on social media?



Interpretation: It is observed that 78.6% of respondents say that they have been influenced to purchase products based on what they have seen, 21.4% say that they haven't been influenced.

4) Have you used Social Media to express how you felt about a product/service??

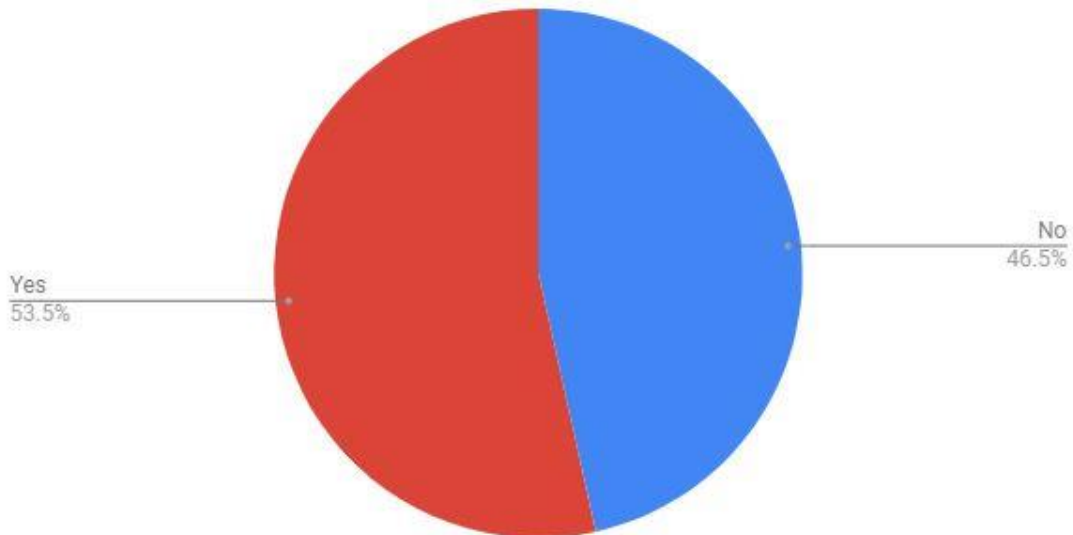
Table No. 4

Particulars	Percentage
Yes	53%
No	46%

May be	0%
--------	----

Graph No. 4

Count of Have you used social media to express how you felt about a product/service?



Interpretation: It reveals that 53.5% of the respondents have expressed what they felt about a product/service on social media.

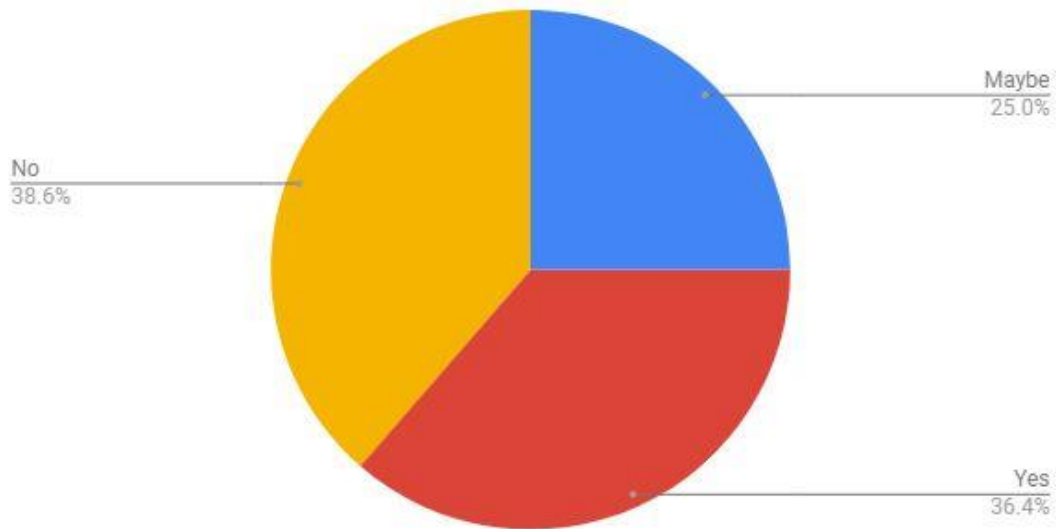
5) Was there any situation where you went for the same brand after experiencing poor service and later treated well with effect of complaining on the social media?

