Project Dissertation Report on
Impact of Social Media Marketing on Consumer Buying Behaviour

Submitted By

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CERTIFICATE

This is to certify that that the Project Report titled "Impact of Social Media Marketing on Consumer Buying Behavior" is an original and bonafide work carried out by Mr. Vivek Rathi of MBA 2018-20 batch and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide   Signature of HOD (DSM)
(Dr. Meha Joshi)   (Prof. Rajan Yadav)

Place: Delhi

Date: 12th April 2020

DECLARATION

I, Vivek Rathi, student of MBA 2018-20 of Delhi School of Management, Delhi Technological University, hereby declare that Dissertation report on "Impact of Social Media Marketing on Consumer Buying Behaviour" submitted in partial fulfilment 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 Degree, Diploma and Fellowship.

(Vivek Rathi)

Place: Delhi

Date: 12th April 2020

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EXECUTIVE SUMMARY

Social Media Marketing is one of the methods of Digital Marketing. It is technique in which marketers use social media platforms for promotion of the brand, its product and to connect with the consumers.

Consumer buying behaviour involves all the factors influencing the decision making process like consumer's attitude, preference, brand appeal, etc.

Social Media Marketing has a positive impact on Consumer Buying Behaviour. The research presents substantial evidence to prove that majority of consumers are influenced, enticed and make actual purchase because of Social Media Marketing.

The profession, age, gender and income are most crucial factors in this research. From this study we find out the profession, age group, and income level of people being most impacted by Social Media Marketing.

Social Media Marketing is going to replace TV as the medium having maximum impact on consumers in the near future. It not only impacts consumer but also has a positive impact on the brand itself.

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1. Introduction

1.1 Background

In today's technological driven and fast paced world, everything is turning digital. With internet reaching to more and more people even penetrating the rural market, it has opened a new way for both companies and customers to connect with each other. There are many ways to form this connection, but the major one is through the use of Social Media. Social media is not only used by people to connect with their closed ones but also for companies to create connection with customers at more personal level. Few years back when only traditional marketing mediums like TV, Radio and Print were available, customers could not find the brand associated with them. As all of these mediums were mass oriented it lacked customization. But, Social Media tend to curb out this problem by forming a close association with the customers. Brands are using Social Media Marketing (SMM). Social media marketing refers to the use of social media platforms to associate with your target consumers to develop your brand, rise in sales, and increase website traffic. It comprises publication of good content on organization's social media accounts/ pages, paying attention to and involving your followers in decision making process, evaluating your outcomes, and running advertisements on these platforms.

Currently, the widely used social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, Snapchat and Tik Tok (emerging fast).

Consumers or customers are affected by many factors in the context of buying behavior or making a purchase decision. . Consumer buying behaviour is the summation of all the attitudes, preferences, intentions, and decisions concerning the customer's behaviour in the market when making a purchase of a product (both goods and services). Advertisements and marketing as a whole is one of the crucial factor influencing the consumer. With advent of internet and social media, Social Media Marketing is in rise. So, the question arises does Social Media Marketing influence consumer buying behavior? If yes then to what extent is the impact and should organisations continue (existing) or adopt (new) this marketing strategy.

This question served as the motivation for this research. The study aims to find the impact of Social Media Marketing on consumer buying behaviour. Along with the impact, the study is also done to gather information about most used social media platforms, different segment of people being impacted and the role of Social Media Marketing on the organization/ brand.

For carrying out this study, primary research was chosen as a way to gather the required data for analysis. The advantage of this kind of data is that it is first hand, so there is no chance of data redundancy. The research was performed via conducting a survey. The survey consisted of questions ranging from demographic details to direct questions and to respondent's view point questions. The data gathered through responses were analysed and processed to get meaningful insights. Different statistical tools along with different statistical techniques were used for the computation.

The results after the computation were interpreted in a manner that could answer the raised questions. The interpretations are backed with the help of some set standards for the different techniques used. The final outcome is satisfactory. But there are certain limitations to the study. This may act as an accuracy error of the findings. At the same time it opens many avenues for the future study.

Tik Tok is the new social media platform that is gaining immense popularity and user base especially in India. This has brought in a new platform that could be used for Social Media Marketing. Many big brands have created their Tik Tok account and have started using it for their marketing purpose. Samsung is one such brand. Apple has also recently made its debut on the platform though at the time of this study it has not yet uploaded any video.

Hashtags are one of the most effective ways of being noticeable in social media. It is used in Twitter, Facebook, LinkedIn, Instagram, Tik Tok and even in YouTube. Though for YouTube the aim is make your video easily available for related searches whereas on other platforms it is and can be used to create campaigns. The hashtags can be campaign specific, product specific or the tagline of the brand. Even celebrities name who are endorsing brands or locations where the advertisement is shot/ catering to can be used as Hashtags.

1.2 Problem Statement

Social Media Marketing is a widely adopted marketing strategy at present time. With the advent of technology, internet and platform based on it are booming. Social Media is also the part of this boom. Though major companies are practicing social media marketing, there are still many businesses that have not yet turned towards it.

"According to a report by Social Media Examiner, the platform most used by marketers is Facebook (72%). Instagram ad use rose from 31% in 2018 to 38% in 2019. B2C marketers are more likely to use Facebook ads (76% B2C vs. 65% B2B) and Instagram ads (43% B2C vs. 30% B2B) than their B2B counterparts. B2B marketers are using more LinkedIn ads (24% B2B vs. 9% B2C). The topmost priority for markers is achieving better engagement, followed by best tactics to use, and organic reach." [1]

The above data presents some meaningful insights, still there are some unanswered questions. The research will focus on answering those questions by studying about the degree of influence of social media marketing on customer purchase behaviour alongside different important parameters. Many brands have been successful in identifying consumer purchase pattern with the information procured from consumer's social media activities. The study will try to gather evidence in support of social media marketing so that the companies that have not adopted this marketing strategy yet or those that have adopted but are not using it in a full-fledged manner can take this research as a supporting reference for using social media marketing.

1.3 Objectives of the study

This research is done to achieve the following objectives:

- To know about impact of social media marketing on the basis of age group, profession and income
- To know about the influence of social media marketing on purchase decision
- To know the effect of social media marketing on the brand with regards to Trust, Brand Image, Repeat Purchase, Brand Loyalty

1.4 Scope of study

- Different aspects of social media marketing
- Consumer buying behavior
- Comparison of Social Media Marketing with traditional medium like TV, Print, Radio
- Social Media and its influence capability on consumers
- Social Media Platforms used by customers and marketers
- Social Media and its impact on the brand

2. Literature Review

The enriched range and volume of information available on internet has enhanced the capability of customers to make superior usage selections (Aksoy and Cooil, 2006), and has unlocked the fresh prospects for evidence exploration due to of minimal search expenses (Jepsen, 2007). "Results on search engines are now often dominated by user content and opinions (Smith, 2009). The impact of the internet varies on the various stages of decision-making. Initially, the internet supported only the information search stage (Karimi, 2013), but recent trends in social media, online decision aids and recommender systems have extended the internet's influencing role to all the decision stages." [2] People use social media for finding out information at their comfort level (Mangold and Faulds, 2009), and use it for various purpose like to make a purchase decision regarding the product to buy or to gain knowledge about latest products or brands, according to their need (Powers et al., 2012). Social media has created a collaborative environment where consumers link with other entities having similar likeness about a product or brand to involve in a never-ending phase of exchanging view, observing progress, and asking for thoughts and rankings on every variety of products (both goods and services) and activities (Ashman et al., 2015). "The quality of online product reviews, characterised by perceived informativeness and persuasiveness, together with the perceived quantity of reviews, are found to have a significant positive influence on consumers' purchase intentions (Zhou et al., 2013; Zhang et al., 2014)." [2]

Social media when compared with information received through companies' public relations and promotional campaigns stands out to be extra reliable. "According to Constantinides (2014), there is a general feeling of mistrust towards mainstream media. Therefore, consumers are turning away from traditional media such as television, magazines, and newspapers as sources to guide their purchases (Mangold and Faulds, 2009)." [2] Social media has facilitated organizations to get hold of and analyze customer viewpoints on a consistent and immediate form by involving in online threads through listening and participating extensively, and noticing what public is conversing in blogs, forums and online communities (Constantinides, 2014). The usage of social media developed comfort for customers through the preliminary phases of information search and alternate assessment but could not aid greatly in cultivating satisfaction neither in the buying decision stage, nor during the after-purchase assessment (D. Voramontri and L. Klieb, 2018).

"The relationship between social media and consumer decision-making present that social media affects advertising attitudes, brand attitudes, and purchasing intentions of consumer. It will not necessarily affect consumer's decision-making, but might possess a mediating effect (Taining, 2012)." [6] Social media can form organizational approaches that impact purchase behavior. The positive identity of organization or product can influence the customer with regards to their purchase choice. The word-of-mouth publicity and referral by consumer's known ones done on social media have its effect on brand's image and customer's purchase decision. Not only this, but social media advertisements also influence brand attitudes and consumer purchasing intention (Yang, 2012).

"Social media marketing has offered consumers tremendous amount of accessibility and transparency of relevant information, which not only has a wide range but is also available at a faster speed. There is co- creation of value & consumers have become content generators. Social media influences consumer mindsets & their intention to buy. (Gulzar Asma and Maqbool Misbah, 2018)." [3] Social Networking Sites acts as a medium of communication between consumer and the organization, which in turn helps to manage CRM (Evans, 2010).

"The study established that social media marketing is an important tool in marketing brands, products and services due to the prompt growth in social media and alterations in consumer behaviour. The outcomes denote that social media marketing may be persuasive on customers during the several phases of the consumer's purchase decision journey (Fauser et al., 2011)." [7] Social media offer chances for companies to grow further attractive entirely (Chen et al. 2011b). Social elements assisted via social media grow a helpful environment, which in turn appeals additional entities to go online and participate in social communicatons (M. Nick Hajli, 2013). According to Schivinski and Dabrowsk (2016), social media communication have a positive impact on brand equity and attitude. Purchase decision are positively influenced by brand equity and attitude, the findings concluded.

