

A Major Project Report
On
Social Media impact on Consumer Purchase Behavior

Submitted for the award of the degree of Executive MBA

By

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May 2015

DECLARATION

This is to certify that the Major Project Report on “Social Media impact on Consumer Purchase Behavior” submitted by Saurabh Kaushal as part of fulfilment of for degree of Master of Business Administration (Executive) is records of candidates own work & is carried out in our Supervision. The matter is original & has not been submitted anywhere else for any Project work

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ACKNOWLEDGEMENT

As part of this work at the outset I will like to acknowledge all the Teachers of Delhi School of Management, DTU who first kindly selected me for First Batch of Master of Business Administration (Executive) batch way back in mid-2013 & since then have guided me for Last 2 years & have polished me into fine Business Administrator. I would like to thanks Dr Shahsher for being a guiding Light in this study & providing me with vital input at appropriate times. I would like thank him for providing me proper insight into subject & helping in bridging the gap between theory & its applied aspect. I would like to acknowledge Dr RajanYadav for his immense guidance for this course. I would like to Thank Prof Suri for being guiding Light for this entire 2 Years for this course. Finally I would like to thanks all the support staff for their contribution for making this course a grand success

ABSTRACT/EXECUTIVE SUMMARY

The human being is a Social animal & affects & is affected by it. The social interaction traditionally happened in person & among the people who were in vicinity of each other. With the advent of Modern technology there are various new aspects of Social interactions which have opened up. Internet has revolutionized how people are able to get & interact with the information over it. With social media sites on Internet it has become another way for people to be in touch with their acquaintances without feeling obstacles of time & Geography. This medium is assumed to be helping people get the opinion about the various products & services which are already purchased by the consumer. Also using these mediums various companies are trying get the information about their products to the prospective consumers. This study aims at identifying various social media consumption patterns about various demographics & aims to find if there is any impact of demographics on Social media consumption & also if that is translating into any purchase as well.

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1. INTRODUCTION

1.1 Industry Profile

Social Media

There internet of today is much diffused with variety of content on it. It becomes important for us to be able to classify the various types of the websites. Now a day there are 3 different variety of content which is available on Web2.0. They are Social Media Websites & User Generated content on the internet. The first signs of collaboration which appeared on the internet were in the form of USENET which started in 1979, where different users were able to post the messages to each other. Around 1988 Bruce & Susan Abelson formed Open Diary which agglomerated various Diary writers Online. Also various people started publishing their weblogs as kind of Sharable media with various people. This was reduced as Blog after it was used as We-Blog. With the growth in the internet Technologies & wider dissemination to the common people new sets of Social Media were created started in Year 2004. They include Facebook, Twitter, LinkedIn & Google+ in 2011. Now a day apart from these types of Social media we are having advent of Virtual world's media where in 3 Dimensional computers generated worlds are created for user to interact. These types of websites are the examples of what are various Social Networking Websites.

There is other important concept which needs to be defined as well along with Social media, which are Web2.0 & User generated content. Web2.0 was used in the year 2004, where content & application started to be developed by more than one individual. The content is not created by single individual but is created collaboratively by various individual. The Web 2.0 came about with certain technological maturity which made the creation of web 2.0 possible. These technologies are creation of

1. Animation Technology

2. RSS Feeds which is Real Time get the content from various blogs & other news entry websites & gather & present the data in correct format.
3. AJAX Technology which is helpful in federating webpages into various individual components & doing CRUD operations on it

So Web2.0 is the basic foundation block on which Social media rests. User generated content is the way in which user collaborate on the social media. There are 3 important aspects for user generated content

1. The user generated content should be published
2. The content should be of some creative value while creating
3. It should be outside routine Professional practices

The implication of this is

1. First condition removes the content like Email & instant message as they are among various users & is not published
2. There should not mere replication of any prior published content
3. The content should not be commercial in nature but should be nonprofessional in nature & non commercial

User generated content was available earlier also but due to various drivers the content is quite unique now a days. The various drivers are

1. Technological Drivers
 - a) Good broadband capacity
 - b) Hardware enhanced capability
2. Economic Drivers
 - a) Availability of infrastructure like low cost laptops, tablets, Mobiles etc.
3. Social Drivers
 - a) Young with the knowledge of the internet Social media savvy generation

Therefore based on above discussion we define Social Media as

Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content.

The common examples of the Social media which conform to these definitions are Twitter, Google+, Facebook, and LinkedIn. The social media site are getting created daily so we try to classify these sites in some generic format so that we understand various sites which can be made in this generic definition. The various Media interaction parameters which play important Role in the media related interaction of individuals are Social Presence, Media Richness, Self-presentation & self-disclosure which form the part of Social Process. Social media presence is

differentiated in various social media due to difference of Voice, Image & closeness of interacting individual on it as per (Short, Williams, & Christie, 1976). The Presence is affected by variety of factors which are

1. Intimacy
2. Instantaneousness

Therefore Telephone conversation being less intimate than Face 2 Face conversation. Also Email is non instantaneous as compared to live chat. Whenever these factors are high i.e. Intimacy & Instantaneousness then in those cases Media Presence is high & there are chances that there is strong influence of individuals on each other when they are interacting.

Media Richness is about how many avenues are available for the person to express himself via any media. There becomes a standard Template by which information is passed over media from one person to another. The media should transfer this communication without any noise in it without any uncertainty & ambiguity. The medium which reduces these errors in communication is considered to be superior to other media (Daft & Lengel, 1986)

The social dimension of Social media is related how the people use social media for variety of social motives & present a particular type of image of them in front of others (Goffman, 1959). Also in case of social setup there is desire to gain as well which is motivates the person to make a personal image. Also the presentation of particular self-image dictates people to create particular type of image in social interaction. People interact in cyberspace & reveal information about themselves in the form of thought, opinion, appreciation, aversion et al. These help in forming the self-image of the person in the internet media via Social Media. Therefore for social media another classification can be done based on the self-disclosure & self-presentation for the individual. Therefore by the combination of both the dimension we combine at broad framework of social media in Table 1.1.

	Social Presence/ Media Richness		
	Low	Medium	High

Self-Presentation/ Self-Disclosure	High	Blogs	Social Networking Sites	Virtual Social World
	Low	Collaborative Project	Content Communities	Virtual Game World

Table 1.1 Social Media classification Matrix

Collaborative projects

These are the type of Social media which entails people contributing for the content. The general understanding is that when many people contribute to a particular idea then it becomes enriched as it leads to various views & perspectives being incorporated in it. There are two distinct types of the social media sites which are part of this category which is Online Encyclopedia like Wikipedia & also there are public book marking sites like Delicious. In Wikipedia various users can add, modify & delete the content. Similarly in bookmarking sites user log the book mark which they feel are important & can be used by other people. The veracity of information is not questioned & is consumed by the people as it is. The power of this media can be gauged from the fact that it can coalesce & sway opinion of people very quickly. Amazon came up with the idea of dynamic pricing but was quick to retract when Dynamic pricing page appeared in Wikipedia & was made amazon to revisit its move

Blogs

The blogs are earliest form of Social media which is Text based Social media. Here single user can contribute to the text based entries which are presented in chronological format. The topic of the blog can be anything under the Sun, but are normally revealed so that user can know & further access it based on their Intrest. The user of the information can interact with the blogger by posting the comments about the topic posted. Now a day's option has come to send the posted topic further via email or messengers as well. I addition to the text based blogs various companies have tried to form playlist kind of content which can be accessed by public at large. The blogs have been used by Companies CEO's, Political leaders, Social activist use blog to converse directly by large audience & send across the message. There are two kind of risk which is associated with it, when a disgruntled person can start their own blog; also unsatisfied person can send the comment which can change the direction of the conversation for which the blog was started.

Content communities

The content communities are online communities which are created to share various categories on content like

1. Photos
2. Videos
3. Document
4. Books
5. PowerPoint

These website advise users not to share any copyrighted content but only the personal content. The various websites which fall in this category are YouTube, Slide share, Flickr, Picasa et al. These can be used by various companies to generate the Intrest in them by organizing events & competition over it.

Social networking sites

These are now a day's most popular kind of media which has mostly caught popular imagination of the general public. These kind of websites allow user to update their profile i.e. create their web pages & then can connect to their friend by inviting them to get connected. Also users can post on their pages, Share photos, Videos, Share likes etc. Also they can get updates about their friends as well on the sites. Also when the user gets connected to the various people on the sites then it forms another close knit group of them & these are then shared among the groups. The user gets to read about the opinion of their acquaintances on the Site & can get swayed by them about various product & services. Also they can in turn form the opinion of their friends as well. This has also been utilized by the various companies by creating their own pages & then posting plethora of information about their Products & Services & also inviting people as well to connect with them & get engaged with the company

Virtual game worlds

The virtual gaming is another set of social interaction where users are able to interact in machine created environment with the users following strict rules for it. The user interaction rules are pre-defined & identifies with the main protagonist of the game. There are now day's games which offer multiple users to join & compete against each other. The various popular gaming sites are

1. Sony Play Station
2. Microsoft X Box

There have been varieties of usage which have been used in the in gaming by various corporations by using their product as key concept of the Games which are played.

Virtual social worlds

Virtual world are like virtual reality settings where the environment is created in which is very similar to real life physical environment, with various object. In this environment the object behaves just like they behave in physical environment. The people interact with this virtual environment in the form of the virtual Avatars. They behave in this virtual environment as if they behave in real world. Only primordial laws of nature like gravitation are constrained in this & all other physical has much leeway in it. This form of Virtual world interaction was shown in movie Avatar & now various application have been developed where more than one user interact with each other in these settings (Kaplan and Haenlein (2009c))

1.2 Organization Profile

Facebook

Facebook is an online social networking service site which was launched on February 4, 2004. This was started by Mark Zuckerberg & his Harvard University friends. The site's membership was limited to Harvard students. This membership was later extended to other colleges as well. In 2006 it was open to public with any one with valid Email address & is 13 years old was able to open the Account on it. The age Limit is changed subject to Local Laws of the Land. It was held private till 2012. The IPO was raised in year 2012 & it raised r\$16 billion. As of early 2015 its market capitalization was \$212 Billion.

Features of the Website

The user has to first register on this site; they can then create their profile on it. Then following activity can be done by the users like Posting the status, update photos, share videos, adding other users as friend, exchanging the message with them, receive notification on the updates to be done on the profile. Also users can create Pages which are specific to certain topic, join those pages which can be of various groups like school, colleges, clubs etc. The people who are connected to the user can also be categorized with the type of acquaintance with the user. The user also become aware of common contacts among them & is listed for them prominently.

Other features of the website are

- a) Notes: They are blogging feature that allowed tags and embeddable images. Users were later able to import blogs.
- b) Chat: This functionality allows user to communicate with other user in a way like instant messaging.
- c) Gift for friends: It allows users to send virtual gifts to their friends that appear on the recipient's profile.
- d) Marketplace It lets users post free classified ads, listings posted by a user on Marketplace are seen only by users in the same network as that user

- e) Voice calls: This service is primarily used in US
- f) Video calling: Skype integrated voice calling Video viewing
- g) App center: In 2012 app center launched for iPhone, android & Microsoft Phone
- h) Time Line: User Profile has timeline features, with the event can be marked in chronological. User can post both photos & video on it
- i) News Feed: This feature highlight the users about important events & updates in the user friends. This feature is customizable by the users as well.
- j) Photos & Album: To upload photos & videos, also ability to tag a friend in the Photos. This send the notification to the person who is tagged
- k) Like Button: It is a social networking feature that allows users to express their appreciation of content such as status updates, comments, photos, and advertisements.
- l) Following : Follow the public posted content without being friend

Twitter

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app. Twitter was created in March 2006 and launched by July 2006. The service rapidly gained worldwide popularity, with more than 100 million users who in 2012 posted 340 million tweets per day. The service also handled 1.6 billion search queries per day. In 2013 Twitter was one of the ten most-visited websites, and has been described as "the SMS of the Internet. As of December 2014, Twitter has more than 500 million users

Features

1. Tweets: They are the messages which are sent by registered users, by using their Twitter account. They are displayed in reverse chronological order & are of 140 characters
2. Retweeting: They are the forwarding of tweets which are done by already existing users
3. Following: User can follow other users such that whenever they tweet then the user following them is notified.
4. Group Messages: They can be done via # hashtags where many people can post the message
5. Persons identification : The person can be identified by the @ symbol
6. Trending: Wherever the topics is followed by many people then it is called trending of the topic

LinkedIn

It is a business-oriented social networking service. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. In 2006, LinkedIn increased to 20 million members. As of June 2013, LinkedIn reports more than 259 million acquired users in more than 200 countries and territories. The site is available in 20 languages, including Chinese, English, French, German, Italian, Portuguese, Spanish, Dutch, Swedish, Danish, Romanian, Russian, Turkish, Japanese, Czech, Polish, Korean, Indonesian, Malay, and Tagalog. LinkedIn had 33.9 million unique visitors, up 63 percent from a year earlier and surpassing Myspace. LinkedIn filed for an initial public offering in January 2011 and traded its first shares on May 19, 2011, under the NYSE symbol "LNKD".