Table No. 5

Particulars	Percentage
Yes	36.4%
No	38.6%
Maybe	25%

Graph No.5

Count of Was there any situation where you went for the same brand after experiencing a poor service and later treated well...



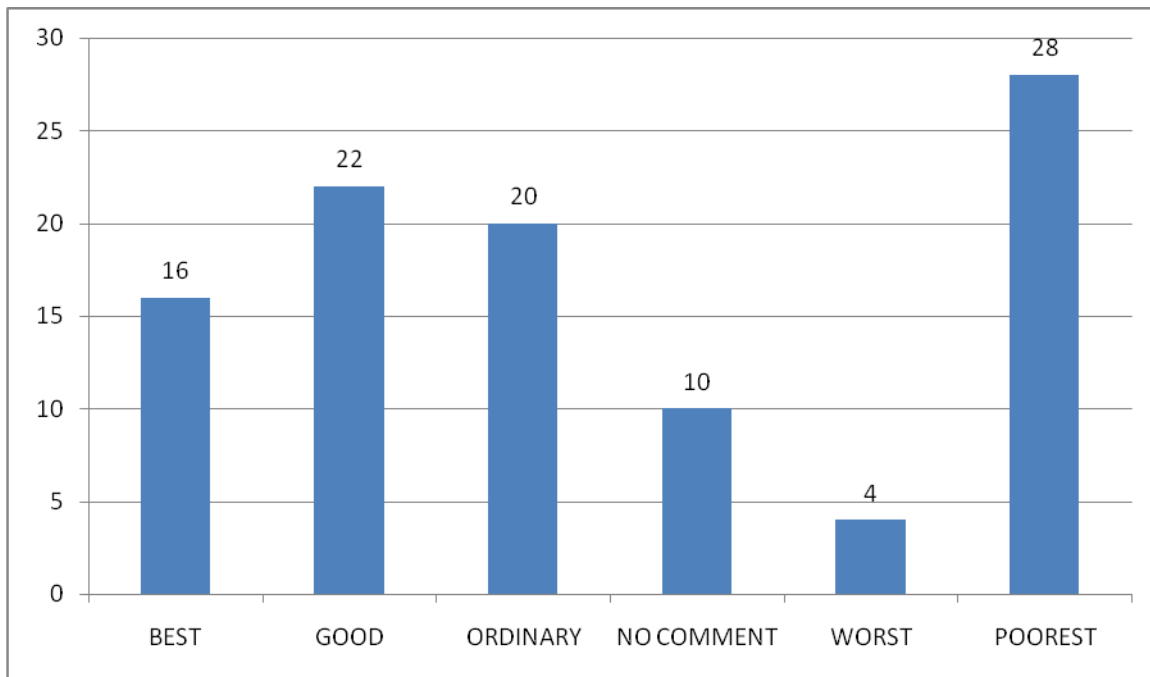
Interpretation: It is observed that 36.4% of the respondents say 'yes', 38.6% say 'no' and 25% say 'may be' that they preferred the same brand even after a poor service but treated well after complaining on social media.

Q. 6. What is your perception about impact of social media on consumer buying behavior?

Table No. 6: Showing result about perception about social media on consumer buying behavior:

Particular	No. of Respondent	Percentage
Excellent	16	16%
Better	22	22%
Good	20	20%
No Comments	10	10%
Worst	4	4%
Poorest	28	28%
TOTAL	100	100%

GRAPH No. 6: Showing result about perception about social media on consumer buying behavior



Interpretation: The above graph showing the standard of **perception about social media on consumer buying behavior** In India. 16% customers says the standard is excellent, 22% says better, 20% says good standard, 10% no gave any comment on this but 4% customer says the standard is poor or worst.