"There are many ways to model consumer behaviour, depending on the goal of the research, but a useful method is the decision-process approach which studies the events that precede and follow a purchase, and that explains the way decisions are made (Karimi, 2013). Consumer decision-making could be defined as the behaviour patterns of consumers, that precede, determine and follow on the decision process for the acquisition of need satisfying products, ideas or services (Du Plessis et al., 1991)." [2] Customer simulations have stretched in their difficulty, with the relatively easier ones comprising the economic model, the psychological model, the Pavlovian learning model, and sociological model. Near the late 1960s, numerous complex models were introduced, for example Nicosia (1966), Engel et al. (1978) and Howard and Sheth (1969). These models are often stated as the 'grand models' of consumer behaviour. "There were four steps of consumer decision making process in Nicosia (1966) model: consumer attitude-formation, information search and evaluation, the act of purchase, and post-consumption feedback. Similarly, in The Howard and Sheth (1969) model also, there were four variables: inputs (stimuli); perceptual and learning constructs; outputs (consumer behaviour, purchase decision); and external variables (social, psychological and marketing factors). The EKB model, later retitled EBM (Engel et al., 1990), also has four aspects: information input, information processing, decision stages, and decision process variables. The general decision process of consumers constitutes of five chronological stages: need recognition, search for information, alternative evaluation, purchase (choice), and outcomes (post-purchase), each of them being influenced by distinct characteristics, environmental influences and psychological procedures." [2]

"Information overload is a key issue in online decision-making. Social media with its sheer amount of information have led consumers to a state of analysis paralysis, making it difficult to navigate all the available information (Powers et al., 2012). Due to bounded rationality (Simon, 1960; Thaler and Mullainathan, 2008), there is a limit to the amount of information that can be processed by individuals, and it is not feasible to evaluate all choice alternatives in depth (Karimi, 2013)." [2]

3. Research Methodology

"A web-designed questionnaire was designed for this research purpose by using Google Forms which can be based on a web link, which can be open in all internet operating systems such as internet explores, Google chrome, Firefox, and Mac OS, etc. Primary data were collected for address both dependent and independent variables by based an on-line survey utilizing a structured questionnaire in a web page format circulated through all leading social media platforms like Facebook, Twitter, Instagram, WhatsApp and LinkedIn." [6] Moreover, referral mode was also used to increase the reach of the circulation. The research type is deductive and variables are analysed using quantitative tools and techniques. "Primary data are collected through structured questionnaires with closed statements measured with Likert's scale" [6] (1-5 as very frequently - never), yes/no/may be questions and some direct questions. "The research focuses on complex purchases that require extended problem solving, where social media is more likely to be utilized. Respondents were then asked whether or not they had used social media in their decision-making. The questions measured the same concepts in the different contexts, and differed only very little in their wording." [2] Buyer decision feature has no dimension of objective and thus its operation is problematic. "The approach to measuring decision quality can be objective or subjective (Aksoy and Cooil, 2006)." [2] Subjective methods are assessments of the choice-maker, taking into account things that is utmost significant for the respondent in regards to the decision. The questionnaire was designed as such so that it can measure the influence of Social Media Marketing on customer behaviour on the basis of different parameter like age, gender, profession, income, etc.

The Model
Dependent variable: Consumer Buying Behaviour (CBB)
Independent variable: Social Media Marketing (SMM)
The model: **CBB = f(SMM)**

Research Hypotheses

H1': There is no impact of SMM on Consumer on the basis of demographic factors

H1: There is an impact of SMM on Consumer on the basis of demographic factors

H2': Consumers are not influenced by SMM while making a purchase decision

H2: Consumers are influenced by Social Media Marketing while making a purchase decision

H3': SMM has no impact on brand on the basis of different attributes

H3: SMM has positive impact on brand on the basis of different attributes like trust, brand image

Note

H': Null Hypothesis

H: Alternate Hypothesis

Sampling Design

The unit of analysis was individual who use social media networks consisting 151 respondents. The respondents spread around India and Nepal, though few respondents were of different nationalities apart from these two nations like Zimbabwe, Botswana, Afghanistan, etc. These foreign nationals are currently residing in India. The respondents belong to the age group of 15 years to 40+ years. The respondents belong to different profession, majority being students who make the sample more relevant as they are more involved in using social media. To eliminate the error of data duplication Email id were asked as a compulsory requirement. It restricts responses by same email ids more than once.
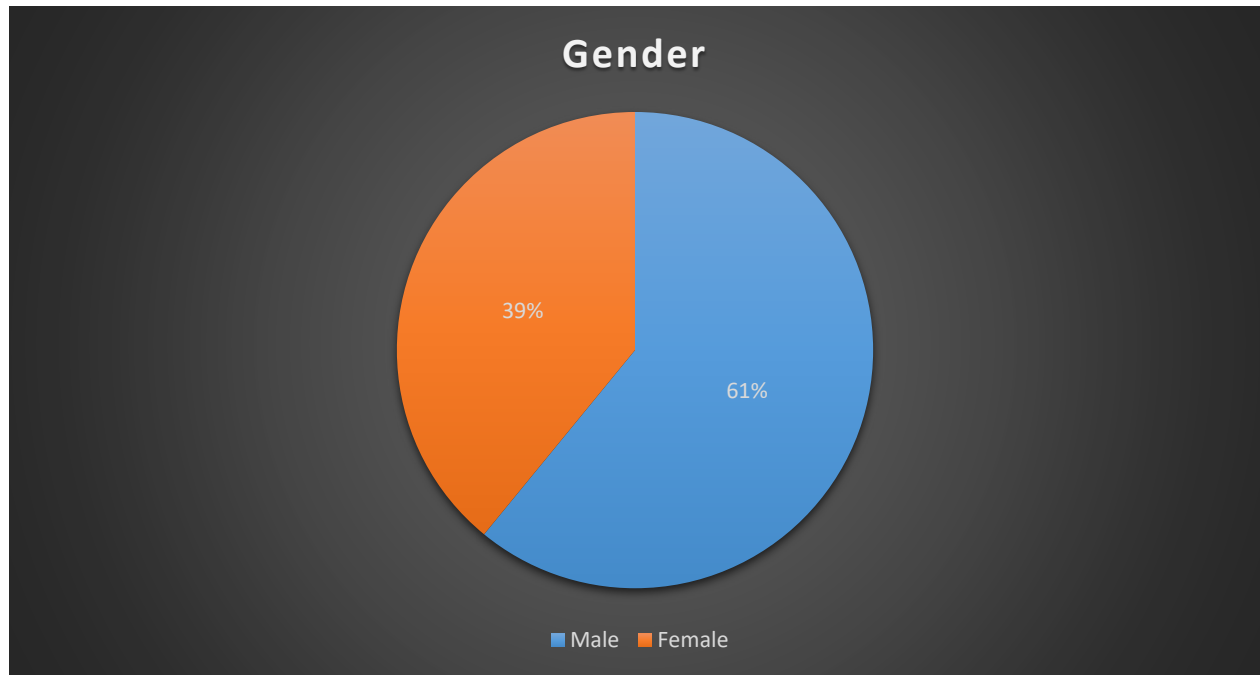

Statistical Analysis Techniques

Using SPSS software, the data was analysed using:

- Cross-tabulation: to study the relationship between multiple parameters

- Correlation: to analyze the influence of the social media marketing on the consumer buying behaviour

**4. Analysis, Findings and Recommendations**

Data Analysis

1. Gender

Out of the total 151 respondents, the male and female respondents were 92 and 59 respectively. This brings our respondents being divided in 60:40 ratio, 60 for male and 40 for female.

This difference among the ratio can make some answers obvious, which in case of equal ratio might not have been true.

2. Age Group
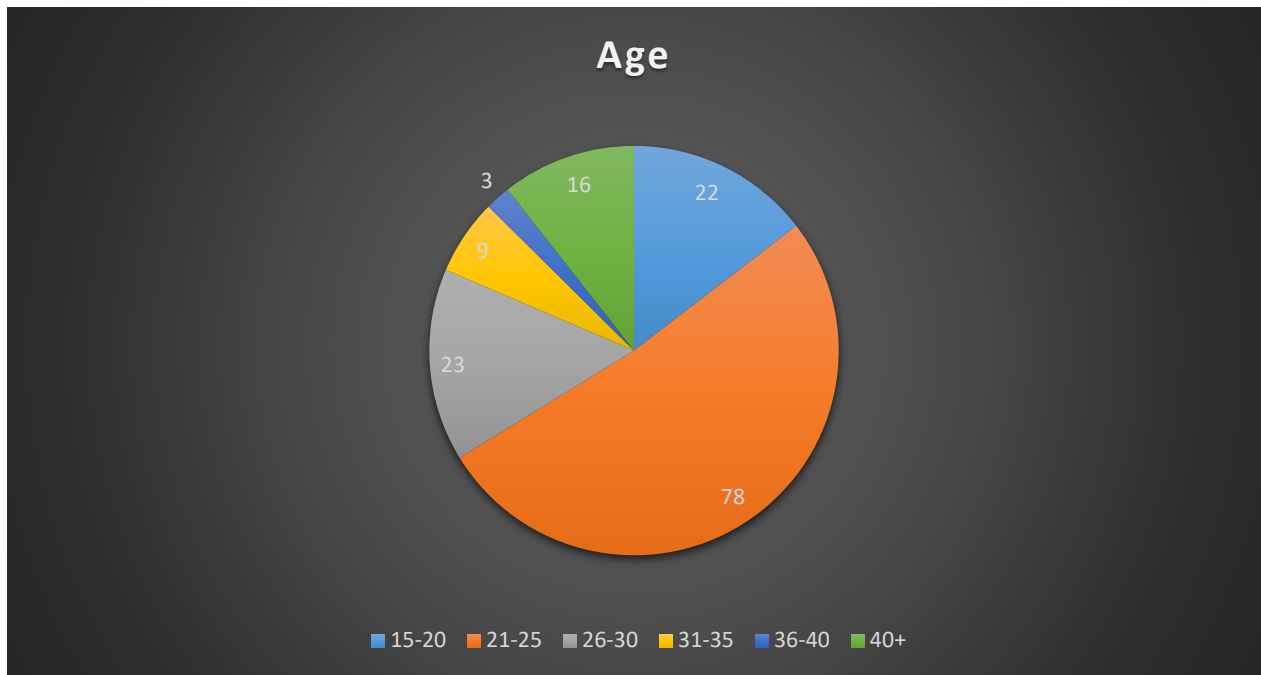
The respondents are spread across different age groups ranging from 15-40+ years. Maximum respondents are of the age group of 21-25 years trailed by age group 26-30 and 15-20 respectively. The other age group are on the little older side i.e. from 31+ years.

As the research belongs in the area of Social Media Marketing, the respondent's age denotes that the data might depict true results as younger population are the major users of social media.