Features

The user can create the profile on the website by registering in. The connection is then made to different user contacts based on their relation with user which can be based on time & place where user had association with the other person like colleague of current & former company, College friend, other association & friend et al.

The basic functionality of LinkedIn allows users (workers and employers) to create profiles and "connections" to each other in an online social network which may represent real-world professional relationships. Users can invite anyone (whether a site user or not) to become a connection. This list of connections can then be used in a number of ways:

Connections

Connections can be used to connect to 2nd degree & 3rd degree links which are direct connections of user's own direct connection. The usage of connection is to connect to acquaintance find common friend & get to know of new people as well. User can post & view Photos etc.

Recommendation

User can recommend other people on their Connection on their skills.

Like & Commendation:

User can like & commend others on their updates

Groups

User can form interest group page, with the people who are directly associated with it join. They can collectively share the information about the group.

Influencers

This is an inviting only program where more than 300 Top Leaders of the world share their insight with the members of the Linked in. The various Leaders are Richard Branson, Arianna Huffington, Greg McKeown, Rahm Emanuel, Jamie Dimon, Martha Stewart, Deepak Chopra, Jack Welch, and Bill Gates.

Advertising and for-pay research

Direct Ads program of Linked in is used by various companies to target the Ads based on the profile of the user.

Google Plus

Google+ is the Social Networking site which was launched by Google in response to success of Facebook & failure of its other sites like Orkut. The signup of it is like Passport sign on, where user can sign in to other services & is able to access it as a byproduct. The user is able to create the profiles on it which has various information like Profile Photos, background information, Places they have studied or worked etc.

Features

Circles

This is the framework which is used to organize user into various groups or Lists. The user can share information in their Circles. This can be done very easily by drag & drop. The content can be shared privately within the circle, content can be shared with everyone as well if it is so chosen

Stream

This is the location where user sees the post from other user in their circle. Rich content like Text, icon, photos & videos can be used. This can be customized to show the post from various circles which user is part of.

Identity Service

The profile which is created in Google+ is used as identity from the person when they use other google services. This is used to further optimize the offering of Google's other services to the user along with the search customization

Hangouts and Hangouts on Air

They are free videoconferencing & webcasting of the over google+. This can be used for collaboration & dissemination of the information over these sites

+1 Button

Google+ has a "+1 button" to allow people to recommend sites and parts of sites, similar in use to Facebook's Like button.

Google+ Pages

This is the Page which can be created by the entities in order to connect with the individuals who are interested in them.

Google+ Views

This feature let user know who has seen its profile, including photos & Posts.

Google+ Communities

This is creation of community by user on the common topic of interest & various conversations can be engaged by the user on the topic on interest.

Locations

This tells us about the location of individual where it is at currently.

Events

Events allow users to add events, invite people, and then share photos and media in real-time from the event. The program is integrated with Google Calendar

What's Hot

It is a stream showing what Google+ users have commented, shared and interacted with the most. It is similar to "Trending Topics" On Twitter.

Google Local

Google combined Google Places and Google+ Local Business Pages with the Google My Business product. The product uses the interface of Google+ but has many more features including insights and analytics. On May 30, 2012, Google Places was replaced by Google+ Local, which now integrates directly with the Google+ service to allow users to post photos and reviews of locations directly to its page on the service. Additionally, Google+ Local and Maps also now feature detailed reviews and ratings from Zagat, who was acquired by Google in September 2011.

1.3 Objective of the study

Consumer demographics plays vital role in the influence of it on the Consumer & its domino's impact on Social media consumption & Purchase behavior of the consumer. It is very important if are able to discern the influence of demographics on Social media consumption & in turn on Purchase behavior of the consumer. There are various Hypotheses which are formulated as part of it they are enumerated as follows. The Demographic factors which are considered are

1. Age
2. Employment type
3. Education
4. Income
5. Gender

Various Social media consumption & action factors which are considered are

1. Browse Frequency on the social media
2. Browse Time on Social Medium
3. Social Media interaction by the consumer
4. Lag in Purchase after Social media interaction
5. Social media interaction type
6. Social media information elicited
7. Amount purchased

The hypotheses formulated based on these are

Effect of Age

1. H0: There is no impact of age on consumer browse frequency of social media,
Browse Time on Social Medium,
Social Media interaction,
Lag in Purchase after Social Media interaction,
Social media interaction type,
Social media information elicited,
Amount Purchased
H1: There is impact of age on consumer browse frequency of social media,

Browse Time on Social Medium,
Social Media interaction,
Lag in Purchase after Social Media interaction,
Social media interaction type,
Social media information elicited,
Amount Purchased

Effect of Employment Type

2. H0: There is no impact of Employment on consumer browse frequency of social media,
Browse Time on Social Medium,
Social Media interaction,
Lag in Purchase after Social Media interaction,
Social media interaction type,
Social media information elicited,
Amount Purchased

H1: There is impact of Employment on consumer browse frequency of social media,
Browse Time on Social Medium,
Social Media interaction,
Lag in Purchase after Social Media interaction,
Social media interaction type,
Social media information elicited,
Amount Purchased

Effect of Education

3. H0: There is no impact of Education on consumer browse frequency of social media,
Browse Time on Social Medium,
Social Media interaction,
Lag in Purchase after Social Media interaction,
Social media interaction type,
Social media information elicited,
Amount Purchased

H1: There is impact of Education on consumer browse frequency of social media,
Browse Time on Social Medium,
Social Media interaction,
Lag in Purchase after Social Media interaction,
Social media interaction type,
Social media information elicited,
Amount Purchased

Effect of Income

4. H0: There is no impact of Income on consumer browse frequency of social media,
Browse Time on Social Medium,
Social Media interaction,
Lag in Purchase after Social Media interaction,
Social media interaction type,
Social media information elicited,
Amount Purchased

- H1: There is impact of Income on consumer browse frequency of social media,
Browse Time on Social Medium,
Social Media interaction,
Lag in Purchase after Social Media interaction,
Social media interaction type,
Social media information elicited,
Amount Purchased

Effect of Gender

5. H0: There is no impact of Gender on consumer browse frequency of social media,
Browse Time on Social Medium,
Social Media interaction,
Lag in Purchase after Social Media interaction,
Social media interaction type,
Social media information elicited,
Amount Purchased

- H1: There is impact of Gender on consumer browse frequency of social media,
Browse Time on Social Medium,
Social Media interaction,
Lag in Purchase after Social Media interaction,
Social media interaction type,
Social media information elicited,
Amount Purchased

2. LITERATURE REVIEW

The consumer Purchase decision making is the complex process which is actually composed of variety of Steps & then finally it leads to the Purchase. The basic steps for the Purchase is composed of 4 Stages

1. Levels of Consumer decision making
2. Views /Perspectives on Consumer Decision Making
3. Consumer Involvement
4. Consumer Decision Making

Levels of Consumer Decision Making

The Level of Consumer decision making is composed of 3 Levels which are based on complexity of the decision. The Levels are

1. Extensive
2. Limited Problem Solving
3. Routine decision behavior

These levels can be explained as follows & are depicted in figure 2.1

Extensive

For these types of decisions there is no established criterion for the decision making. There is large Number of Alternatives & it requires large amount of information. This is generally involves purchase of rarely purchased products

Limited Problem Solving

The basic criterion of the problem solving is established. The search criterion is to be fine-tuned for the searching

Routine Problem Solving

Previous purchase has already happens for these products. They are for less costly products & require least effort for solving a purchase problem

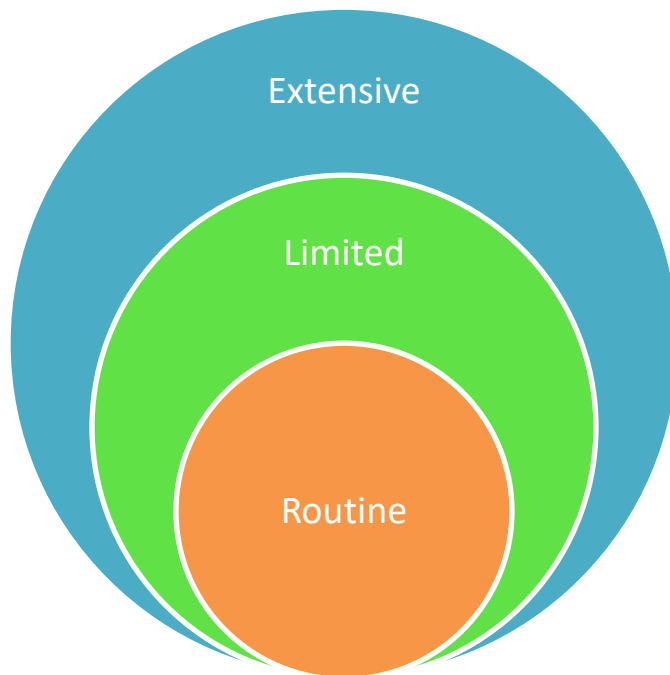


Figure 2.1: Level of Decision making

Views/Perspectives on Consumer Decision Making/ Models of Consumers

After the Involvement of the consumer there are various view points of the consumer which are in effect of each & individual consumer. These viewpoints are as follows

1. Economic
2. Passive
3. Cognitive
4. Emotional

Economic View

This view considers that there are perfect market condition & consumer takes rational view for all his choices. Consumer is aware of all the alternatives. He is able to rank those alternatives. Consumer is able to define each product’s advantages & disadvantages as well

Passive view

This is the nature of submissive kind of individuals who tend to go with the flow fatalistically. These consumers are readily influenced by various promotion activities of the products. The consumer of this type is irrational & buys impulsively

Cognitive view

Consumers are thinking problem solvers & they tend to think about the product which they want to buy. They actively seek to find the product which they feel can satiate their need. They tend to get & sift through plethora of information & use heuristic approach to solve the problem. This is depicted in below cognitive Goal setting process in figure 2.2