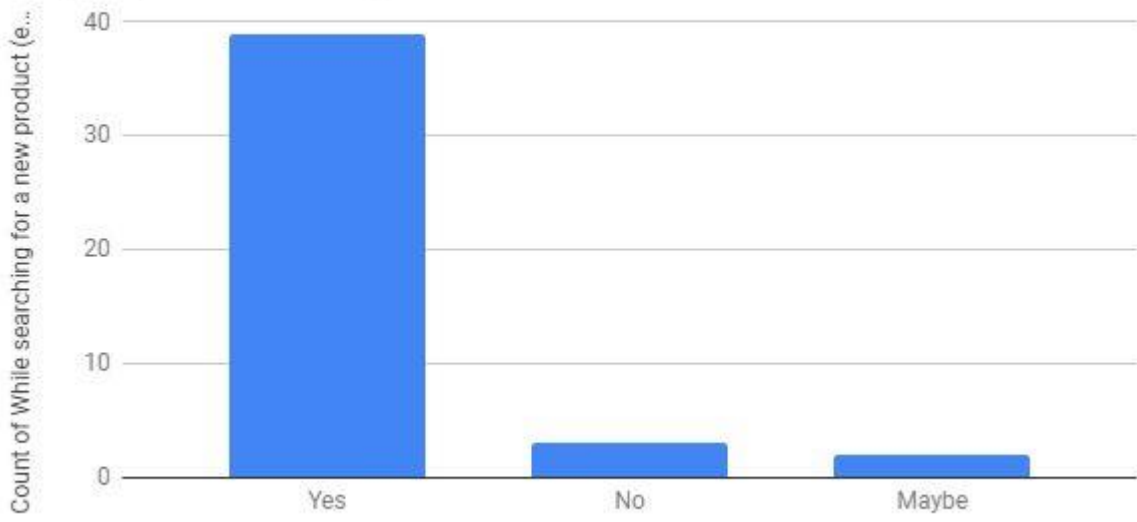
Q. 7. While searching for a new product (ex. mobile phone), do you prefer seeking information on social media sites like YouTube for reviews?

Table No.7: Showing the Status of social media on consumer buying behavior:

Particulars	No. of Respondent	Percentage
Yes	39	92%
No	2	6%
May be	1	2%

GRAPH No.7:

Count of While searching for a new product (ex. mobile phone), do you prefer seeking information on social media sites like Y...



While searching for a new product (ex. mobile phone), do you prefer seeking information on s...

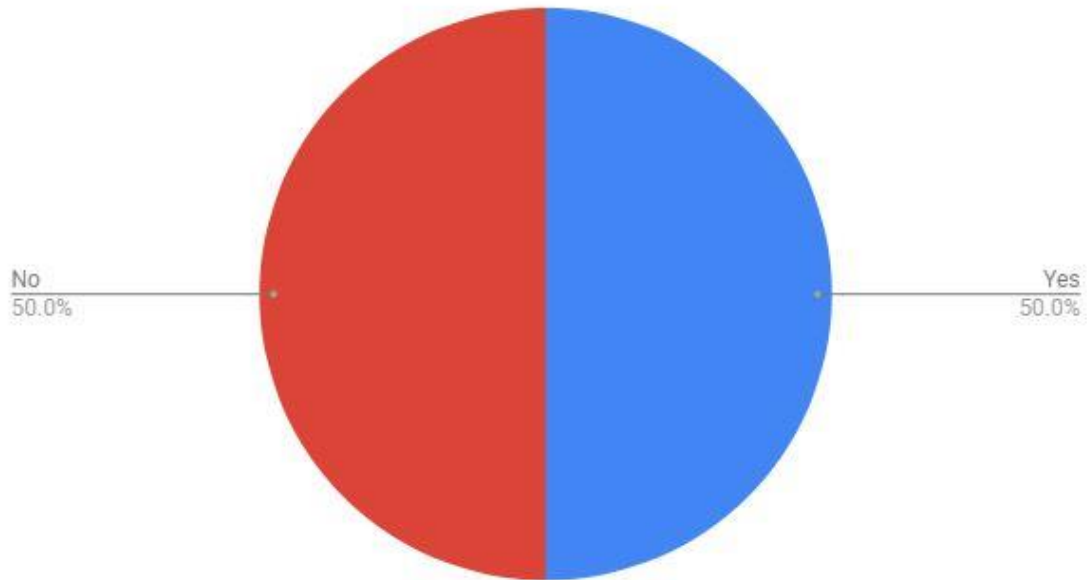
Interpretation: Above graph showing that 92% of respondents say that they seek information on social media before purchasing a product, 6% say 'No' and 2% say 'May be'.