3. Profession
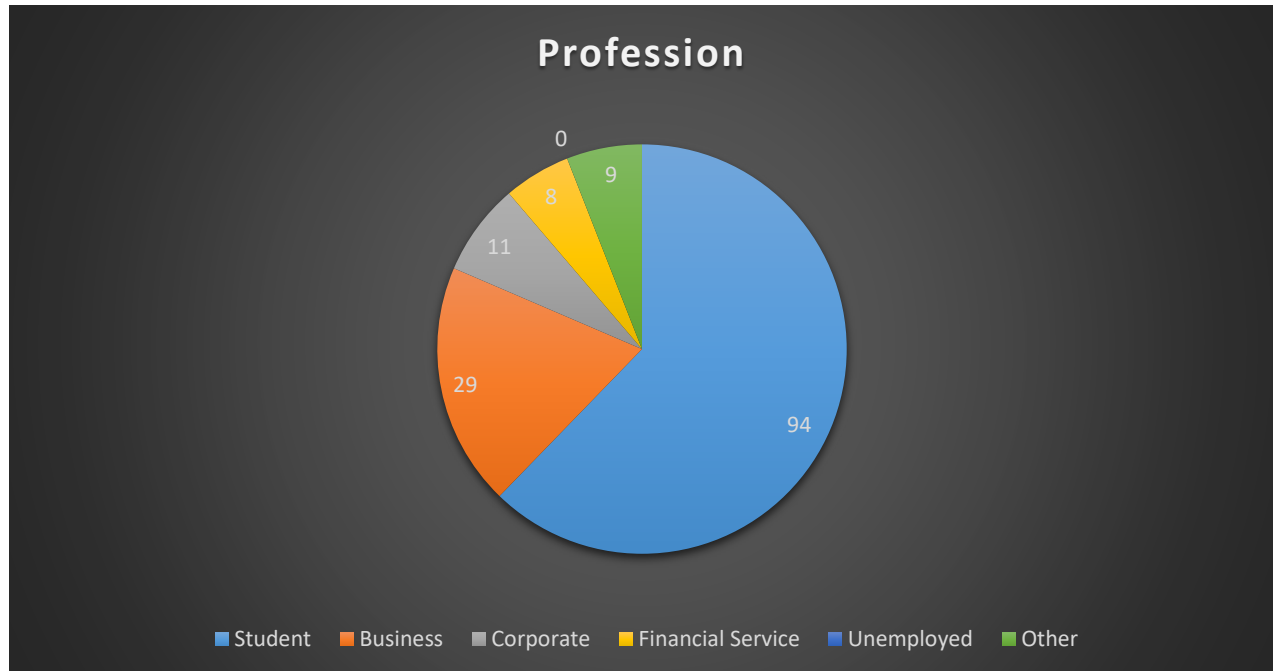
The survey sample consists of respondents from various profession. As we noticed the maximum respondents are from young age group, it is not surprising that the maximum respondents are Student. The other profession having maximum respondents after Student are Business and Corporate respectively. The remaining respondents are from Financial Services and Other category. The Other category includes the profession such as: Home Maker, Engineer, Government Service, Service and Photography. Interestingly, nobody marked themselves as Unemployed.

The information that we can gather from above data is that social media is used by people across different profession. Social media is persistent everywhere.

4. Annual Family Income

Your family's annual income level?

- Less than Rs. 3 Lakhs — 26
- Between Rs. 3 Lakhs-Rs. 5 Lakhs — 31
- Between Rs. 5 Lakhs-Rs. 10 Lakhs — 44
- Rs. 10 Lakhs and above — 45
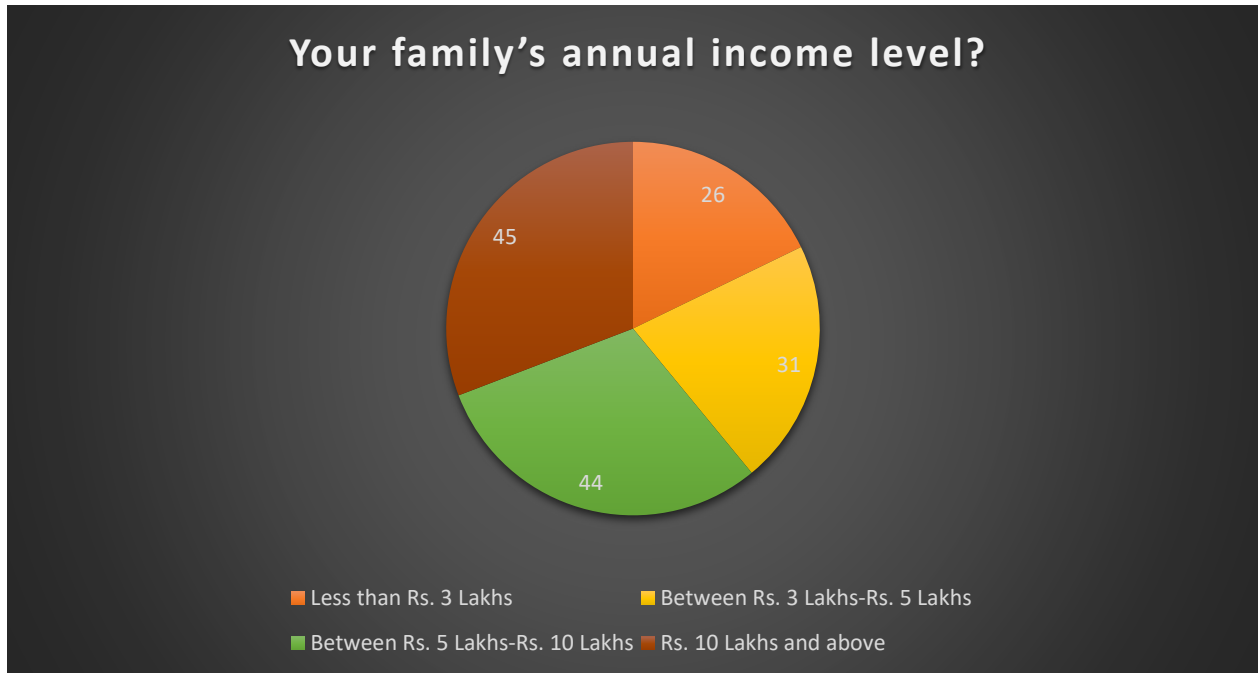
Among 151 respondents, only 146 chose to answer about their annual income. Maximum respondents stated that their family income is above Rs. 5 Lakhs.

The purpose behind collecting data about respondent's income is to find out the relationship between family income of a person and purchase decision made because of social media marketing.

5. Which Social Media platform you use the most?
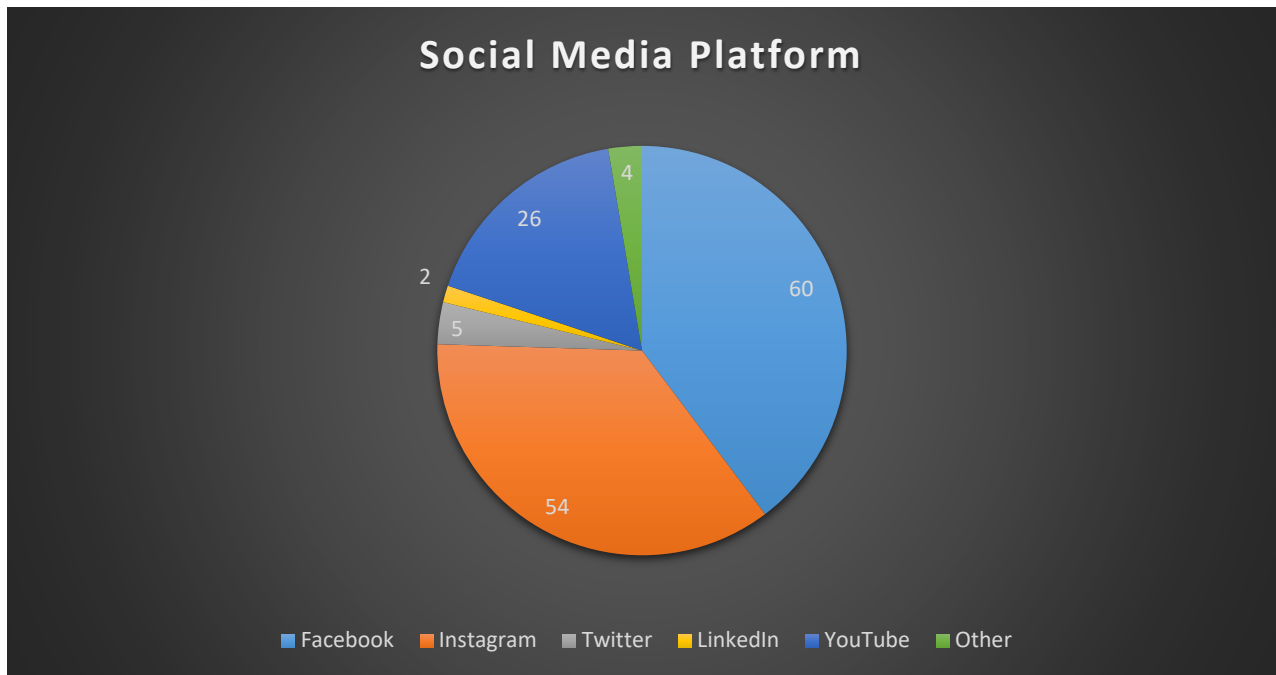
In present technological and socially connected world, using social media has become a norm. Also, as we have multiple options for social media platforms it is quite obvious that many people resort to use multiple social media platforms.

This question was asked to know about the most used social media platform by respondents among multiple options. In all the social media platforms we know Facebook is a leading player and expectedly from the data we get that the respondents chose Facebook as their most used social media platform. It is closely followed by Instagram. YouTube also has significant users. The remaining platforms like Twitter and LinkedIn doesn't seem too significant.

For the 'Other' platform respondents have answered: WhatsApp. But I didn't provide WhatsApp as option because as of now brands cannot use WhatsApp for full-fledged marketing tool like other options. Still, WhatsApp don't allow Advertisements so we cannot consider it as a social media marketing platform.