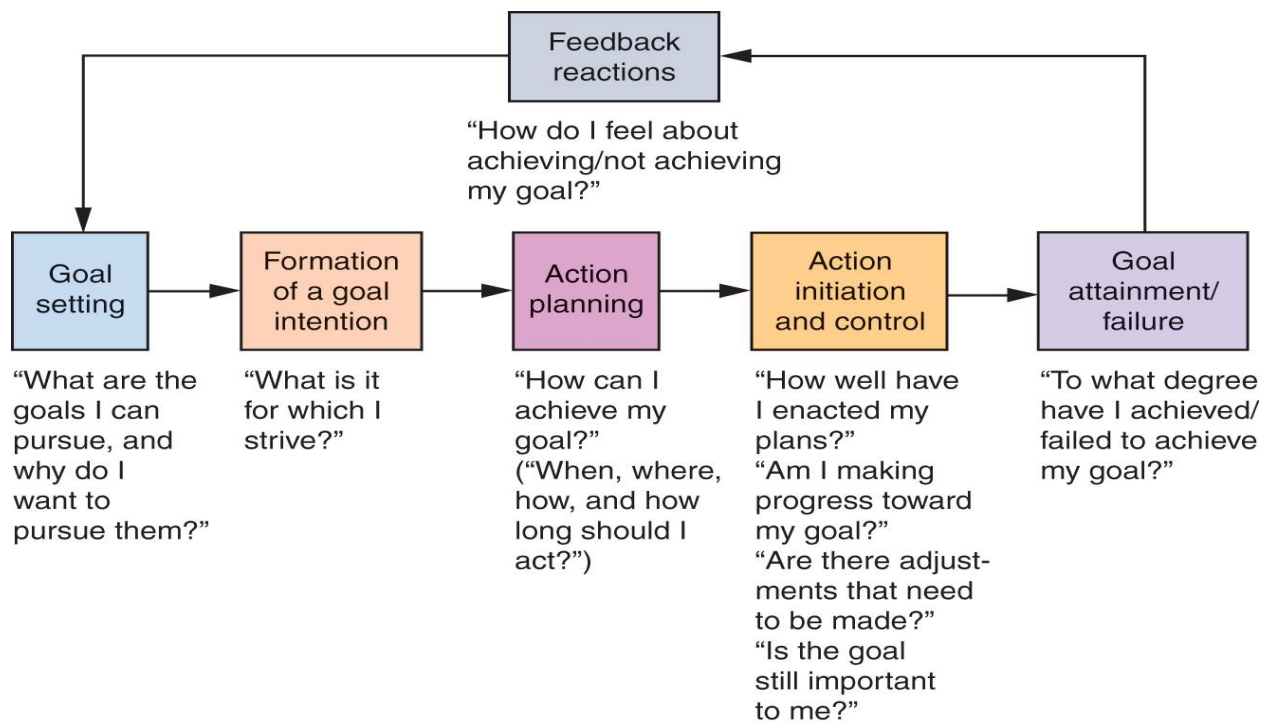


Figure 2.2 Cognitive Goal Setting process

Emotional View

Consumers tend to make decision based on their emotion & are impulsive in the decision making. The mood of the customer plays major part in the decision making. The marketers exploit this & tempt the consumer with all sorts of advertisement in order to tempt them onto purchasing.

Consumer Involvement

This is next step in the Purchase of the product & it determines how much entangled the consumer is to purchase the product. It involves the time which is spent by the consumer to purchase the product also effects the effort which is spent by the consumer to purchase the product. When consumer gets involved in the in the purchase then it spends higher effort in the purchase of the product. The involvement is dynamic in nature & varies with consumer values & self-concept which in turn guides consumer on their involvement. The consumer involvement dimension can be understood in terms of following figure 2.3

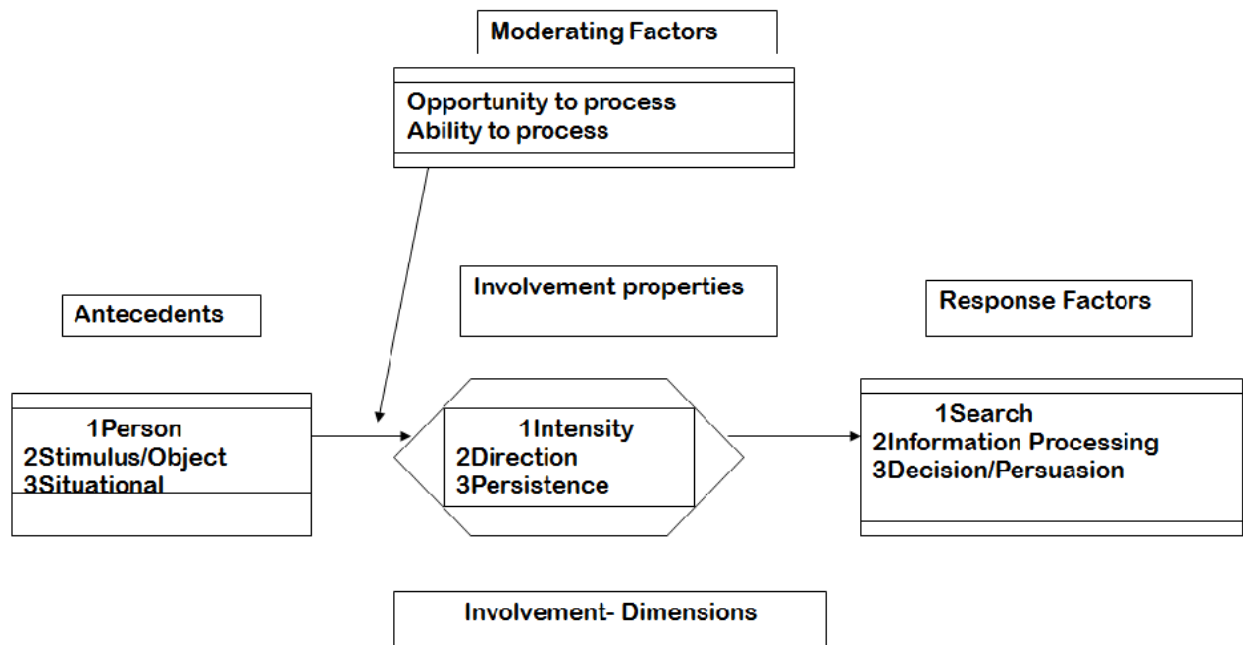


Figure 2.3 Involvement process

This is understood in terms of Consumer which is influenced by the external object & external stimulus. These create antecedents for the consumer Involvement. The more severe is the external object or situation then it will impel consumer to be more involved with the product search. Also it is important for the consumer how much importance a product will be for him, what are needs of it, what are values of consumer for it. The Object paradigm deals with what are various alternative for a particular object, what is the nature & type of message which is communicated for that particular object. The situational factor for the purchase includes the usage & occasion factor which entails consumer to get involved in the product.

The involvement of the Consumer has 3 dimensions which are how intensely the consumer is involved for the product, what his persistence level is & what his direction of the involvement. This involvement is moderated by the amount of information which available to be processed in the available limited time. The information is processed in 2 ways based on the nature of involvement

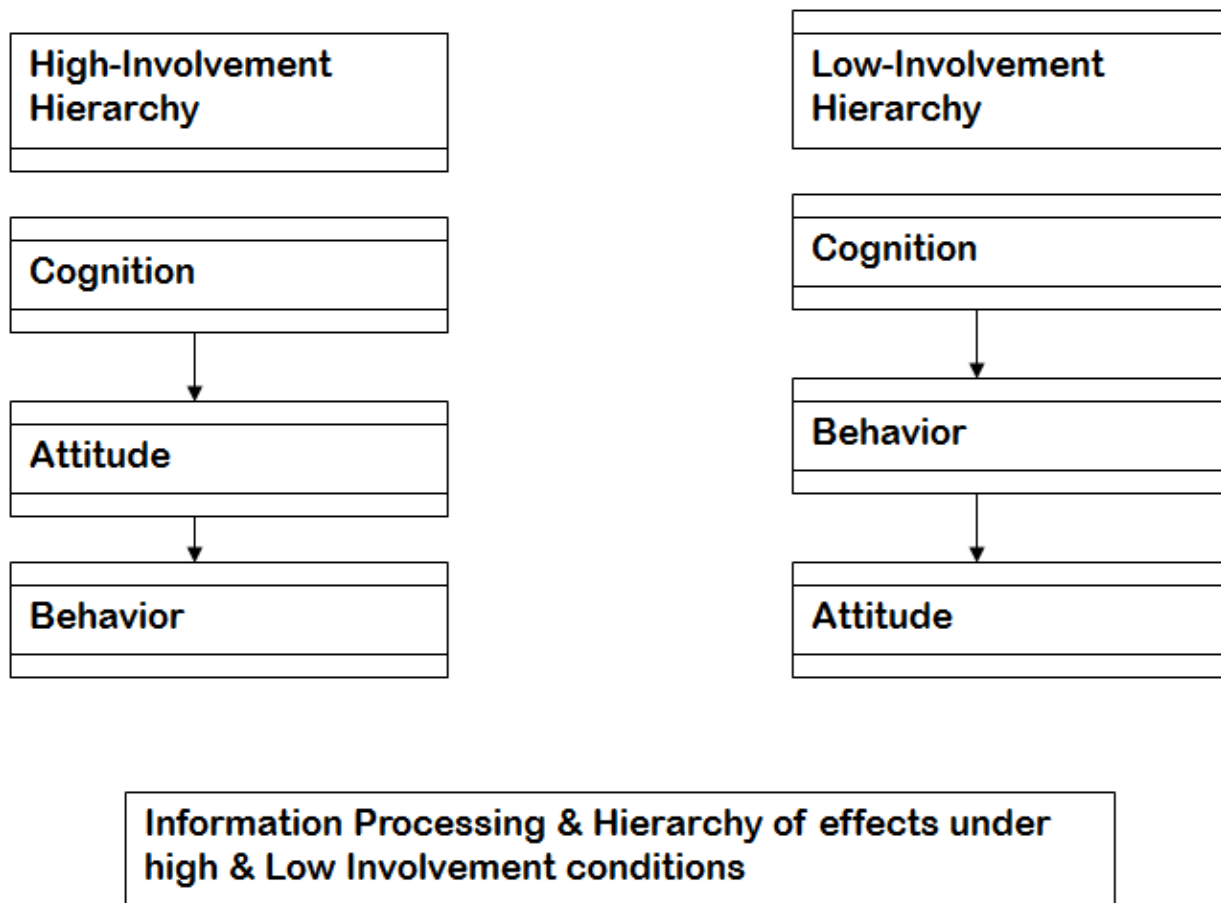


Figure 2.4: High & Low involvement effects

Higher involvement will cause the attitude formed which is then translated to behavior. With the Low involvement the behavior is expressed which is then translated into the attitude of the consumer. This is depicted in above figure 2.4

Basic Model of Consumer Decision Making

The consumer decision making is depicted in the figure 2.5 given below & is the logical process which is followed or happens for the consumer while deciding on the various products.