Q 8. Do you purchase products through social media?

Table 8.

Particulars	Number of Respondent	Percentage
Yes	50	50%
No	50	50%

Count of Do you purchase products through social media?

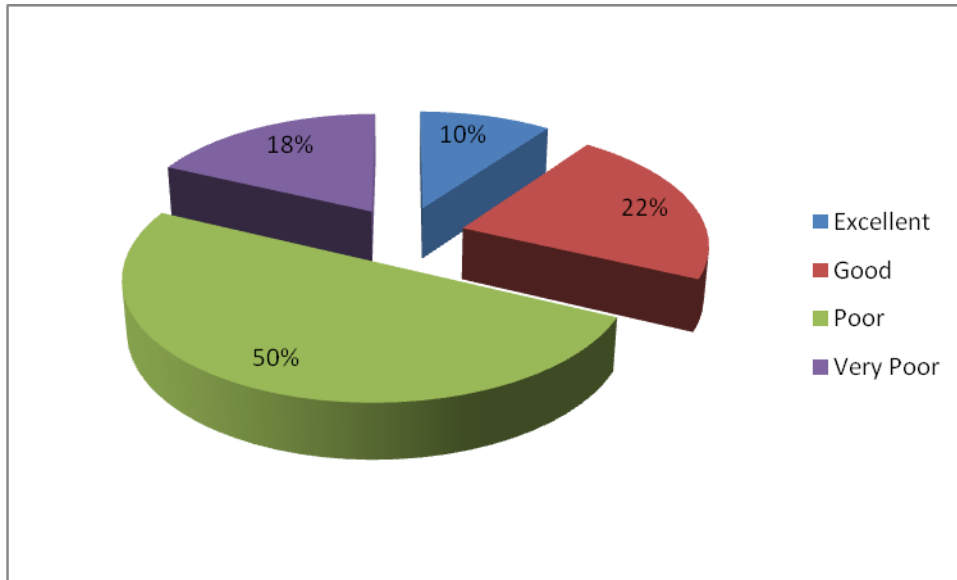


Interpretation:

The above graph reveals that 50% customer purchase products through social media.

Q 9. How do you feel the purchasing environment on social media?

Particulars	Number of Respondent	Percentage
Excellent	10	10%
Good	22	22%
Poor	50	50%
Very Poor	18	18%
TOTAL	100	100%