Now, for analysing social media platform use with respect to gender, we need following:

Null Hypothesis (H0): Age group doesn't matter in use of social media

Alternate Hypothesis (H1): Age group matters in use of social media

P-value: 0.05

*Note: For social media platform according to age we are considering only Facebook and Instagram

2. Age Group * 5. Which Social Media platform you use the most? Crosstabulation

			Facebook	Instagram	LinkedIn	Twitter	Whats all	Whatsapp	WhatsApp	YouTube	Total
2. Age Group	15-20	Count	4	12	0	0	0	0	1	5	22
		% within 2. Age Group	18.2%	54.5%	0.0%	0.0%	0.0%	0.0%	4.5%	22.7%	100.0%
		% within 5. Which Social Media platform you use the most?	6.7%	22.2%	0.0%	0.0%	0.0%	0.0%	50.0%	19.2%	14.6%
	21-25	Count	28	35	2	2	0	0	0	11	78
		% within 2. Age Group	35.9%	44.9%	2.6%	2.6%	0.0%	0.0%	0.0%	14.1%	100.0%
		% within 5. Which Social Media platform you use the most?	46.7%	64.8%	100.0%	40.0%	0.0%	0.0%	0.0%	42.3%	51.7%
	26-30	Count	9	5	0	2	1	0	0	6	23
		% within 2. Age Group	39.1%	21.7%	0.0%	8.7%	4.3%	0.0%	0.0%	26.1%	100.0%
		% within 5. Which Social Media platform you use the most?	15.0%	9.3%	0.0%	40.0%	100.0%	0.0%	0.0%	23.1%	15.2%
	31-35	Count	7	1	0	0	0	1	0	0	9
		% within 2. Age Group	77.8%	11.1%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	100.0%
		% within 5. Which Social Media platform you use the most?	11.7%	1.9%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	6.0%
	36-40	Count	3	0	0	0	0	0	0	0	3
		% within 2. Age Group	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within 5. Which Social Media platform you use the most?	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
	40+	Count	9	1	0	1	0	0	1	4	16
		% within 2. Age Group	56.3%	6.3%	0.0%	6.3%	0.0%	0.0%	6.3%	25.0%	100.0%
		% within 5. Which Social Media platform you use the most?	15.0%	1.9%	0.0%	20.0%	0.0%	0.0%	50.0%	15.4%	10.6%
Total		Count	60	54	2	5	1	1	2	26	151
		% within 2. Age Group	39.7%	35.8%	1.3%	3.3%	0.7%	0.7%	1.3%	17.2%	100.0%
		% within 5. Which Social Media platform you use the most?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	59.286[a]	35	.006
Likelihood Ratio	52.269	35	.030
N of Valid Cases	151		

a. 39 cells (81.3%) have expected count less than 5. The minimum expected count is .02.

From the above cross tabs, we can analyse that people belonging to age group of 15-30 use Instagram more than Facebook and we people belonging to age group 30+ use Facebook more than Instagram.

Also, from Chi-square test, we get significance value of 0.006 which is less than our P-value, hence we reject the null hypothesis and accept Alternate Hypothesis.

We can conclude that, age matters in using social media platform, the younger people tend to use Instagram more than the Facebook and the older people use Facebook more than Instagram.

6. How frequently you come across an advertisement on these social media platforms?
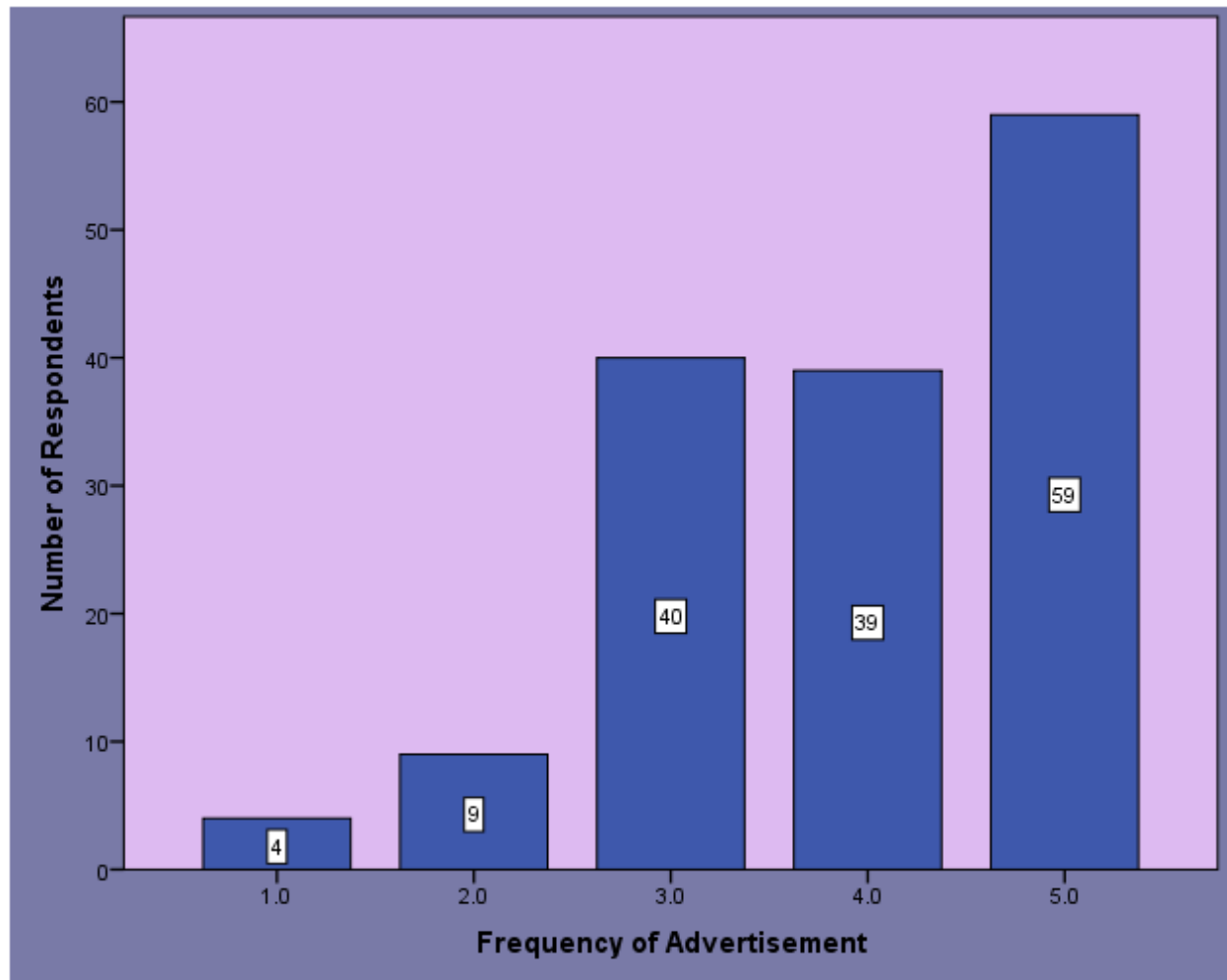

Here the responses have been recorded in Likert Scale. The measures were:

1 – Never

5- Very Frequently

With the responses, we can clearly examine that maximum people are exposed to the advertisements on these platforms very frequently. This means that companies are spending huge on 'Social Media Marketing'.

7. How often do you see your favorite brand advertise on these platforms?
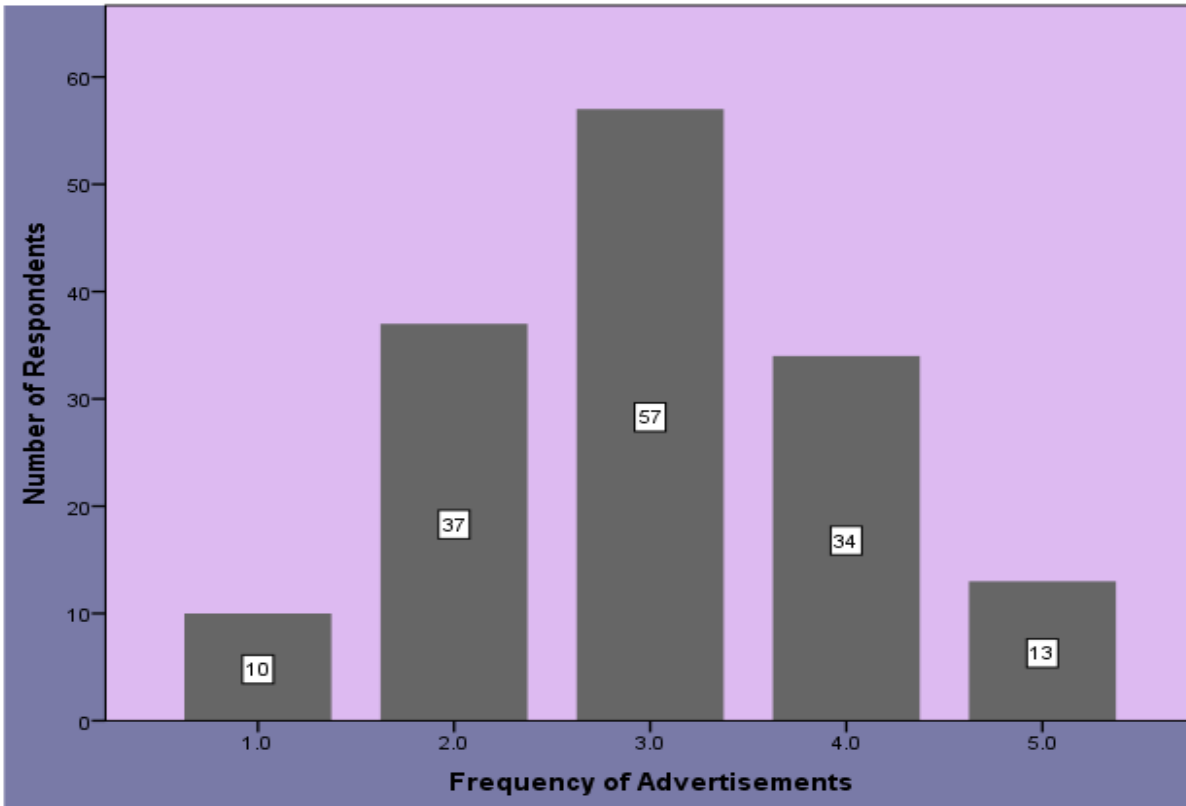
This question presents us a different picture regarding frequency of advertisements. On the previous question where maximum respondents accepted that they very frequently see advertisements on social media platforms but when the same question is asked with respect to their favourite brand maximum have responded with '3' or moderate.