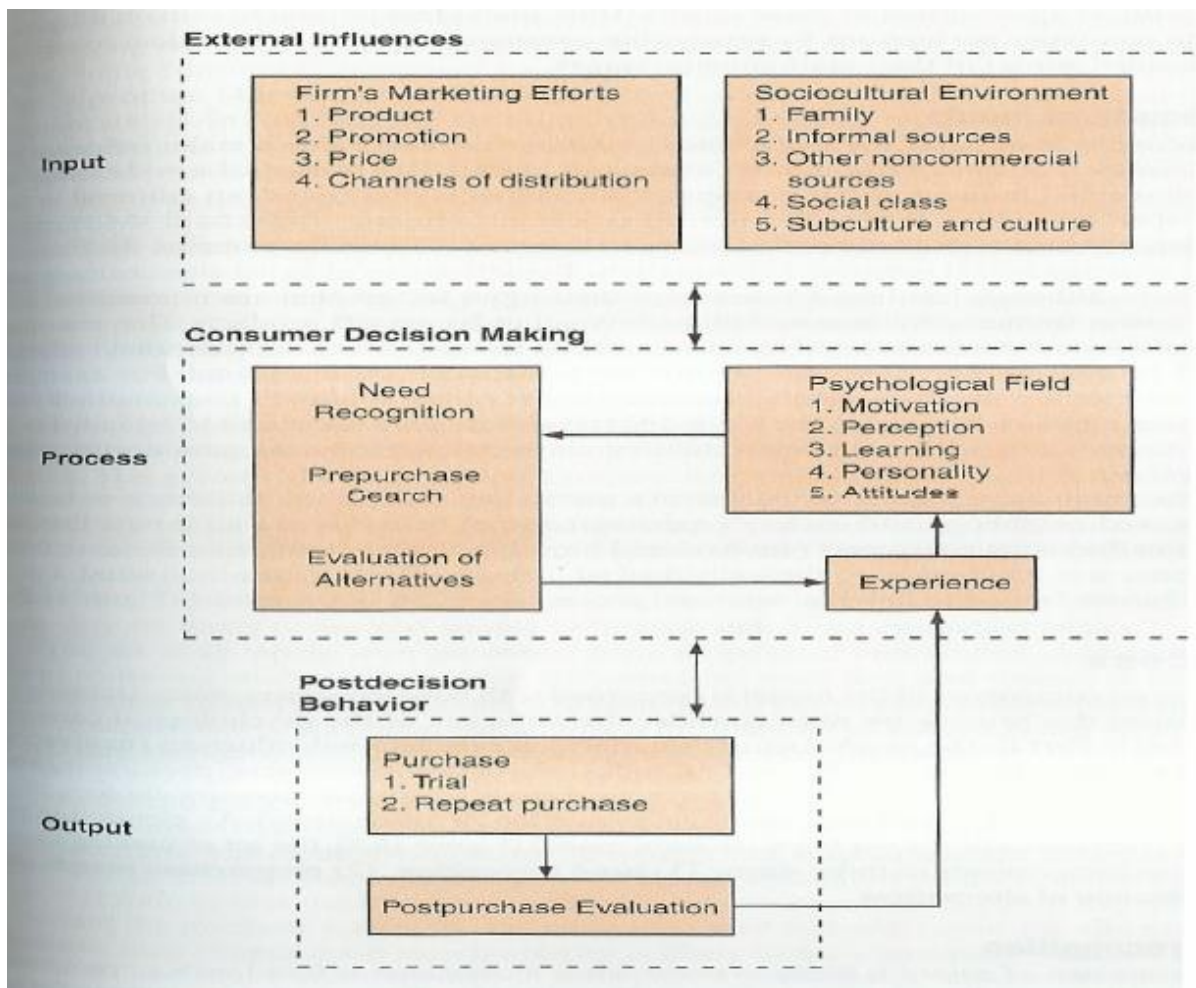


Figure 2.5 Consumer decision making process

This process is composed with 3 unique phases which are

1. Input to the consumer
2. Process of the Information
3. Output of the Process

The input is typically the External influence to the consumer. The process of information is the consumer decision making process & Output is the purchase of the product & post purchase experience of the consumer with the product.

External influence of the Consumer comprises of the of 2 distinct factors which are

1. Firm's marketing effort
2. Socio cultural impact

Firm's marketing effort comprises of all 4 P of marketing which are Product, Price, Place & Promotion. Here we should note that the Promotion aspect of marketing is in play when we consider the impact of social media on consumer purchase behavior.

Sociocultural impacts of the Input factors are family & social set up & other informal resources, which can be various informal channels.

Social Media

Considering Social media as the factor here along with the consumer, social media will form Promotion aspect of corporation marketing when a corporation creates a page on social media sites & woos the public by inviting them, posting about their experiences. Also there is normal sharing of Photos, post & like by the various people on the network of the person in social media for a person which is part of sociocultural environment & makes the opinion of the person to make a purchase. Also as per white paper on Social Networking & Consumer behavior key factors which are paramount on Social Networking are

Browse Frequency on the social media

Browse Time on Social Medium

Social Media interaction by the consumer

Lag in Purchase after Social media interaction

Social media interaction type

Social media information elicited

Amount purchased

These factors are the One's which encompasses most of the interaction of the Consumers over Social media happens.

3. RESEARCH METHODOLOGY

The Literature was studied in detail to get the information behind the dynamics of consumer Purchase process. This study gave insight on independent Demographic factors like Age, Gender, Income, and Education & Employment type. Social Media interaction factors which are likely to have been impacted by Demographic factors were identified. The Study was conducted to measure if there is any impact of Demographics on Social Media interactions of the Consumer. After Literature Review Primary study was conducted by formulating Questionnaire. The questionnaire had 21 questions which were coded in Qualtrics. The responses were elicited from the convenient sample of Students of DSM & People working in various corporations like TCS & GalaxE Solutions. After responses were collected it was then analyzed with the Help of SPSS16.0 to do descriptive analysis

Number of Questions: 21

Sample Size: 31

Sample Type Convenient Sample

Study Type: Descriptive

4. DATA ANALYSIS

Data collection sources/techniques

The data is collected by putting questionnaire in the internet at Qualtrics sites at the following location https://qtrial2015az1.az1.qualtrics.com/SE/?SID=SV_25FkhFNacRKsnn7 . The responses were elicited over internet & SPSS ready file was created from the responses

Descriptive statistics

ANOVA based on Age

Oneway

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Social_Media_Browse_Frequency	Between Groups	20.189	3	6.730	1.585	.216
	Within Groups	114.650	27	4.246		
	Total	134.839	30			
Media_Time_Spent	Between Groups	.619	3	.206	.492	.691
	Within Groups	11.317	27	.419		
	Total	11.935	30			
Media_Intraction	Between Groups	10.933	3	3.644	.643	.594
	Within Groups	153.067	27	5.669		
	Total	164.000	30			
SMI_Purchase_Lag	Between Groups	13.888	3	4.629	1.488	.240
	Within Groups	83.983	27	3.110		
	Total	97.871	30			
Amount_Purchase_Online_Books	Between Groups	.150	3	.050	.063	.977
	Within Groups					

	Within Groups	4.750	6	.792		
	Total	4.900	9			
Amount_Purchase_Online_Electronics	Between Groups	2.603	3	.868	1.266	.343
	Within Groups	6.167	9	.685		
	Total	8.769	12			
Amount_Purchase_Online_Computer	Between Groups	1.000	1	1.000	1.000	.423
	Within Groups	2.000	2	1.000		
	Total	3.000	3			
Amount_Purchase_Online_Mobiles	Between Groups	.276	3	.092	.584	.641
	Within Groups	1.417	9	.157		
	Total	1.692	12			
Amount_Purchase_Online_Baby_n_Kids	Between Groups	.750	1	.750	.750	.478
	Within Groups	2.000	2	1.000		
	Total	2.750	3			
Amount_Purchase_Online_Sports_n_Fitness	Between Groups	.700	3	.233	.467	.761
	Within Groups	.500	1	.500		
	Total	1.200	4			
Amount_Purchase_Instore_Day_to_Day_Usage_items	Between Groups	1.952	3	.651	.597	.634
	Within Groups	8.714	8	1.089		
	Total	10.667	11			
Amount_Purchase_Instore_Books	Between Groups	2.667	2	1.333	1.500	.354
	Within Groups	2.667	3	.889		
	Total	5.333	5			
Amount_Purchase_Instore_Electronics	Between Groups	.762	3	.254	1.143	.458
	Within Groups	.667	3	.222		

	Total	1.429	6			
Amount_Purchase_Instore_Computer	Between Groups	2.700	3	.900	1.800	.490
	Within Groups	.500	1	.500		
	Total	3.200	4			
Amount_Purchase_Instore_Mobiles	Between Groups	.000	1	.000		
	Within Groups	.000	3	.000		
	Total	.000	4			
Amount_Purchase_Instore_Baby_n_Kids	Between Groups	.667	1	.667	.333	.667
	Within Groups	2.000	1	2.000		
	Total	2.667	2			
Amount_Purchase_Instore_Sports_n_Fitness	Between Groups	.750	2	.375	.188	.853
	Within Groups	2.000	1	2.000		
	Total	2.750	3			
SMI_Product_Discovery	Between Groups	5.772	3	1.924	1.481	.242
	Within Groups	35.067	27	1.299		
	Total	40.839	30			
SMI_Influence_ReviewnRecommendation	Between Groups	.000	2	.000		
	Within Groups	.000	17	.000		
	Total	.000	19			
SMI_Influence_Product_Detail	Between Groups	.000	2	.000		
	Within Groups	.000	7	.000		
	Total	.000	9			
SMI_Influence_Different_Model	Between Groups	.000	1	.000		
	Within Groups	.000	0			
	Total	.000	1			

SMI_Influence_Where_to_Purchase	Between Groups	.000	1	.000		
	Within Groups	.000	1	.000		
	Total	.000	2			
SMI_Influence_Pricing_info_about_company	Between Groups	.000	2	.000		
	Within Groups	.000	3	.000		
	Total	.000	5			

Table 4.1: Anova by Age

ANOVA by Employment Type

Oneway

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Social_Media_Browse_Frequency	Between Groups	8.160	2	4.080	.902	.417
	Within Groups	126.679	28	4.524		
	Total	134.839	30			
Media_Time_Spent	Between Groups	.185	2	.093	.221	.803
	Within Groups	11.750	28	.420		
	Total	11.935	30			
Media_Intraction	Between Groups	.000	2	.000	.000	1.000
	Within Groups	164.000	28	5.857		
	Total	164.000	30			
SMI_Purchase_Lag	Between Groups	6.014	2	3.007	.917	.412
	Within Groups	91.857	28	3.281		
	Total	97.871	30			
Amount_Purchase_Online_Electronics	Between Groups	1.853	1	1.853	2.946	.114
	Within Groups	6.917	11	.629		
	Total	8.769	12			
Amount_Purchase_Online_Baby	Between Groups	.750	1	.750	.750	.478

_n_Kids	Within Groups	2.000	2	1.000		
	Total	2.750	3			
Amount_Purchase_Online_Sports_n_Fitness	Between Groups	.200	1	.200	.600	.495
	Within Groups	1.000	3	.333		
	Total	1.200	4			
Amount_Purchase_Instore_Day_to_Day_Usage_items	Between Groups	2.167	2	1.083	1.147	.360
	Within Groups	8.500	9	.944		
	Total	10.667	11			
Amount_Purchase_Instore_Computer	Between Groups	2.450	1	2.450	9.800	.052
	Within Groups	.750	3	.250		
	Total	3.200	4			
SMI_Product_Discovery	Between Groups	1.089	2	.544	.383	.685
	Within Groups	39.750	28	1.420		
	Total	40.839	30			
SMI_Influence_ReviewnRecommendation	Between Groups	.000	2	.000	.	.
	Within Groups	.000	17	.000		
	Total	.000	19			
SMI_Influence_Product_Detail	Between Groups	.000	1	.000	.	.
	Within Groups	.000	8	.000		
	Total	.000	9			
SMI_Influence_Where_to_Purchase	Between Groups	.000	1	.000	.	.
	Within Groups	.000	1	.000		
	Total	.000	2			

Table 4.2: Anova by Employment Type

ANOVA by Education

Oneway

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Social_Media_Browse_Frequency	Between Groups	1.638	1	1.638	.357	.555
	Within Groups	133.201	29	4.593		
	Total	134.839	30			
Media_Time_Spent	Between Groups	.243	1	.243	.603	.444
	Within Groups	11.692	29	.403		
	Total	11.935	30			
Media_Intraction	Between Groups	.530	1	.530	.094	.761
	Within Groups	163.470	29	5.637		
	Total	164.000	30			
SMI_Purchase_Lag	Between Groups	2.294	1	2.294	.696	.411
	Within Groups	95.577	29	3.296		
	Total	97.871	30			
Amount_Purchase_Online_Books	Between Groups	.817	1	.817	1.600	.242
	Within Groups	4.083	8	.510		
	Total	4.900	9			
Amount_Purchase_Online_Electronics	Between Groups	.769	1	.769	1.058	.326

	Within Groups	8.000	11	.727		
	Total	8.769	12			
Amount_Purchase_Online_Computer	Between Groups	.333	1	.333	.250	.667
	Within Groups	2.667	2	1.333		
	Total	3.000	3			
Amount_Purchase_Online_Mobiles	Between Groups	.192	1	.192	1.410	.260
	Within Groups	1.500	11	.136		
	Total	1.692	12			
Amount_Purchase_Online_Baby_n_Kids	Between Groups	.750	1	.750	.750	.478
	Within Groups	2.000	2	1.000		
	Total	2.750	3			
Amount_Purchase_Online_Sports_n_Fitness	Between Groups	.033	1	.033	.086	.789
	Within Groups	1.167	3	.389		
	Total	1.200	4			
Amount_Purchase_Instore_Day_to_Day_Usage_items	Between Groups	.000	1	.000	.000	1.000
	Within Groups	10.667	10	1.067		
	Total	10.667	11			
Amount_Purchase_Instore_Books	Between Groups	.533	1	.533	.444	.541
	Within Groups	4.800	4	1.200		
	Total	5.333	5			
Amount_Purchase_Instore_Electronics	Between Groups	.095	1	.095	.357	.576