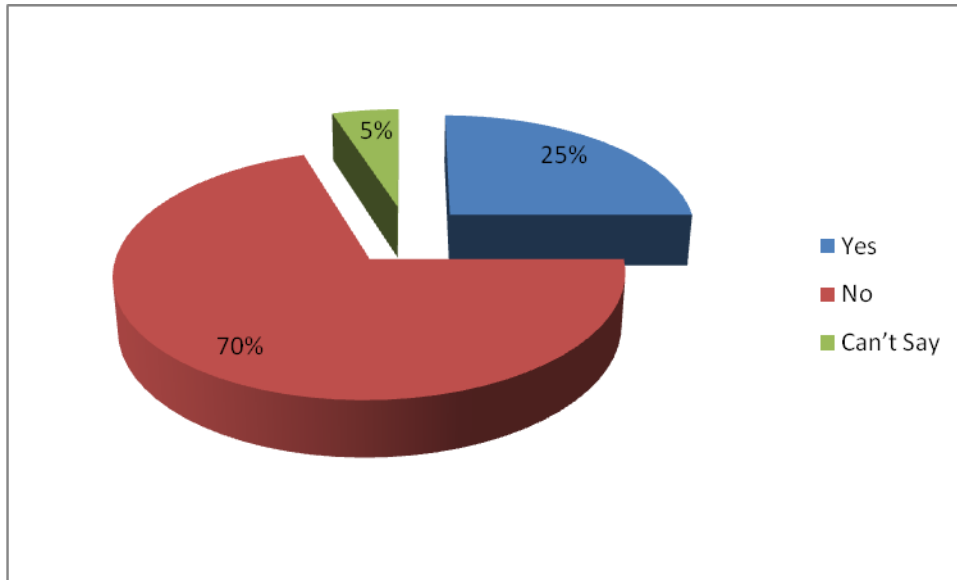


Interpretation:

The above graph reveals that 22% feel good about purchasing environment through social media, 10% feel Excellent, 18% feel very poor, 50% feel poor about purchasing environment on social media.

Q 10. Are you satisfied with shopping through social media?

Particulars	Number of Respondent	Percentage
Yes	25	25%
No	70	70%
Can't Say	5	5%
TOTAL	100	100%



Interpretation:

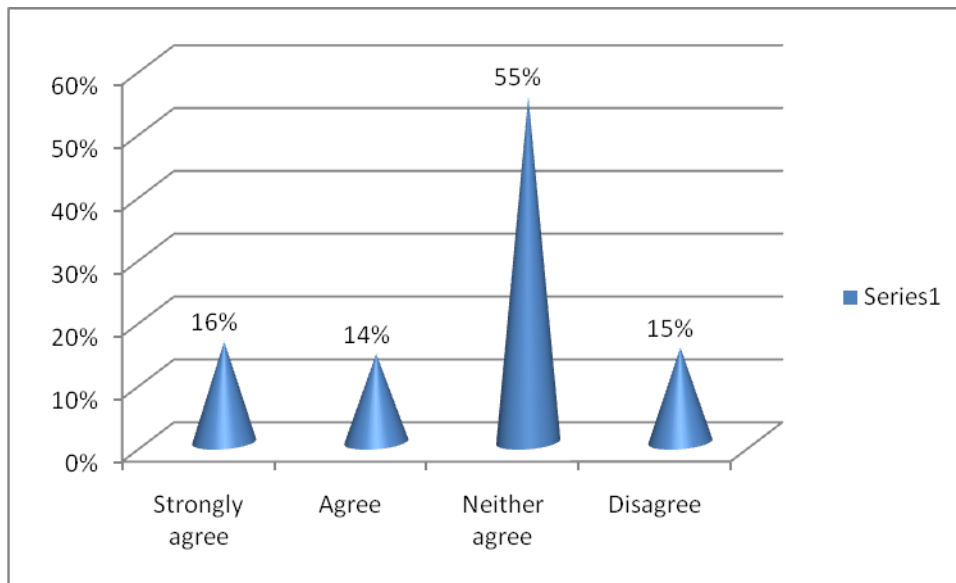
The above graph reveals that 70% user does not satisfied, 25% user satisfied with shopping through social media.

Q 11. Online Shopping Company have Good Quality?

Table No. 12

Particulars	Number of Respondent	Percentage
Strongly agree	16	16%
Agree	14	14%
Neither agree	55	55%
Disagree	15	15%
TOTAL	100	100%

Graph No. 12



Interpretation:

The above graph reveals that good perception comes from 16%, 16% have Strongly agree perception about the Online Shopping Company and rest by 14% have agree, 15% have Disagree.