The following things can be inferred from above:

- Their favourite brand is not spending on SMM as compared to other players
- The top brands which extensively use SMM are not their favourite brand

8. How influential to a purchase decision do you think social media marketing is?

Influence of Social Media Marketing on Purchase Decision

- Very Influential: 27
- Influential: 68
- Somewhat Influential: 47
- Not at all influential: 9
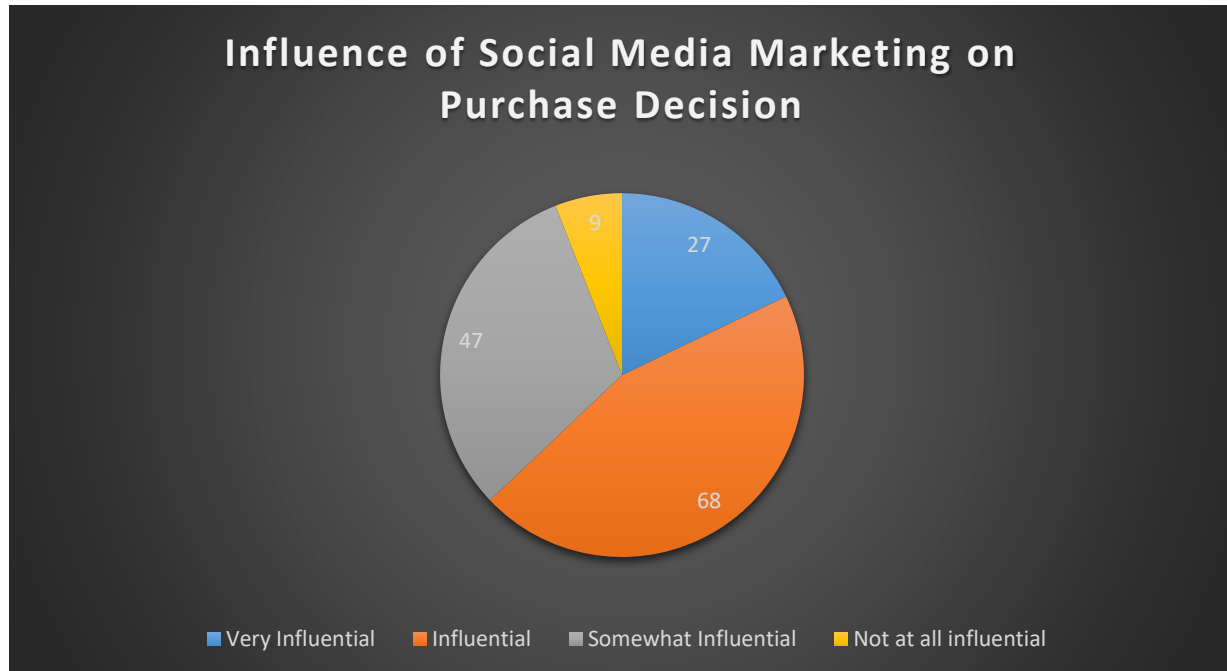
Maximum responses affirm that Social Media Marketing is influential on making a purchase decision. This also supports the huge spending of companies on social media marketing as it is helping them influence people while making a purchase.

Now, we analyse relationship between different factors and the criteria in this question.

- Age group-Influence Level
- Profession-Influence Level
- Income-Influence Level

Age Group and Influence Level

2. Age Group * 8. How influential to a purchase decision do you think social media marketing is? Crosstabulation

			8. How influential to a purchase decision do you think social media marketing is?				
			Influential	Not at all Influential	Somewhat Influential	Very Influential	Total
2. Age Group	15-20	Count	7	1	9	5	22
		% within 2. Age Group	31.8%	4.5%	40.9%	22.7%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	10.3%	11.1%	19.1%	18.5%	14.6%
	21-25	Count	39	4	22	13	78
		% within 2. Age Group	50.0%	5.1%	28.2%	16.7%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	57.4%	44.4%	46.8%	48.1%	51.7%
	26-30	Count	10	4	6	3	23
		% within 2. Age Group	43.5%	17.4%	26.1%	13.0%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	14.7%	44.4%	12.8%	11.1%	15.2%
	31-35	Count	4	0	4	1	9
		% within 2. Age Group	44.4%	0.0%	44.4%	11.1%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	5.9%	0.0%	8.5%	3.7%	6.0%
	36-40	Count	1	0	2	0	3
		% within 2. Age Group	33.3%	0.0%	66.7%	0.0%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	1.5%	0.0%	4.3%	0.0%	2.0%
	40+	Count	7	0	4	5	16
		% within 2. Age Group	43.8%	0.0%	25.0%	31.3%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	10.3%	0.0%	8.5%	18.5%	10.6%
Total		Count	68	9	47	27	151
		% within 2. Age Group	45.0%	6.0%	31.1%	17.9%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	100.0%	100.0%	100.0%	100.0%	100.0%

Analysisng the above data, the following can be inferred:

- People belonging to age group 21-25 years are mostly impacted by Social Media Marketing with regards to buying decision.
- Interestingly, people belonging to youngest age group 15-20years and oldest 40+ years have responded similarly for each of the option.

Profession and Influence Level

3. Profession * 8. How influential to a purchase decision do you think social media marketing is? Crosstabulation

| | | | 8. How influential to a purchase decision do you think social media marketing is? | | | | |
			Influential	Not at all Influential	Somewhat Influential	Very Influential	Total
3. Profession	Business	Count	13	2	7	7	29
		% within 3. Profession	44.8%	6.9%	24.1%	24.1%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	19.1%	22.2%	14.9%	25.9%	19.2%
	Corporate	Count	5	0	4	2	11
		% within 3. Profession	45.5%	0.0%	36.4%	18.2%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	7.4%	0.0%	8.5%	7.4%	7.3%
	ENGINEER	Count	1	0	0	0	1
		% within 3. Profession	100.0%	0.0%	0.0%	0.0%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	1.5%	0.0%	0.0%	0.0%	0.7%
	Financial Service	Count	5	0	3	0	8
		% within 3. Profession	62.5%	0.0%	37.5%	0.0%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	7.4%	0.0%	6.4%	0.0%	5.3%
	Govt service	Count	0	0	1	0	1
		% within 3. Profession	0.0%	0.0%	100.0%	0.0%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	0.0%	0.0%	2.1%	0.0%	0.7%
	Home maker	Count	0	0	1	1	2
		% within 3. Profession	0.0%	0.0%	50.0%	50.0%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	0.0%	0.0%	2.1%	3.7%	1.3%
	Housewife	Count	3	0	0	0	3
		% within 3. Profession	100.0%	0.0%	0.0%	0.0%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	4.4%	0.0%	0.0%	0.0%	2.0%
	Photography	Count	0	0	0	1	1
		% within 3. Profession	0.0%	0.0%	0.0%	100.0%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	0.0%	0.0%	0.0%	3.7%	0.7%
	Service	Count	0	0	1	0	1
		% within 3. Profession	0.0%	0.0%	100.0%	0.0%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	0.0%	0.0%	2.1%	0.0%	0.7%
	Student	Count	41	7	30	16	94
		% within 3. Profession	43.6%	7.4%	31.9%	17.0%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	60.3%	77.8%	63.8%	59.3%	62.3%
Total		Count	68	9	47	27	151
		% within 3. Profession	45.0%	6.0%	31.1%	17.9%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	100.0%	100.0%	100.0%	100.0%	100.0%

Analysisng the above data, the following can be inferred:

- People belonging to Student profession are mostly impacted by Social Media Marketing with regards to buying decision.
- Business profession people are in second place in being influenced. Corporate, Financial Services, and Other categories professionals have responded on similar lines.

Income-Influence Level

4. Annual Family Income Level (Indian Rupees) * 8. How influential to a purchase decision do you think social media marketing is? Crosstabulation

| | | | 8. How influential to a purchase decision do you think social media marketing is? | | | | Total |
			Influential	Not at all Influential	Somewhat Influential	Very Influential	
4. Annual Family Income Level (Indian Rupees)		Count	1	0	2	2	5
		% within 4. Annual Family Income Level (Indian Rupees)	20.0%	0.0%	40.0%	40.0%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	1.5%	0.0%	4.3%	7.4%	3.3%
	Above 10 Lakhs	Count	21	1	16	7	45
		% within 4. Annual Family Income Level (Indian Rupees)	46.7%	2.2%	35.6%	15.6%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	30.9%	11.1%	34.0%	25.9%	29.8%
	Between Rs. 3 Lakhs and Rs. 5 Lakhs	Count	15	0	9	7	31
		% within 4. Annual Family Income Level (Indian Rupees)	48.4%	0.0%	29.0%	22.6%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	22.1%	0.0%	19.1%	25.9%	20.5%
	Between Rs. 5 Lakhs and Rs. 10 Lakhs	Count	22	4	12	6	44
		% within 4. Annual Family Income Level (Indian Rupees)	50.0%	9.1%	27.3%	13.6%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	32.4%	44.4%	25.5%	22.2%	29.1%
	Less than Rs. 3 Lakhs	Count	9	4	8	5	26
		% within 4. Annual Family Income Level (Indian Rupees)	34.6%	15.4%	30.8%	19.2%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	13.2%	44.4%	17.0%	18.5%	17.2%
Total		Count	68	9	47	27	151
		% within 4. Annual Family Income Level (Indian Rupees)	45.0%	6.0%	31.1%	17.9%	100.0%
		% within 8. How influential to a purchase decision do you think social media marketing is?	100.0%	100.0%	100.0%	100.0%	100.0%

Analysisng the above data, the following can be inferred:

- People having income level of above Rs. 10 Lakhs are mostly impacted by Social Media Marketing with regards to buying decision.
- People having income level of below Rs. 3 Lakhs are least influenced.

9. In which platform do you notice more advertisements?

Social Media Platform

56
70
1
0
24

Facebook   Instagram   Twitter   LinkedIn   YouTube
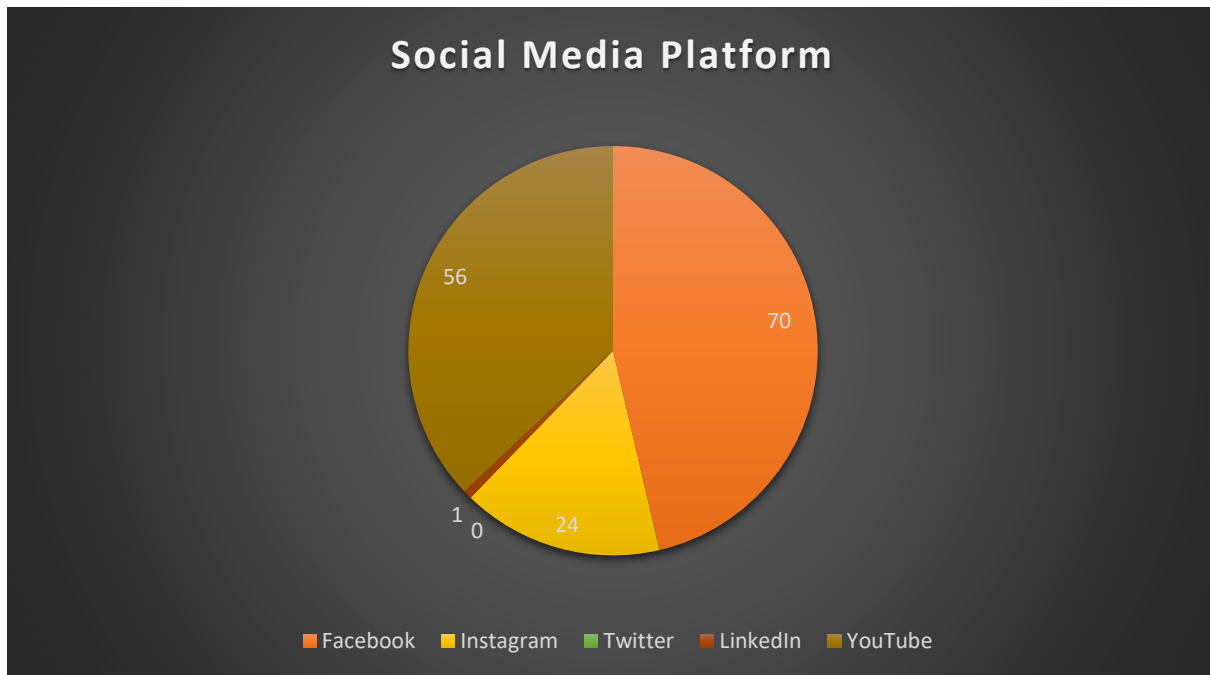
This question was asked to find out the social media platform that boasts maximum advertisements as noticed by respondents. The result is not surprising, Facebook leads in terms of advertisement platform which is also the most used social media platform globally. The second in the list is YouTube followed by Instagram and LinkedIn. Surprisingly, nobody has voted for Twitter.