	Within Groups	1.333	5	.267		
	Total	1.429	6			
Amount_Purchase_Instore_Computer	Between Groups	1.200	1	1.200	1.800	.272
	Within Groups	2.000	3	.667		
	Total	3.200	4			
Amount_Purchase_Instore_Mobiles	Between Groups	.000	1	.000		
	Within Groups	.000	3	.000		
	Total	.000	4			
Amount_Purchase_Instore_Baby_n_Kids	Between Groups	.667	1	.667	.333	.667
	Within Groups	2.000	1	2.000		
	Total	2.667	2			
Amount_Purchase_Instore_Sports_n_Fitness	Between Groups	.750	1	.750	.750	.478
	Within Groups	2.000	2	1.000		
	Total	2.750	3			
SMI_Product_Discovery	Between Groups	4.031	1	4.031	3.176	.085
	Within Groups	36.808	29	1.269		
	Total	40.839	30			
SMI_Influence_ReviewnRecommendation	Between Groups	.000	1	.000		
	Within Groups	.000	18	.000		
	Total	.000	19			
SMI_Influence_Product_Detail	Between Groups	.000	1	.000		

	Within Groups	.000	8	.000		
	Total	.000	9			
SMI_Influence_Pricing_info_abt_company	Between Groups	.000	1	.000		
	Within Groups	.000	4	.000		
	Total	.000	5			

Table 4.3: Anova by Education

ANOVA by Gender

Oneway

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Social_Media_Browse_Frequency	Between Groups	7.116	1	7.116	1.616	.214
	Within Groups	127.722	29	4.404		
	Total	134.839	30			
Media_Time_Spent	Between Groups	.845	1	.845	2.208	.148
	Within Groups	11.091	29	.382		
	Total	11.935	30			
Media_Intraction	Between Groups	.157	1	.157	.028	.869
	Within Groups	163.843	29	5.650		
	Total	164.000	30			
SMI_Purchase_Lag	Between Groups	.028	1	.028	.008	.929
	Within Groups	97.843	29	3.374		
	Total	97.871	30			
Amount_Purchase_Online_Books	Between Groups	.067	1	.067	.110	.748
	Within Groups	4.833	8	.604		
	Total	4.900	9			
Amount_Purchase_Online_Elect	Between Groups	.369	1	.369	.484	.501

ronics	Within Groups	8.400	11	.764		
	Total	8.769	12			
Amount_Purchase_Online_Computer	Between Groups	.333	1	.333	.250	.667
	Within Groups	2.667	2	1.333		
	Total	3.000	3			
Amount_Purchase_Online_Mobiles	Between Groups	.192	1	.192	1.410	.260
	Within Groups	1.500	11	.136		
	Total	1.692	12			
Amount_Purchase_Online_Baby_n_Kids	Between Groups	.750	1	.750	.750	.478
	Within Groups	2.000	2	1.000		
	Total	2.750	3			
Amount_Purchase_Online_Sports_n_Fitness	Between Groups	.200	1	.200	.600	.495
	Within Groups	1.000	3	.333		
	Total	1.200	4			
Amount_Purchase_Instore_Day_to_Day_Usage_items	Between Groups	1.333	1	1.333	1.429	.260
	Within Groups	9.333	10	.933		
	Total	10.667	11			
Amount_Purchase_Instore_Books	Between Groups	.133	1	.133	.103	.765
	Within Groups	5.200	4	1.300		
	Total	5.333	5			
Amount_Purchase_Instore_Electronics	Between Groups	.095	1	.095	.357	.576
	Within Groups	1.333	5	.267		
	Total	1.429	6			
Amount_Purchase_Instore_Computer	Between Groups	.450	1	.450	.491	.534
	Within Groups	2.750	3	.917		
	Total	3.200	4			
Amount_Purchase_Instore_Mobiles	Between Groups	.000	1	.000		
	Within Groups	.000	3	.000		
	Total	.000	4			
SMI_Product_Discovery	Between Groups	2.192	1	2.192	1.645	.210
	Within Groups	38.646	29	1.333		
	Total	40.839	30			

SMI_Influence_ReviewnRecom mendation	Between Groups	.000	1	.000		
	Within Groups	.000	18	.000		
	Total	.000	19			
SMI_Influence_Product_Detail	Between Groups	.000	1	.000		
	Within Groups	.000	8	.000		
	Total	.000	9			
SMI_Influence_Different_Model	Between Groups	.000	1	.000		
	Within Groups	.000	0			
	Total	.000	1			
SMI_Influence_Pricing_info_abt _company	Between Groups	.000	1	.000		
	Within Groups	.000	4	.000		
	Total	.000	5			

Table 4.4: Anova by Gender

ANOVA by Income

Oneway

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Social_Media_Browse_Frequen cy	Between Groups	10.089	4	2.522	.526	.718
	Within Groups	124.750	26	4.798		
	Total	134.839	30			
Media_Time_Spent	Between Groups	1.271	4	.318	.775	.552
	Within Groups	10.665	26	.410		
	Total	11.935	30			
Media_Intraction	Between Groups	20.019	4	5.005	.904	.476
	Within Groups	143.981	26	5.538		
	Total	164.000	30			
SMI_Purchase_Lag	Between Groups	21.294	4	5.324	1.807	.158
	Within Groups	76.577	26	2.945		

	Total	97.871	30			
Amount_Purchase_Online_Books	Between Groups	4.400	4	1.100	11.000	.011
	Within Groups	.500	5	.100		
	Total	4.900	9			
Amount_Purchase_Online_Electronics	Between Groups	2.769	4	.692	.923	.496
	Within Groups	6.000	8	.750		
	Total	8.769	12			
Amount_Purchase_Online_Computer	Between Groups	3.000	2	1.500		
	Within Groups	.000	1	.000		
	Total	3.000	3			
Amount_Purchase_Online_Mobiles	Between Groups	.276	4	.069	.389	.811
	Within Groups	1.417	8	.177		
	Total	1.692	12			
Amount_Purchase_Online_Baby_n_Kids	Between Groups	2.250	2	1.125	2.250	.426
	Within Groups	.500	1	.500		
	Total	2.750	3			
Amount_Purchase_Online_Sports_n_Fitness	Between Groups	.700	3	.233	.467	.761
	Within Groups	.500	1	.500		
	Total	1.200	4			
Amount_Purchase_Instore_Day_to_Day_Usage_items	Between Groups	6.750	4	1.688	3.016	.096
	Within Groups	3.917	7	.560		
	Total	10.667	11			
Amount_Purchase_Instore_Books	Between Groups	4.833	3	1.611	6.444	.137
	Within Groups	.500	2	.250		
	Total	5.333	5			
Amount_Purchase_Instore_Electronics	Between Groups	.929	4	.232	.929	.577
	Within Groups	.500	2	.250		
	Total	1.429	6			
Amount_Purchase_Instore_Computer	Between Groups	2.700	3	.900	1.800	.490
	Within Groups	.500	1	.500		
	Total	3.200	4			
Amount_Purchase_Instore_Mobiles	Between Groups	.000	2	.000		

les	Within Groups	.000	2	.000		
	Total	.000	4			
Amount_Purchase_Instore_Baby_n_Kids	Between Groups	2.667	2	1.333		
	Within Groups	.000	0			
	Total	2.667	2			
Amount_Purchase_Instore_Sports_n_Fitness	Between Groups	2.750	3	.917		
	Within Groups	.000	0			
	Total	2.750	3			
SMI_Product_Discovery	Between Groups	6.174	4	1.544	1.158	.352
	Within Groups	34.665	26	1.333		
	Total	40.839	30			
SMI_Influence_ReviewnRecommendation	Between Groups	.000	4	.000		
	Within Groups	.000	15	.000		
	Total	.000	19			
SMI_Influence_Product_Detail	Between Groups	.000	4	.000		
	Within Groups	.000	5	.000		
	Total	.000	9			
SMI_Influence_Different_Model	Between Groups	.000	1	.000		
	Within Groups	.000	0			
	Total	.000	1			
SMI_Influence_Where_to_Purchase	Between Groups	.000	1	.000		
	Within Groups	.000	1	.000		
	Total	.000	2			
SMI_Influence_Pricing_info_about_company	Between Groups	.000	2	.000		
	Within Groups	.000	3	.000		
	Total	.000	5			

Table 4.5: Anova by Income

Social Media Preference

Age

FREQUENCIES VARIABLES=Age

/ORDER=ANALYSIS.

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	3	9.7	9.7	9.7
	26-33	15	48.4	48.4	58.1
	34-45	12	38.7	38.7	96.8
	46-60	1	3.2	3.2	100.0
Total		31	100.0	100.0	

Table 4.6: Consumer Age spread

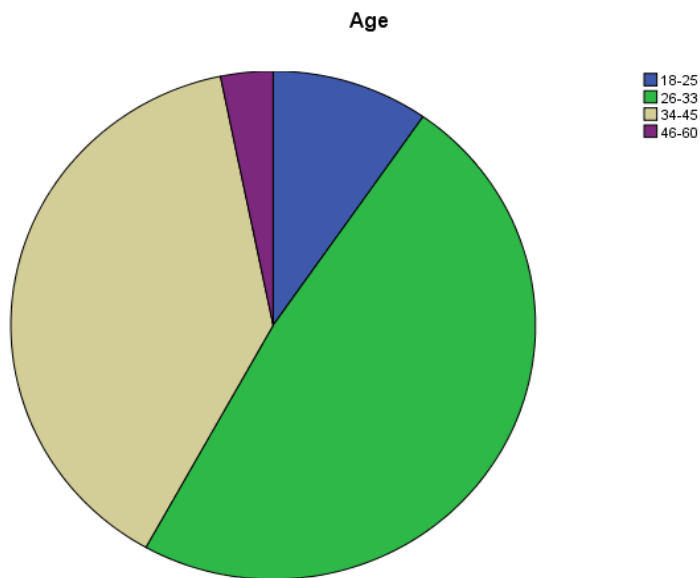


Figure 4.1: Age Distribution

Employment Type

FREQUENCIES VARIABLES=Occupation

/ORDER=ANALYSIS.