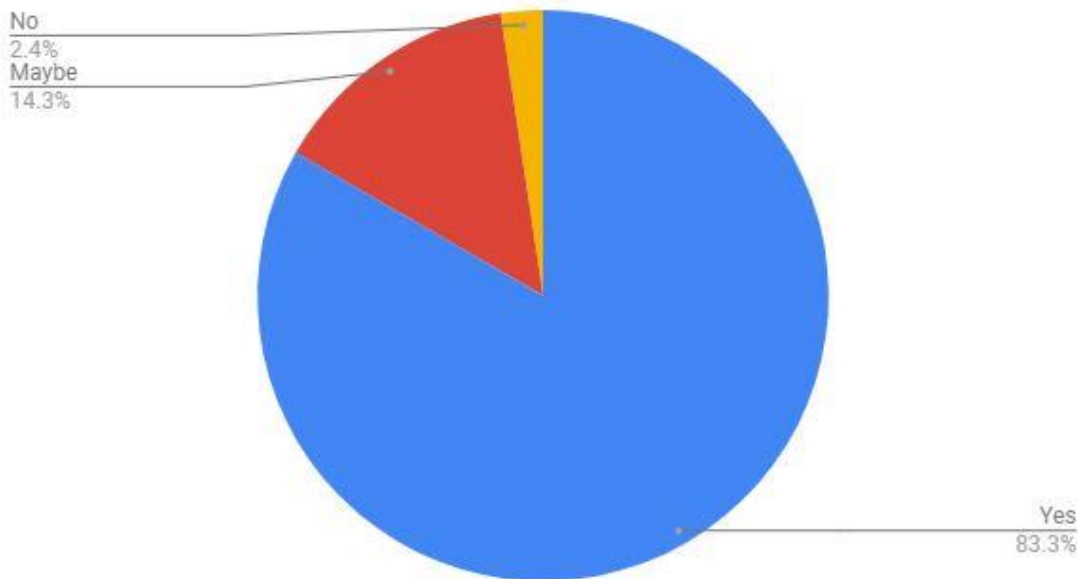
Q 12. Do you think social media marketing is effective?

Table 12.

Particulars	Number of Respondent	Percentage
Yes	25	83%
No	70	2%
May be	5	14%

Graph 12.

Count of Do you think social media marketing is effective?



Interpretation:

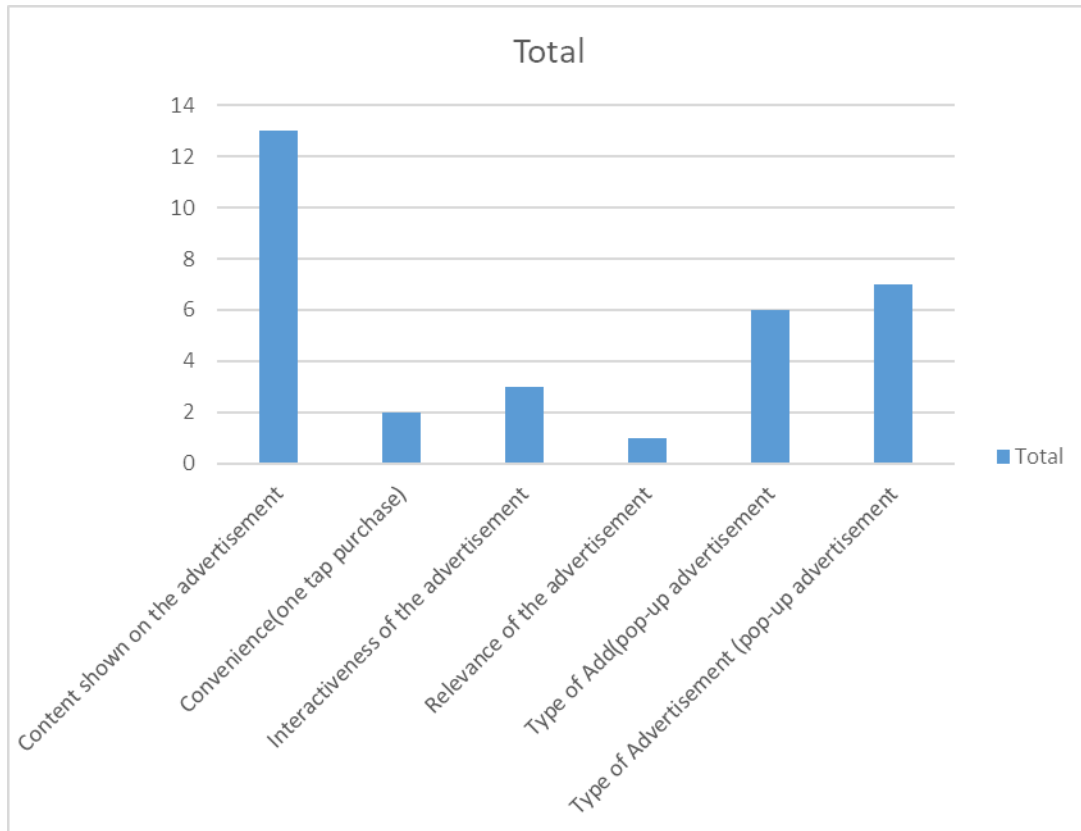
The above graph reveals that 83.3% users think social media marketing is effective, 2.4% users don't think and 14.3% say 'May be'.