Now, let's try to understand the relation between Social Media Platform used and Maximum advertisements seen on these platforms. This will help to provide answers for following question:

- Does using a particular social media platform most lead to viewing maximum advertisement on that particular platform?

Social Media Use Platform-Advertisement Platform

5. Which Social Media platform you use the most? * 9. In which platform do you notice more advertisements? Crosstabulation

			9. In which platform do you notice more advertisements?				Total
			Facebook	Instagram	LinkedIn	YouTube	
5. Which Social Media platform you use the most?	Facebook	Count	39	6	0	15	60
		% within 5. Which Social Media platform you use the most?	65.0%	10.0%	0.0%	25.0%	100.0%
		% within 9. In which platform do you notice more advertisements?	55.7%	25.0%	0.0%	26.8%	39.7%
	Instagram	Count	17	14	1	22	54
		% within 5. Which Social Media platform you use the most?	31.5%	25.9%	1.9%	40.7%	100.0%
		% within 9. In which platform do you notice more advertisements?	24.3%	58.3%	100.0%	39.3%	35.8%
	LinkedIn	Count	1	0	0	1	2
		% within 5. Which Social Media platform you use the most?	50.0%	0.0%	0.0%	50.0%	100.0%
		% within 9. In which platform do you notice more advertisements?	1.4%	0.0%	0.0%	1.8%	1.3%
	Twitter	Count	2	1	0	2	5
		% within 5. Which Social Media platform you use the most?	40.0%	20.0%	0.0%	40.0%	100.0%
		% within 9. In which platform do you notice more advertisements?	2.9%	4.2%	0.0%	3.6%	3.3%
	Whats all	Count	1	0	0	0	1
		% within 5. Which Social Media platform you use the most?	100.0%	0.0%	0.0%	0.0%	100.0%
		% within 9. In which platform do you notice more advertisements?	1.4%	0.0%	0.0%	0.0%	0.7%
	Whatsapp	Count	1	0	0	0	1
		% within 5. Which Social Media platform you use the most?	100.0%	0.0%	0.0%	0.0%	100.0%
		% within 9. In which platform do you notice more advertisements?	1.4%	0.0%	0.0%	0.0%	0.7%
	WhatsApp	Count	0	0	0	2	2
		% within 5. Which Social Media platform you use the most?	0.0%	0.0%	0.0%	100.0%	100.0%
		% within 9. In which platform do you notice more advertisements?	0.0%	0.0%	0.0%	3.6%	1.3%
	YouTube	Count	9	3	0	14	26
		% within 5. Which Social Media platform you use the most?	34.6%	11.5%	0.0%	53.8%	100.0%
		% within 9. In which platform do you notice more advertisements?	12.9%	12.5%	0.0%	25.0%	17.2%
Total		Count	70	24	1	56	151
		% within 5. Which Social Media platform you use the most?	46.4%	15.9%	0.7%	37.1%	100.0%
		% within 9. In which platform do you notice more advertisements?	100.0%	100.0%	100.0%	100.0%	100.0%

After analysing the data, the following can be inferred:

- For Facebook and YouTube, the question can be answered in affirmative.
- For other platform users, YouTube is the platform with maximum advertisements.

10. Do you think social media marketing help you recognize the brand?
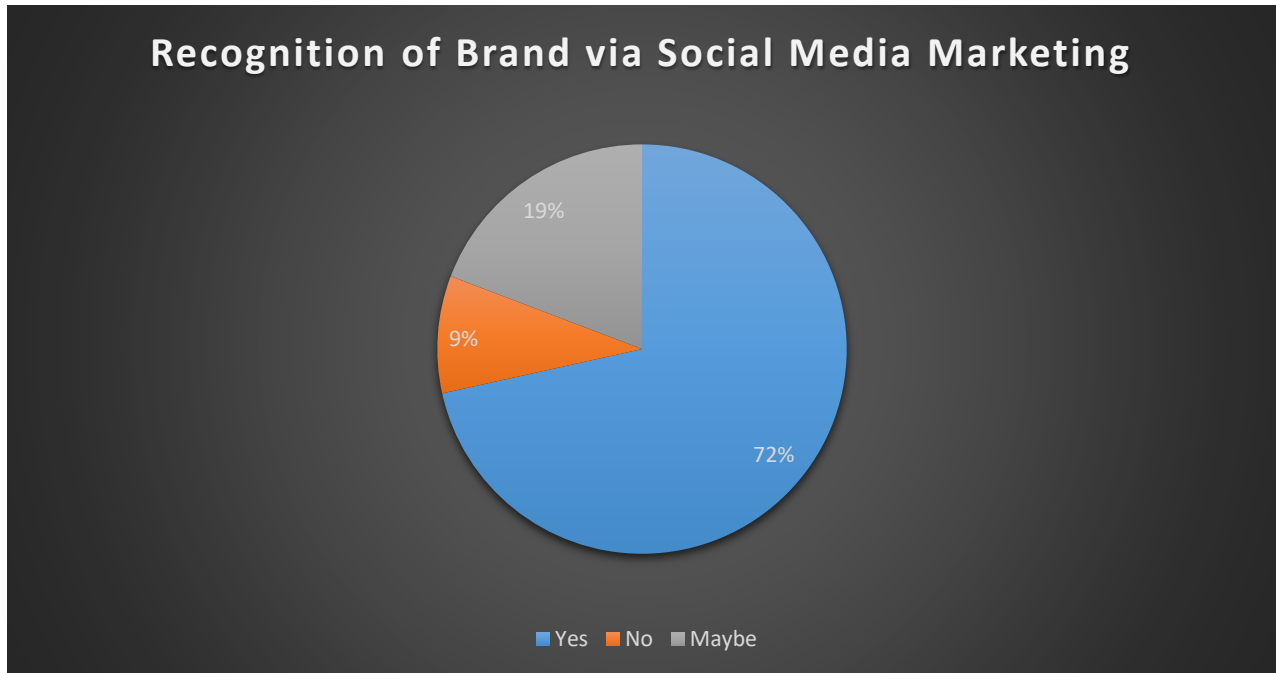
Around 72% of respondents agreed that Social Media Marketing does help in brand recognition. While 19% of respondents are believe that SMM might help in recognising the brand, remaining 9% have clearly stated that Social Media Marketing doesn't help in recognising the brand.

Analysing the relationship between Profession and this criteria, the following could be answered:

- Which profession mostly agrees with Social Media Marketing helping them recognise the brand?

*Note: Both 'Yes' and 'Maybe' are considered for affirmation.

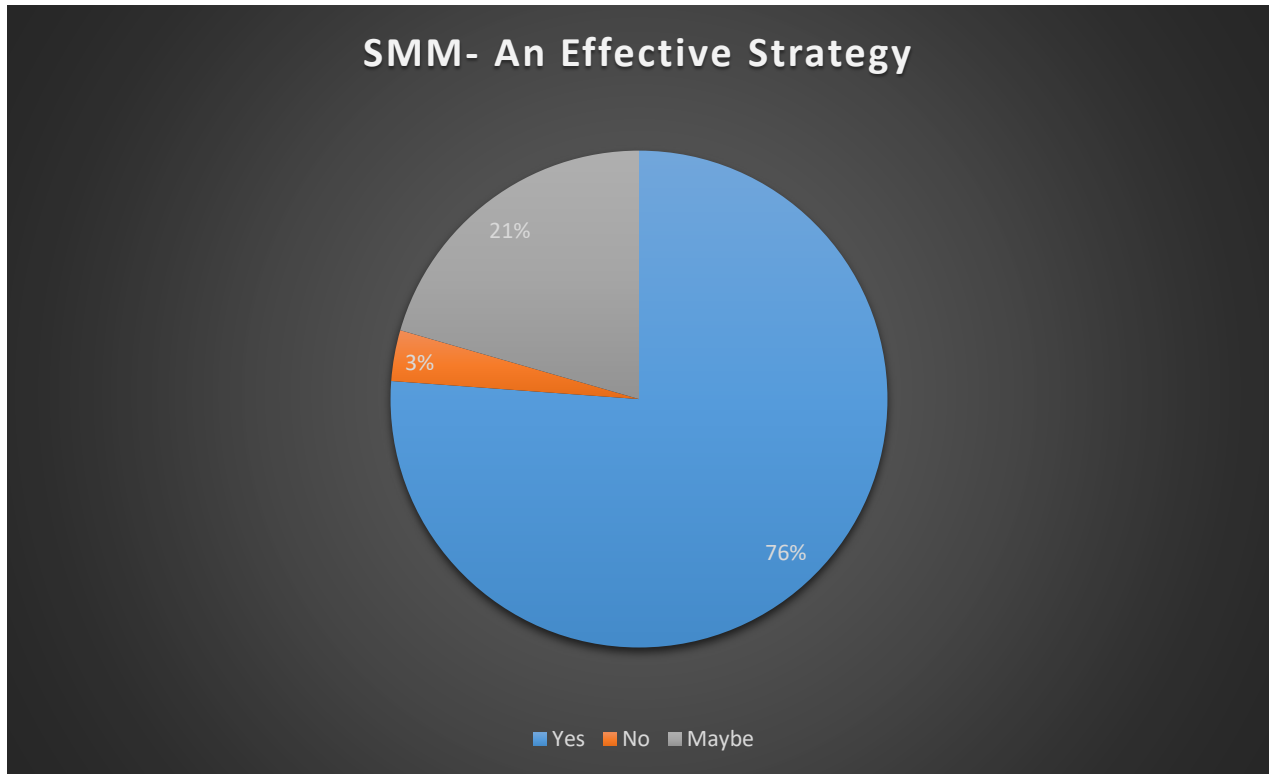**Profession-Social Media Marketing for Brand Recognition**