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Home Maker	1	3.2	3.2	3.2
	Business	2	6.5	6.5	9.7
	Service	28	90.3	90.3	100.0
	Total	31	100.0	100.0	

Table 4.7: Consumer Employment Type spread

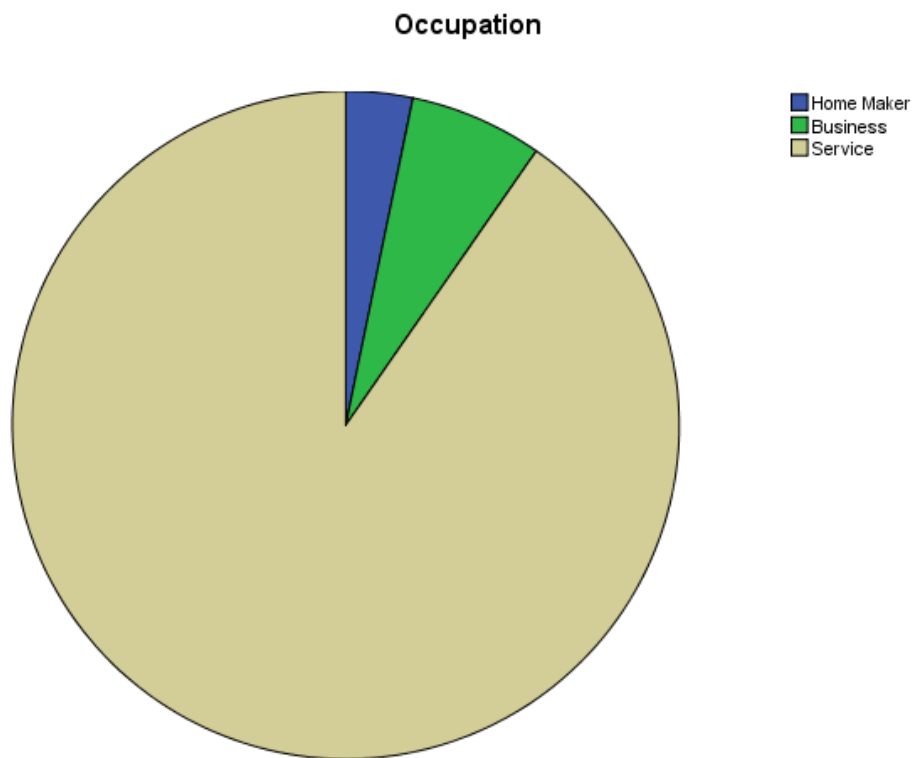


Figure 4.2: Consumer Occupation

Education

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	13	41.9	41.9	41.9
	Post Graduate	18	58.1	58.1	100.0
Total		31	100.0	100.0	

Table 4.8: Education

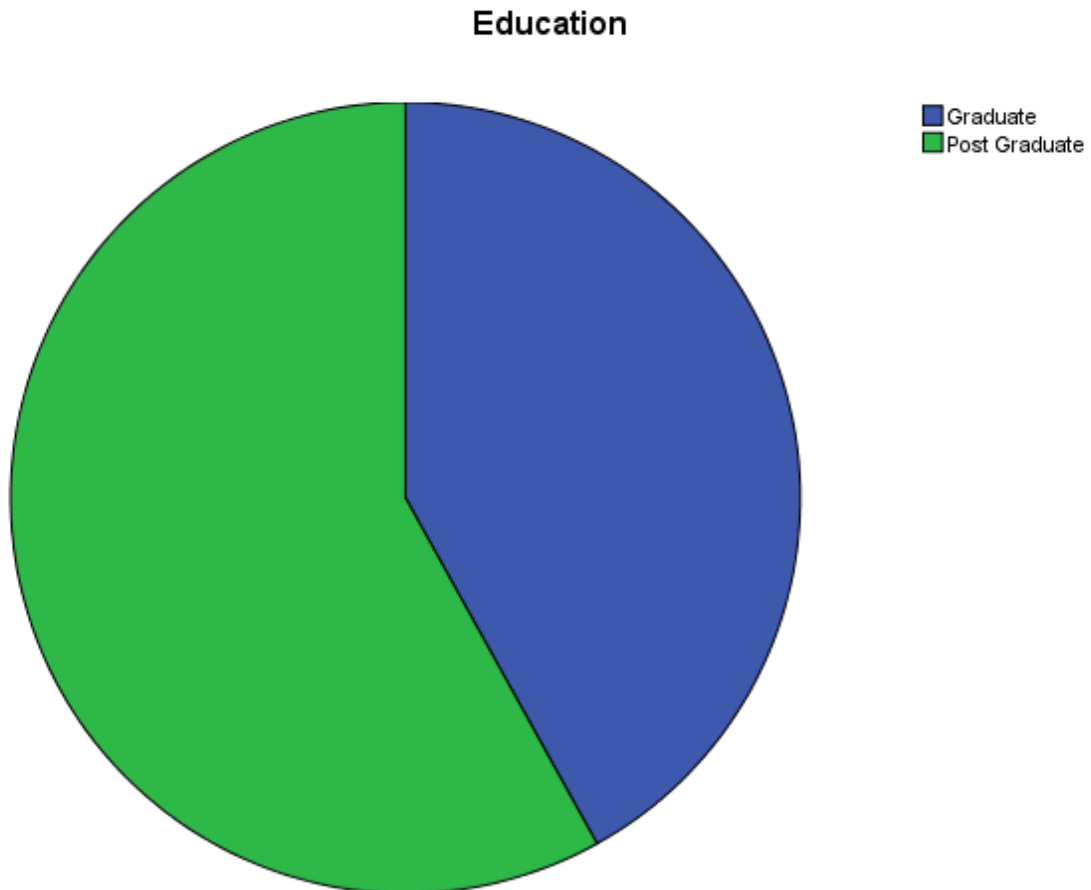


Figure 4.3: Education

Income

FREQUENCIES VARIABLES=Income

/ORDER=ANALYSIS.

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<5 Lacs	4	12.9	12.9	12.9
	5-10 Lacs	13	41.9	41.9	54.8
	10-15 Lacs	9	29.0	29.0	83.9
	15 -20 Lacs	1	3.2	3.2	87.1
	>20 Lacs	4	12.9	12.9	100.0
	Total	31	100.0	100.0	

Table 4.9: Consumer Income

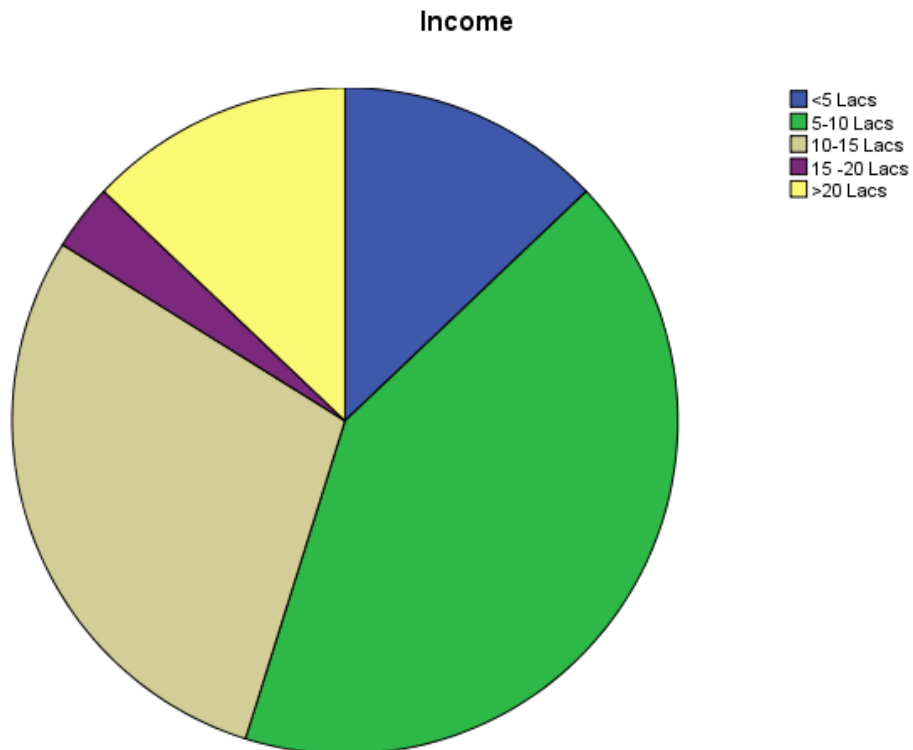


Figure4.4: consumer Income

Gender

FREQUENCIES VARIABLES=Gender

/ORDER=ANALYSIS.

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	22	71.0	71.0	71.0
	Female	9	29.0	29.0	100.0
Total		31	100.0	100.0	

Table 4.10: Gender

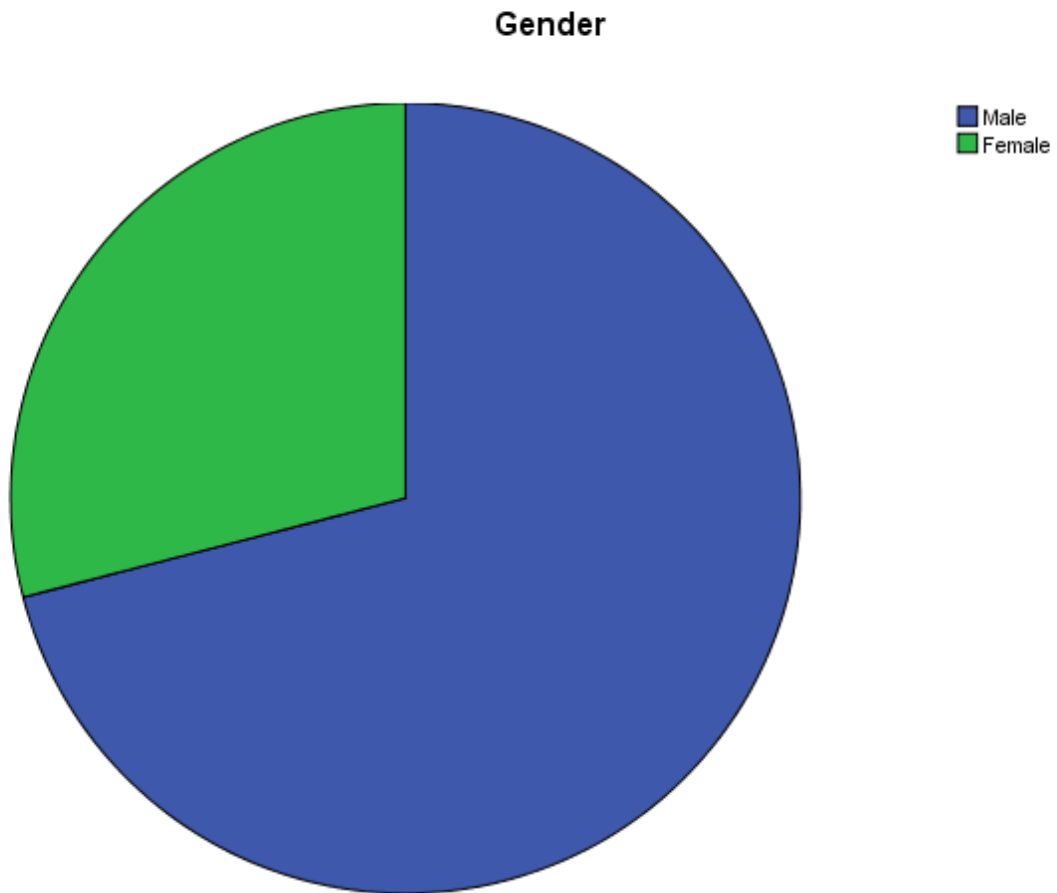


Figure4.5: Gender

Social Media Factors Analysis

Browse Frequency on the social media

Social_Media_Browse_Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	2	6.5	6.5	6.5
	Less than Once a Month	4	12.9	12.9	19.4
	Once a Month	1	3.2	3.2	22.6
	2-3 Times a Month	4	12.9	12.9	35.5
	Once a Week	2	6.5	6.5	41.9
	2-3 Times a Week	4	12.9	12.9	54.8
	Daily	14	45.2	45.2	100.0
	Total	31	100.0	100.0	

Table 4.11: Browse Frequency

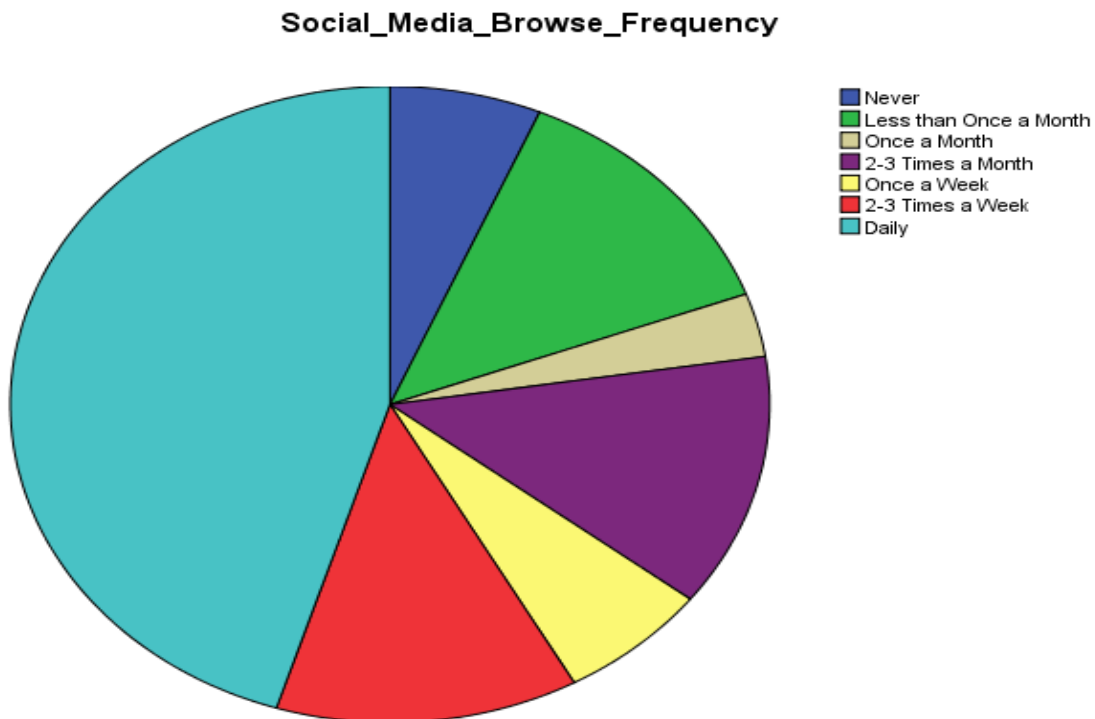


Figure4.6: Browse Frequency

Browse Time on Social Medium

		Media_Time_Spent			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<30 min	25	80.6	80.6	80.6
	30-60 Min	5	16.1	16.1	96.8
	90-120 min	1	3.2	3.2	100.0
Total		31	100.0	100.0	