Q 13. What are the factors that motivates you to purchase products through social media sites?

Table 13

Particulars	Number of Respondent	Percentage
Type of Advertisement (pop-up advertisement, banner advertisement etc)	6	18.75%
Content shown on the advertisement	13	40%
Convenience (one tap purchase)	2	6%
Duration of the advertisement	6	18%
Interactiveness of the advertisement	3	9%
Relevance of Advertisement	7	21.8%

Graph 14.



Interpretation:

The above graph shows that most of the customers feel that the content shown on the social media is the most influencing factor which motivates them to purchase a product through social media.

4.2 Finding

- Most of the respondent approx. 83.3% of respondents say that Social Media Marketing is effective in predicting consumer buying behavior. Only 2.4% of respondents says ‘No’.
- It is observed that 50% of respondent says that they purchase products Online through social media.
- It is observed that 92% of respondent collect information before purchasing the products.

- It is observed that 32% of respondents collect information about Products Quality, Customer Experiences (22%) & Price (20%).
- It is observed that Most of the respondent approx 65% of respondent in Facebook hold a personal account.
- The above graph showing the standard of **perception about social media on consumer buying behavior** in India. 16% customers say the standard is excellent, 22% says better, 20% says good standard, 10% hadn't given any comment on this but 4% customer says the standard is poor or worst.
- Almost half of the customers say that they will be express/share about the product on the social media.
- The above graph reveals that 22% feel good about purchasing environment on **Social media**, 10% feel Excellent about the purchasing environment on Social Media, 18% feel very poor for, 50% feel poor for purchasing environment on Social Media.
- There are multiple factors which motivate customers to shop through social media like
 1. Type of Advertisement (pop-up advertisement, banner add etc.)
 2. Content shown on the add
 3. Convenience (one tap purchase)
 4. Duration of the add
 5. Interactiveness of the add

CHAPTER-5

CONCLUSIONS AND IMPLICATIONS

5.1 CONCLUSION

The motivate of the research was triggered by personal interest in how social media is effecting consumer buying behavior regarding to the five steps need recognition model of buying decision, in new report for social media examiner website indicate that around 94% of marketers used paid social media advertising in Facebook for both B2B and B2C, less than this percentage but still important in other social media platforms. Therefore, the research was carried out to measure if a relationship is existing between this paid method and each step of the need recognition buying decision model and how much this relation is strong, applied in very important field in india which is online industry.

Moreover, researcher recommend future studies for each step alone from the need recognition model specially for the second and third steps as they reflect that there is no relation and the strongest relation in order, and recommend future studies for differences in social media platforms regarding to using paid social media advertising and its impact on consumer buying behaviour, considering the limited time and scope of this research, it would be undoubtedly useful and interesting to have a case fashion company and apply social media advertising for this company in different platforms as scenarios offer a comparison between those platforms. Finally researcher recommends future studies apply on different product categories and what differences between them could be.

- Digital Marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians.
- The ability to interact with the customers of the company should be viewed as a very positive aspect by any business. It offers very real insight into how the company's are viewed.