3. Profession * 10. Do you think social media marketing help you recognize the brand? Crosstabulation

			10. Do you think social media marketing help you recognize the brand?			Total
			Maybe	No	Yes	
3. Profession	Business	Count	4	4	21	29
		% within 3. Profession	13.8%	13.8%	72.4%	100.0%
		% within 10. Do you think social media marketing help you recognize the brand?	13.8%	28.6%	19.4%	19.2%
	Corporate	Count	2	0	9	11
		% within 3. Profession	18.2%	0.0%	81.8%	100.0%
		% within 10. Do you think social media marketing help you recognize the brand?	6.9%	0.0%	8.3%	7.3%
	ENGINEER	Count	1	0	0	1
		% within 3. Profession	100.0%	0.0%	0.0%	100.0%
		% within 10. Do you think social media marketing help you recognize the brand?	3.4%	0.0%	0.0%	0.7%
	Financial Service	Count	1	2	5	8
		% within 3. Profession	12.5%	25.0%	62.5%	100.0%
		% within 10. Do you think social media marketing help you recognize the brand?	3.4%	14.3%	4.6%	5.3%
	Govt service	Count	0	0	1	1
		% within 3. Profession	0.0%	0.0%	100.0%	100.0%
		% within 10. Do you think social media marketing help you recognize the brand?	0.0%	0.0%	0.9%	0.7%
	Home maker	Count	1	0	1	2
		% within 3. Profession	50.0%	0.0%	50.0%	100.0%
		% within 10. Do you think social media marketing help you recognize the brand?	3.4%	0.0%	0.9%	1.3%
	Housewife	Count	2	0	1	3
		% within 3. Profession	66.7%	0.0%	33.3%	100.0%
		% within 10. Do you think social media marketing help you recognize the brand?	6.9%	0.0%	0.9%	2.0%
	Photography	Count	0	0	1	1
		% within 3. Profession	0.0%	0.0%	100.0%	100.0%
		% within 10. Do you think social media marketing help you recognize the brand?	0.0%	0.0%	0.9%	0.7%
	Service	Count	1	0	0	1
		% within 3. Profession	100.0%	0.0%	0.0%	100.0%
		% within 10. Do you think social media marketing help you recognize the brand?	3.4%	0.0%	0.0%	0.7%
	Student	Count	17	8	69	94
		% within 3. Profession	18.1%	8.5%	73.4%	100.0%
		% within 10. Do you think social media marketing help you recognize the brand?	58.6%	57.1%	63.9%	62.3%
Total		Count	29	14	108	151
		% within 3. Profession	19.2%	9.3%	71.5%	100.0%
		% within 10. Do you think social media marketing help you recognize the brand?	100.0%	100.0%	100.0%	100.0%

After analysing the above data, the following can be inferred:

- Corporate profession respondents have a 100 % positive response rate for the question. This should not be surprising, as there's a high chance that the organisations they are associated with also use Social Media Marketing.

- In second and third position Student and Business professionals are placed respectively. These are also the sectors where SMM is used extensively.

11. Do you think social media marketing is an effective marketing strategy for the organizations?

Maximum respondents believe that Social Media Marketing is an effective marketing strategy adopted by organisations. This again justifies the expenditure made by oganisations on Social Media Marketing. As SMM helps in brand recognition and also has a positive impact on purchase decision, it is really an effective marketing strategy.

12. Have you been enticed by an advertisement on social media to buy a product?
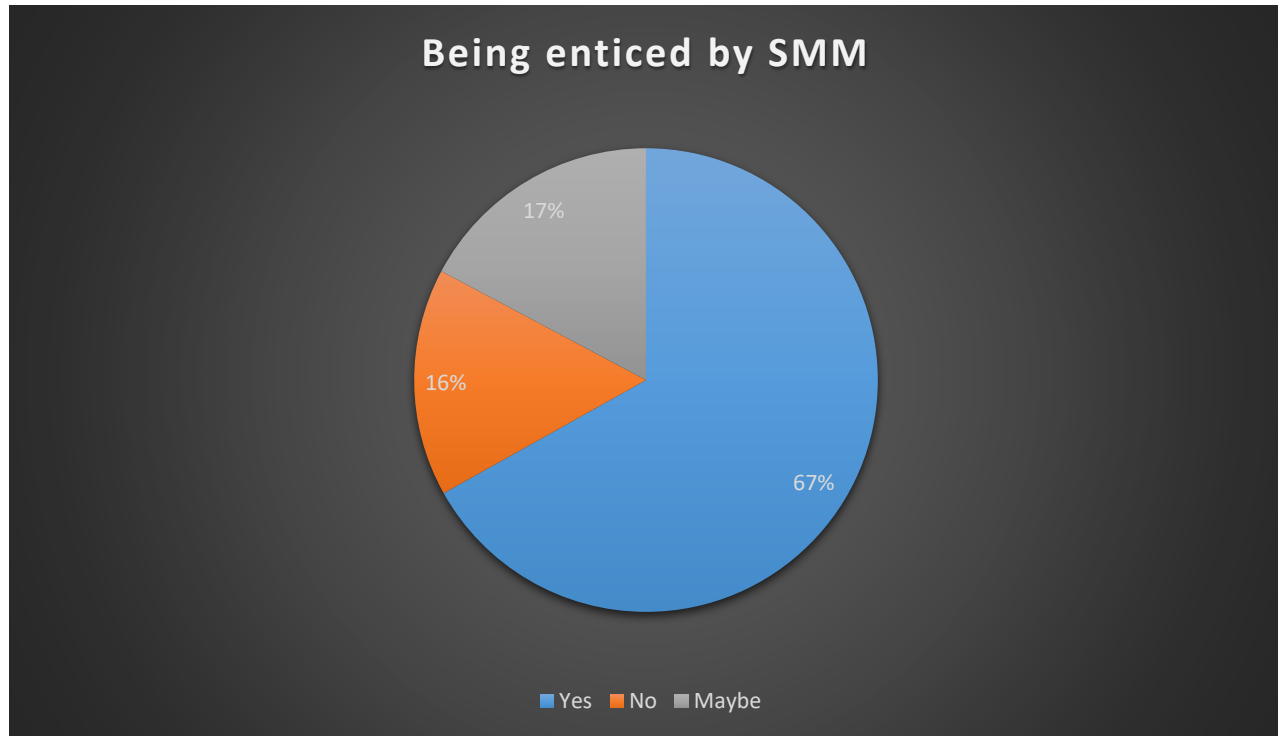
As expected maximum respondents agree that they are attracted by Social Media Marketing to buy a product (both goods and service). Surprisingly, we have a significant number of respondents who stated that they are not enticed by Social Media Marketing to buy a product.

It would be interesting to analyse this criteria with influence level of Social Media Marketing on buying decision.

The purpose:

- To know whether respondents stating that SMM is influential for making a purchase decision also agree that they are enticed with SMM to buy a product

p-value: 0.05

Note: The responses 'Very Influential', 'Influential', 'Somewhat Influential', 'Yes' and 'Maybe' are all considered as positive response.

| | | | 12. Have you been enticed by an advertisement on social media to buy a product? | | | |
			Maybe	No	Yes	Total
8. How influential to a purchase decision do you think social media marketing is?	Influential	Count	10	5	53	68
		% within 8. How influential to a purchase decision do you think social media marketing is?	14.7%	7.4%	77.9%	100.0%
		% within 12. Have you been enticed by an advertisement on social media to buy a product?	38.5%	20.8%	52.5%	45.0%
	Not at all Influential	Count	2	6	1	9
		% within 8. How influential to a purchase decision do you think social media marketing is?	22.2%	66.7%	11.1%	100.0%
		% within 12. Have you been enticed by an advertisement on social media to buy a product?	7.7%	25.0%	1.0%	6.0%
	Somewhat Influential	Count	12	10	25	47
		% within 8. How influential to a purchase decision do you think social media marketing is?	25.5%	21.3%	53.2%	100.0%
		% within 12. Have you been enticed by an advertisement on social media to buy a product?	46.2%	41.7%	24.8%	31.1%
	Very Influential	Count	2	3	22	27
		% within 8. How influential to a purchase decision do you think social media marketing is?	7.4%	11.1%	81.5%	100.0%
		% within 12. Have you been enticed by an advertisement on social media to buy a product?	7.7%	12.5%	21.8%	17.9%
Total		Count	26	24	101	151
		% within 8. How influential to a purchase decision do you think social media marketing is?	17.2%	15.9%	66.9%	100.0%
		% within 12. Have you been enticed by an advertisement on social media to buy a product?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	30.346[a]	6	.000
Likelihood Ratio	26.979	6	.000
N of Valid Cases	151		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.43.

From the above analysis, following can be inferred:

- The significance value is 0.000034 which is less than the perquisite p-value. It signifies that both criteria have positive correlation.
- In simple terms, respondents who sated that SMM is influential for purchase decision also agreed that they are enticed with SMM to buy a product and respondents who stated that SMM is not influential for purchase decision also stated that they are not enticed with the SMM to buy a product. Though, there are very few respondents who stated that they were not influenced by SMM by have been enticed.
- It also clears that there is no discrepancy in the responses.