Table 4.12: Browse Time

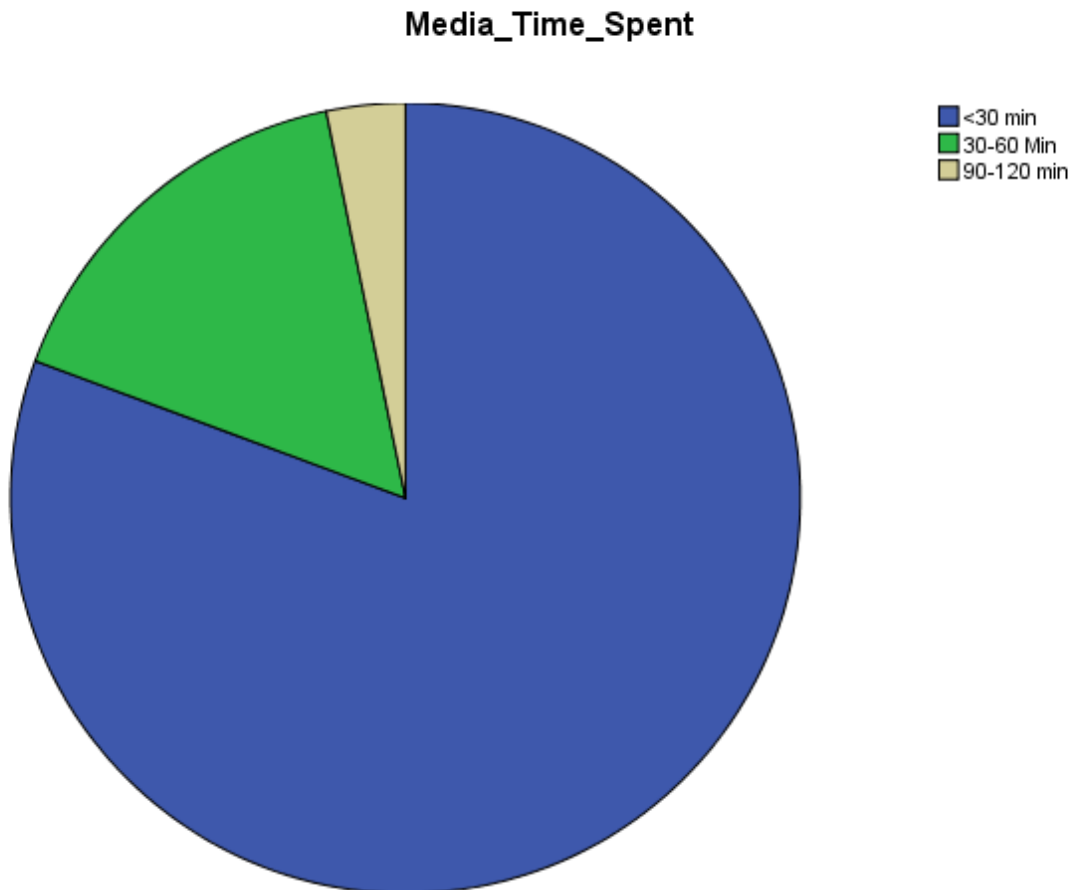


Figure4.7: Browse time

Social Media interaction by the consumer

		Media_Intraction			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	7	22.6	22.6	22.6
	Less than Once a Month	5	16.1	16.1	38.7
	Once a Month	1	3.2	3.2	41.9
	2-3 Times a Month	4	12.9	12.9	54.8
	Once a Week	2	6.5	6.5	61.3
	2-3 Times a Week	6	19.4	19.4	80.6
	Daily	6	19.4	19.4	100.0
	Total	31	100.0	100.0	

Table 4.13: Media Interaction

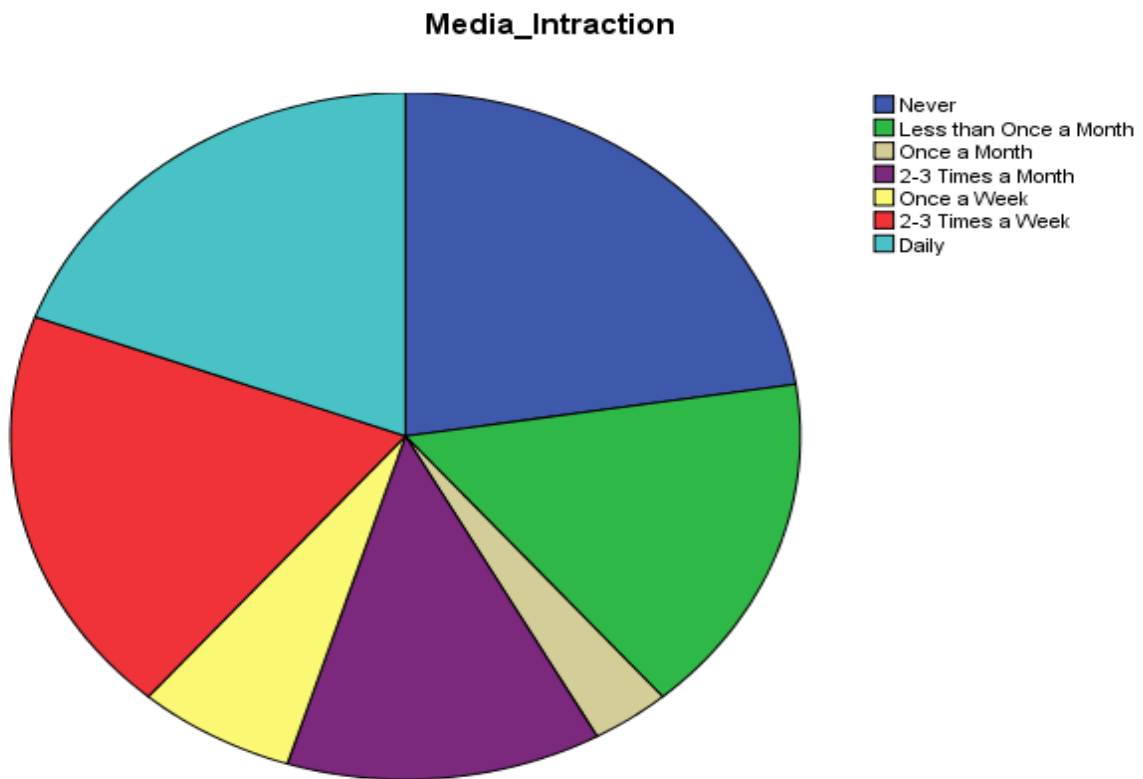


Figure4.8: Media Interaction

Lag in Purchase after Social media interaction

SMI_Purchase_Lag

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	8	25.8	25.8	25.8
	After More than a Month	8	25.8	25.8	51.6
	Within a Month	5	16.1	16.1	67.7
	Within 15 Days	2	6.5	6.5	74.2
	Within a Week	6	19.4	19.4	93.5
	Within a Daily	2	6.5	6.5	100.0
	Total	31	100.0	100.0	

Table4.14: Lag in Purchase

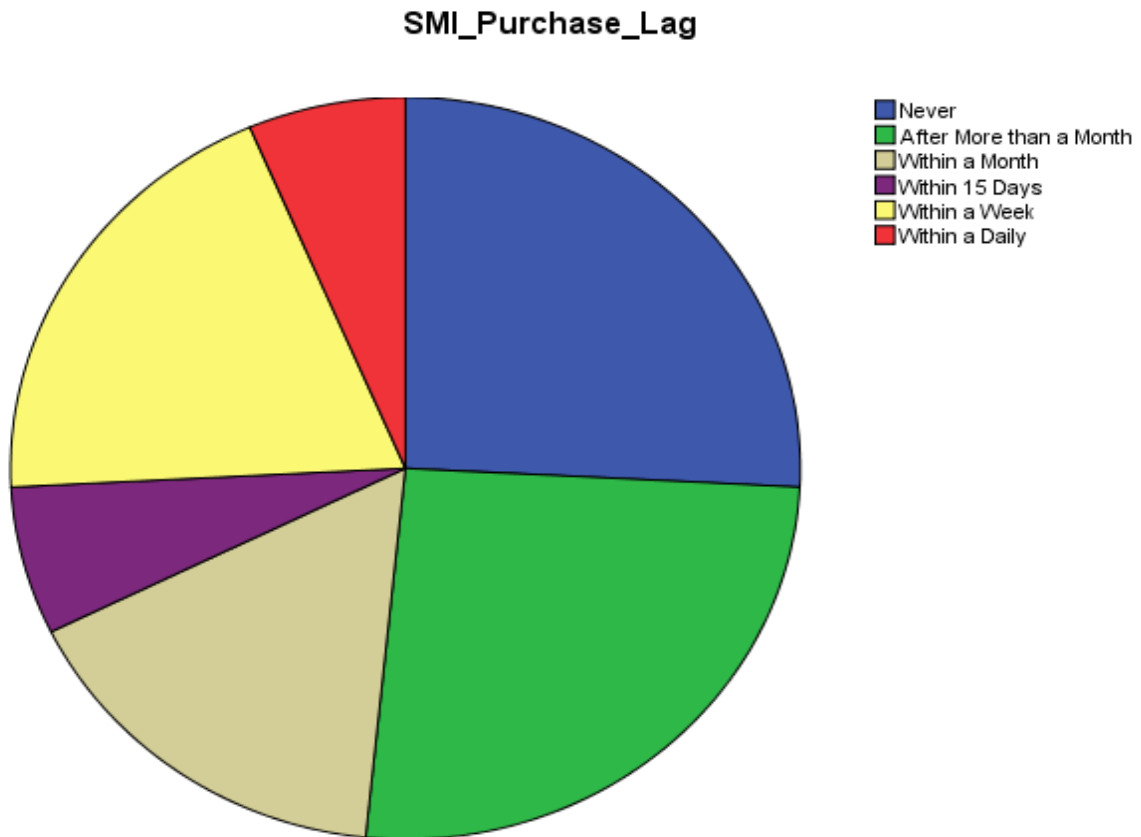


Figure 4.9: Lag in Purchase

Social media interaction type

		SMI_Product_Discovery			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chanced browsed	2	6.5	6.5	6.5
	Some Word of mouth	4	12.9	12.9	19.4
	Searching it on Internet	17	54.8	54.8	74.2
	Can't Recall	8	25.8	25.8	100.0
	Total	31	100.0	100.0	