- The feedback shared on the review social networking sites such as Facebook, LinkedIn, Twitter, Google+, holidayiq.com & TripAdvisor is an opportunity to improve the service offering.
- Measuring the affects that reviews, Wall-posting, Blog, Photo Video, Pop-up, tweets and posts can directly have on bookings could be quite difficult.
- Digital Media creates a real Connection between companies and customers; that connection creates a trend for purchase intensity.
- Digital Networking provide ample of opportunities for interacting with any industries partners.
- Digital Marketing provides a platform to innovative advertising to be effectively used for business growth of any industries.
- Industry with use of Social Networking Sites can gain competitive advantage by reducing advertising cost, create awareness, capture large market, able to transact globally , can improve customer service quality and acquire new customers.

5.2 SUGGESTIONS

Based on conclusion some suggestions are put forward to social media marketers to improve their services. Regarding conclusion some suggestion for them to win the social media market they are, Good SMM requires in-depth knowledge of its organization and a solid plan of how it can be used to achieve business goals. Before attempting to promote their business on the various networks, think about SMM not as a temporary solution that will get marketers traffic now. And second one is They don't want to risk losing visitors and potential customers, make sure they have a very specific SMM schedule that you stick to no matter what.

The following are the suggestion made based on the results of the study.

1. Constant innovations and good branding
2. Vast network of retailers across nation
3. Excellent service through convenient processes
4. Wide range of deals and transactions to choose from
5. Lots of awards and recognition as best startups, ecommerce etc

5.3 LIMITATION

LIMITATIONS OF STUDY

- Carrying the survey was a general learning experience for us but we also faced some problems, which are listed here:
- The market of Telecommunication is too vast and it is not possible to cover each and every dealer, manufacturer and seller in the available short span of time.
- Generally, the respondents were busy in their work and were not interested in responding rightly.
- Respondents were reluctant to discover complete and correct information about themselves and their organization.
- Most respondents were not maintaining proper knowledge of various services provided by their company, so they were unable to provide exact information.
- Most of the respondents don't want to disclose the information about the various other companies' which they have experienced before.
- Some of the respondents were using the service first time of their company and they were not able to properly differentiate among their product.

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QUESTIONNAIRE FOR THE SURVEY

- 1) What is your age?
 - a) 15-20
 - b) 20-25
 - c) 25-30
 - d) Above 30
- 2) Which social media sites do you use?
 - a) Facebook
 - b) Twitter
 - c) LinkedIn
 - d) Others
- 3) What are the main reason(s) you use social media?
 - a) To make new friends/get to know people
 - b) To pass the time
 - c) To view posts related to your hobbies/interests
 - d) To know about new products/services info released by your favorite brands
 - e) Funny meme's
 - f) Others
- 4) Have you used social media to express how you felt about a product/service?
 - a) Yes
 - b) No
 - c) May be
- 5) Have you been influenced to purchase because of what you have seen on social media?
 - a) Yes
 - b) No
 - c) May be
- 6) Was there any situation where you went for the same brand after experiencing poor service and later treated well with effect of complaining on the social media?
 - a) Yes
 - b) No
 - c) May be
- 7) While searching for a new product (ex. mobile phone), do you prefer seeking information on social media sites like YouTube for reviews?
 - a) Yes
 - b) No
 - c) May be
- 8) Do you purchase products through social media?
 - a) Yes
 - b) No
- 9) If yes, on which platforms do you purchase new products?
 - a) Facebook
 - b) Instagram
 - c) Twitter
- 10) Do you think social media marketing is effective?
 - a) Yes
 - b) No

11) What is your perception about social media on consumer buying behavior?

- a) Best
- b) Good
- c) Ordinary
- d) No Comments
- e) Poor
- f) Worst

12) What are the factors that motivates you to purchase products through social media sites?

- a) Type of Advertisement (pop-up advertisement, banner advertisement etc)
- b) Content shown on the advertisement
- c) Convenience (one tap purchase)
- d) Duration of the advertisement
- e) Interactiveness of the advertisement
- f) Relevance of the advertisement

13) How do you feel the purchasing environment in Online Shopping Company?

- a) Excellent
- b) Good
- c) Poor
- d) Very Poor