Table 4.15: Interaction Type

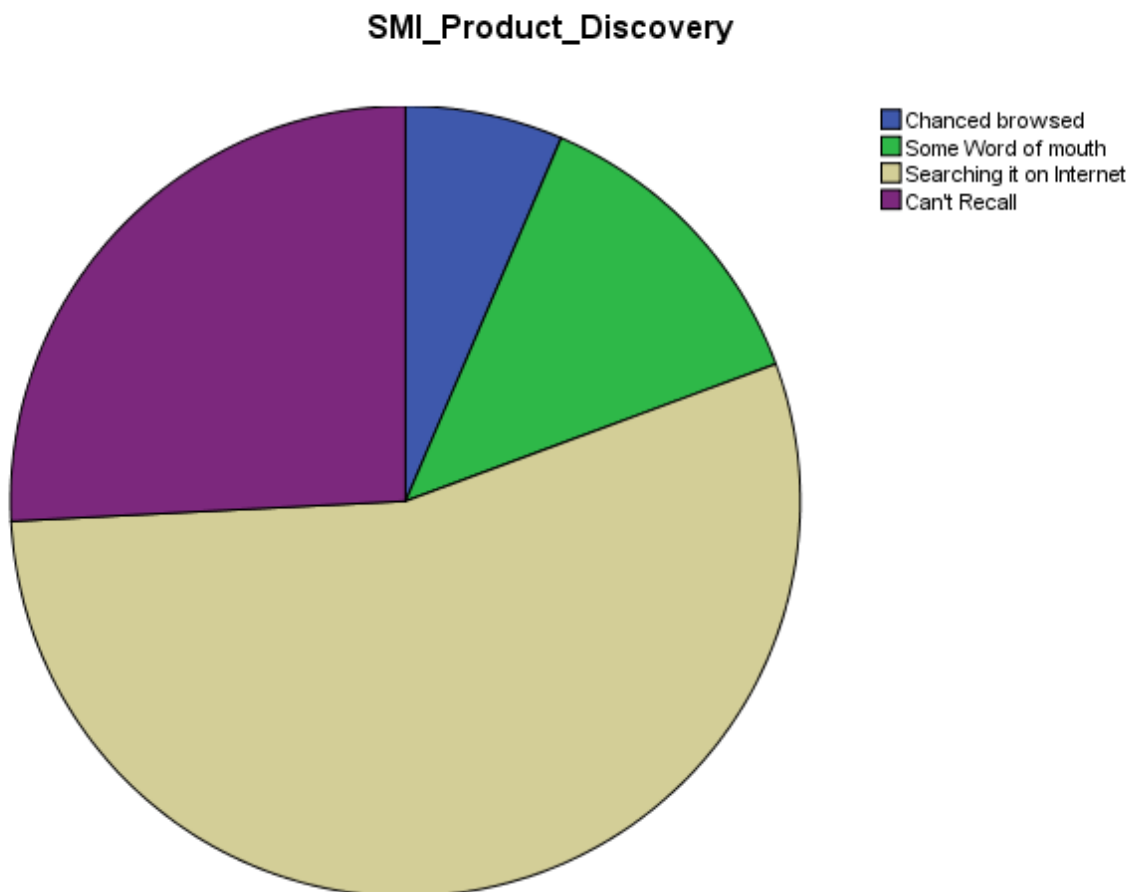


Figure 4.10: Interaction Type

Findings and Recommendations

Effect of Age

All the P value is greater than 0.05 for all the parameters except Social media information elicited factor. Therefore for first hypotheses the Null hypothesis is accepted for all except 6th factor. Therefore there is no impact of Age on the various parameters of Social media engagement like Browse Frequency on the social media, Browse Time on Social Medium, Social Media interaction by the consumer, Lag in Purchase after Social media interaction, Social media interaction type, Amount purchased. Factor type of information elicited is affected by the Age of consumer

Effect of Employment Type

All the P value is greater than 0.05 for all the parameters except Social media information elicited factor. Therefore for second hypotheses the Null hypothesis is accepted for all except 6th factor. Therefore there is no impact of Employment on the various parameters of Social media engagement like Browse Frequency on the social media, Browse Time on Social Medium, Social Media interaction by the consumer, Lag in Purchase after Social media interaction, Social media interaction type, Amount purchased. Factor type of information elicited is affected by the Employment Type of consumer

Effect of Education

All the P value is greater than 0.05 for all the parameters except Social media information elicited factor. Therefore for third hypotheses the Null hypothesis is accepted for all except 6th factor. Therefore there is no impact of Education on the various parameters of Social media engagement like Browse Frequency on the social media, Browse Time on Social Medium, Social Media interaction by the consumer, Lag in Purchase after Social media interaction, Social media interaction type, Amount purchased. Factor type of information elicited is affected by the Education of consumer

Effect of Income

All the P value is greater than 0.05 for all the parameters except Social media information elicited factor. Therefore for fourth hypotheses the Null hypothesis is accepted for all except 6th factor. Therefore there is no impact of Income on the various parameters of Social media engagement like Browse Frequency on the social media, Browse Time on Social Medium, Social Media interaction by the consumer, Lag in Purchase after Social media interaction, Social media interaction type, Amount purchased. Factor type of information elicited is affected by the Income of consumer

Effect of Gender

All the P value is greater than 0.05 for all the parameters except Social media information elicited factor. Therefore for fifth hypotheses the Null hypothesis is accepted for all except 6th factor. Therefore there is no impact of Gender on the various parameters of Social media engagement like Browse Frequency on the social media, Browse Time on Social Medium, Social Media interaction by the consumer, Lag in Purchase after Social media interaction, Social media interaction type, Amount purchased. Factor type of information elicited is affected by the Gender of consumer

Generalization

There appears a consistent indication based on the assessment of 7 Social Media factors by studying their impact by 5 independent demographic variables. There seems to be no effect of demographic factors on the type of interaction which users does with social media or makes purchases after accessing it. Only factor which has effect of Demographics is type of information which is fetched by the Consumer. The practical implication of it is that

Demographic

60% of the respondents were Post Graduates & rest are graduates, around 90 % of them were working in some profession, Around 90% of respondents were in the Age of 26 to 45, 70 % of respondents were male & major income categories was from 5 to 15 lacs. This showed that most active category on Social Media is 26 to 45 which is in salary range of 5 to 15 lacs which are interacting & searching for the information actively on internet

Social Media Factors

60% of the respondents browse Social Networking Sites at least once a week with around 45% visiting it on daily basis. Average time spend on each social media visit is around 30 min. roughly half of respondents interacted on social media sites at least once a week. Most purchases were made in 75% of case after a week of interaction on social media thereby leading to weak correlation with Social media impact on Purchase as well. Around half of respondents were actively looking for the products on the internet when they were visiting social media sites for these. Based on the results of Anova & these factors there appears to be strong interpretation that social media is currently not actively geared towards Consumer decision making process & also product & services promotion. Therefore various corporations can make strategies to promote their product & services via Social media

Limitation of Study

This study is conducted primarily in the Age group of 20 to 40 years old & in Tier 1 city. The study itself can be used as it & can be widened to include wider sampling for tier1, tier2 & tier 3 towns of India. The study did not have adequate spread of various income groups as well. This study can be extended to these groups to make them more representative

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6. APPENDIX

Influence of Social Media on Customer Purchase Process

Q1 Please mention about your Education background.

- 12th Passed (1)
- Graduate (2)
- Post Graduate (3)
- Doctorate (4)
- Any Other(Please Mention) (5) _____

Q2 Please mention about your current Occupation

- Home Maker (1)
- Self Employed (2)
- Business (3)
- Service (4)
- Any Other(Please Mention) (5) _____

Q3 Please mention about your Age.

- 18-25 (1)
- 26-33 (2)
- 34-45 (3)
- 46-60 (4)
- Above 60 (5)

Q4 Please select your Gender

- Male (1)
- Female (2)

Q5 Please mention your average Yearly Household income

- (1)
- 5-10 Lacs (2)
- 10-15 Lacs (3)
- 15 -20 Lacs (4)
- >20 Lacs (5)

Q6 Which Social Media sites generally do you visit?

- Facebook (1)
- Twitter (2)
- Linkedin (3)
- Google+ (4)

Q7 How often do you browse Social Media Sites

- Never (1)
- Less than Once a Month (2)
- Once a Month (3)
- 2-3 Times a Month (4)
- Once a Week (5)
- 2-3 Times a Week (6)
- Daily (7)

Q8 What is the Total time which you spent on the Social Media Sites based on your frequency of earlier question(In Minutes)

- (1)
- 30-60 Min (2)
- 60-90 min (3)
- 90-120 min (4)
- >120 min (5)

Q9 Where do you spend most of the time to get to Social Media Sites?

- Home (1)
- Office (2)
- Cyber Café (3)
- On the Move (4)
- Public Places (5)
- Any other(Please specify) (6) _____

Q10 Which device you use primarily to access Social Media Sites

- Desktop (1)
- Laptop (2)
- IPAD & similar Devices (3)
- Mobile (4)
- Any other(Please specify) (5) _____

Q11 How often do you interact on Social Media site by like or Posting or Sharing

- Never (1)
- Less than Once a Month (2)
- Once a Month (3)
- 2-3 Times a Month (4)
- Once a Week (5)
- 2-3 Times a Week (6)
- Daily (7)

Q12 Have you purchased the product after Liking or Posting or reading about it on Social Media sites

- Yes (1)
- No (2)

Q13 Where did you purchased the product after interaction on Social Media site

- Online(Over Internet) (1)
- In Store Purchase(Brick & Mortar Shop) (2)
- Any other(Please specify) (3) _____

Q14 How soon after Posting or Liking on Social Media do you Purchase the Product

- Never (1)
- After More than a Month (2)
- Within a Month (3)
- Within 15 Days (4)
- Within a Week (5)
- Within 2-3 Days (6)
- Within a Daily (7)

Q15 Which type of Social Media content do you find enticing

- Posts (1)
- Photos (2)
- Videos (3)
- Stories (4)
- Presentation (5)
- Any Other(Please Specify) (6) _____

Q16 What are the type of Products do you Purchase from Internet after interacting about it on Social media & Amount Purchased per Month

	Select Product	Amount Purchased(in Rupees)			
	Can choose Multiple (1)	< 250 (1)	250 - 1000 (2)	1000-5000 (3)	>5000 (4)
Day to Day Usage items (1)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books (2)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronics (3)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Computer (4)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobiles (5)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baby & Kids (6)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports & Fitness (7)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any other(Please specify) (8)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 What are the type of Products do you Purchase from In Store after interacting about it on Social media & Amount Purchased per Month

	Select Product	Amount Purchased(in Rupees)			
	Answer 1 (1)	< 250 (1)	250 - 1000 (2)	1000-5000 (3)	>5000 (4)
Day to Day Usage items (1)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books (2)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronics (3)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Computer (4)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobiles (5)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baby & Kids (6)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports & Fitness (7)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any other(Please specify) (8)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 What are the type of Products do you Purchase without interacting about it on Social media & Amount Purchased per Month

	Select Product	Amount Purchased(in Rupees)			
	Answer 1 (1)	< 250 (1)	250 - 1000 (2)	1000-5000 (3)	>5000 (4)
Day to Day Usage items (1)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books (2)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronics (3)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Computer (4)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobiles (5)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baby & Kids (6)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports & Fitness (7)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any other(Please specify) (8)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19 What caused your purchase of item while you were on Social Media

- You were Searching for the product (1)
- Thinking about it (2)
- Did not thought about it (3)

Q20 How you were able to get to required product on Social Media

- Chanced browsed (1)
- Some Word of mouth (2)
- Got an Email on Like (3)
- Searching it on internet (4)
- Can't Recall (5)

Q21 How Social Media influence your purchase

- Reviews & recommendations (1)
- Product details (2)
- Different models (3)
- Where to purchase (4)
- Pricing information about the company (5)

Q22 How do you describe your browsing experience on social media sites

- It's easy to find things that interest me (1)
- It's inspiring to see what other people post/pin (2)
- It makes me feel connected to my friends (3)
- It's useful for ideas and projects (4)
- I get overwhelmed by amount (5)
- I make more purchases thanks to this site (6)
- I make smarter purchases thanks to this site (7)
- I like seeing what my friends post (8)
- I like seeing what my favorite brands post (9)
- It's easy to spend hours clicking away (10)