13. What kind of advertisement on social media you come across the most?
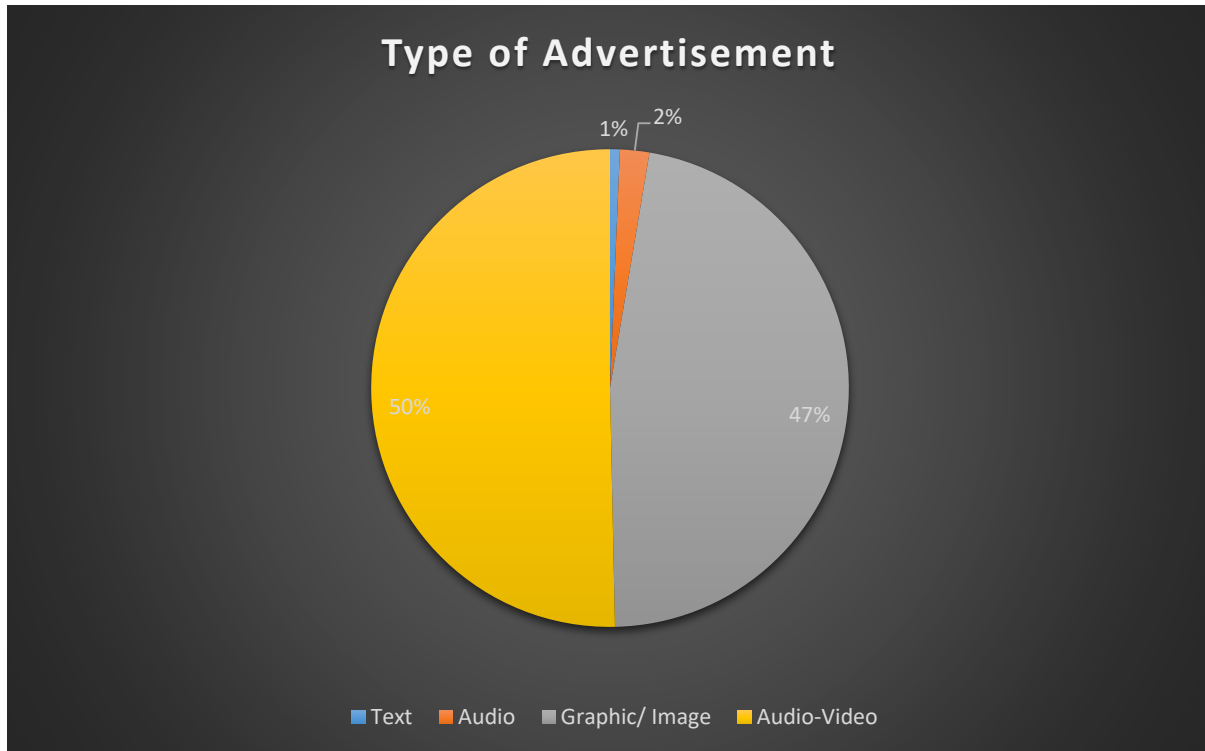
This purpose behind this question is to know that which type of advertisements are mostly seen by the respondents which in turn may bring out information about the advertisement type mostly used in Social Media Marketing.

According to responses, the two most used type of advertisements are 'Audio-Video' and 'Graphic/ Image' in the respective order.

Now, we try to analyse the criteria with different parameters.

- Mostly used Social Media Platform-Type of Advertisement
- Enticement by SMM-Type of Advertisement

Social Media Platform-Type of Advertisement

5. Which Social Media platform you use the most? * 13. What kind of advertisement on social media you come across the most? Crosstabulation

			13. What kind of advertisement on social media you come across the most?				Total
			Audio	Audio-Video	Graphic/ Image	Text	
5. Which Social Media platform you use the most?	Facebook	Count	1	25	34	0	60
		% within 5. Which Social Media platform you use the most?	1.7%	41.7%	56.7%	0.0%	100.0%
		% within 13. What kind of advertisement on social media you come across the most?	33.3%	32.9%	47.9%	0.0%	39.7%
	Instagram	Count	0	32	22	0	54
		% within 5. Which Social Media platform you use the most?	0.0%	59.3%	40.7%	0.0%	100.0%
		% within 13. What kind of advertisement on social media you come across the most?	0.0%	42.1%	31.0%	0.0%	35.8%
	LinkedIn	Count	0	1	1	0	2
		% within 5. Which Social Media platform you use the most?	0.0%	50.0%	50.0%	0.0%	100.0%
		% within 13. What kind of advertisement on social media you come across the most?	0.0%	1.3%	1.4%	0.0%	1.3%
	Twitter	Count	0	2	3	0	5
		% within 5. Which Social Media platform you use the most?	0.0%	40.0%	60.0%	0.0%	100.0%
		% within 13. What kind of advertisement on social media you come across the most?	0.0%	2.6%	4.2%	0.0%	3.3%
	Whats all	Count	0	0	1	0	1
		% within 5. Which Social Media platform you use the most?	0.0%	0.0%	100.0%	0.0%	100.0%
		% within 13. What kind of advertisement on social media you come across the most?	0.0%	0.0%	1.4%	0.0%	0.7%
	Whatsapp	Count	0	0	1	0	1
		% within 5. Which Social Media platform you use the most?	0.0%	0.0%	100.0%	0.0%	100.0%
		% within 13. What kind of advertisement on social media you come across the most?	0.0%	0.0%	1.4%	0.0%	0.7%
	WhatsApp	Count	0	2	0	0	2
		% within 5. Which Social Media platform you use the most?	0.0%	100.0%	0.0%	0.0%	100.0%
		% within 13. What kind of advertisement on social media you come across the most?	0.0%	2.6%	0.0%	0.0%	1.3%
	YouTube	Count	2	14	9	1	26
		% within 5. Which Social Media platform you use the most?	7.7%	53.8%	34.6%	3.8%	100.0%
		% within 13. What kind of advertisement on social media you come across the most?	66.7%	18.4%	12.7%	100.0%	17.2%
Total		Count	3	76	71	1	151
		% within 5. Which Social Media platform you use the most?	2.0%	50.3%	47.0%	0.7%	100.0%
		% within 13. What kind of advertisement on social media you come across the most?	100.0%	100.0%	100.0%	100.0%	100.0%

From above data, following can be inferred:

- Respondents using Facebook the most, stated that they see 'Graphic/ Image' type of advertisement the most.
- While 'Audio-Video' type of advertisements are seen mostly by the users of Instagram and YouTube. Facebook has also a significant users exposed to 'Audio-Video' advertisement.

Enticement by SMM-Type of Advertisement

Crosstab

			13. What kind of advertisement on social media you come across the most?				Total
			Audio	Audio-Video	Graphic/ Image	Text	
12. Have you been enticed by an advertisement on social media to buy a product?	Maybe	Count	1	15	9	1	26
		% within 12. Have you been enticed by an advertisement on social media to buy a product?	3.8%	57.7%	34.6%	3.8%	100.0%
		% within 13. What kind of advertisement on social media you come across the most?	33.3%	19.7%	12.7%	100.0%	17.2%
	No	Count	2	12	10	0	24
		% within 12. Have you been enticed by an advertisement on social media to buy a product?	8.3%	50.0%	41.7%	0.0%	100.0%
		% within 13. What kind of advertisement on social media you come across the most?	66.7%	15.8%	14.1%	0.0%	15.9%
	Yes	Count	0	49	52	0	101
		% within 12. Have you been enticed by an advertisement on social media to buy a product?	0.0%	48.5%	51.5%	0.0%	100.0%
		% within 13. What kind of advertisement on social media you come across the most?	0.0%	64.5%	73.2%	0.0%	66.9%
Total		Count	3	76	71	1	151
		% within 12. Have you been enticed by an advertisement on social media to buy a product?	2.0%	50.3%	47.0%	0.7%	100.0%
		% within 13. What kind of advertisement on social media you come across the most?	100.0%	100.0%	100.0%	100.0%	100.0%

The following can be inferred from the above analysis:

- Maximum respondents who agreed to be enticed by SMM to buy a product are exposed to Graphic/ Image type of advertisement closely followed by Audio-Video.
- Graphic/ Image type advertisement are less costly to design, less time taken to design, and more impactful because viewers don't have to spend much time in looking up this kind of advertisement.

14. How suitable is Social Media Marketing for following product categories?

(1 being least suitable and 5 being most suitable)
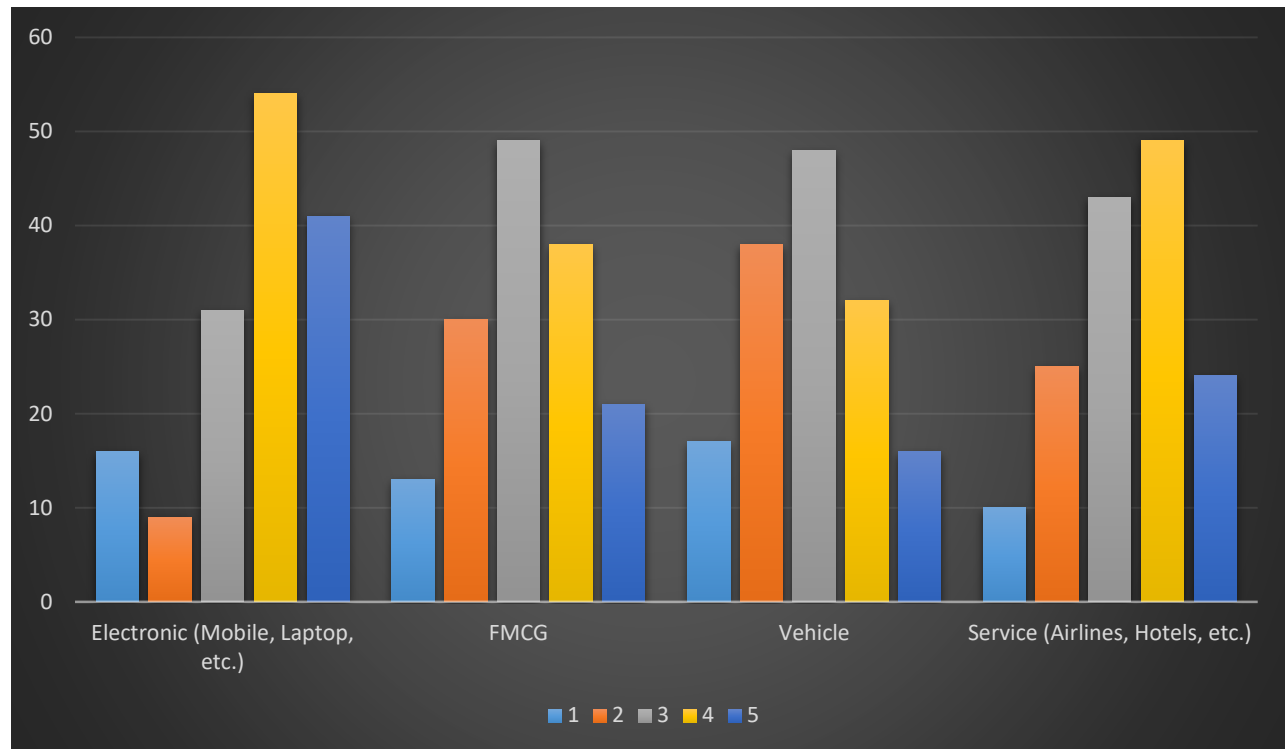
Social Media Marketing is used by different organisations dealing with different product categories. The above responses depicts how suitable respondents find Social Media Marketing for the given product categories.

The following can be inferred from the responses:

- Social Media Marketing is most suitable for Electronic product category, followed by Service, FMCG and Vehicle respectively.

We have previously analysed that people belonging to Lower income group are least impacted by Social Media Marketing. This concludes that Social Media Marketing are not suitable for high price products. In this case, Vehicle category is the least suitable with regards to Social Media Marketing.

15. Have you ever made a purchase because of social media marketing?
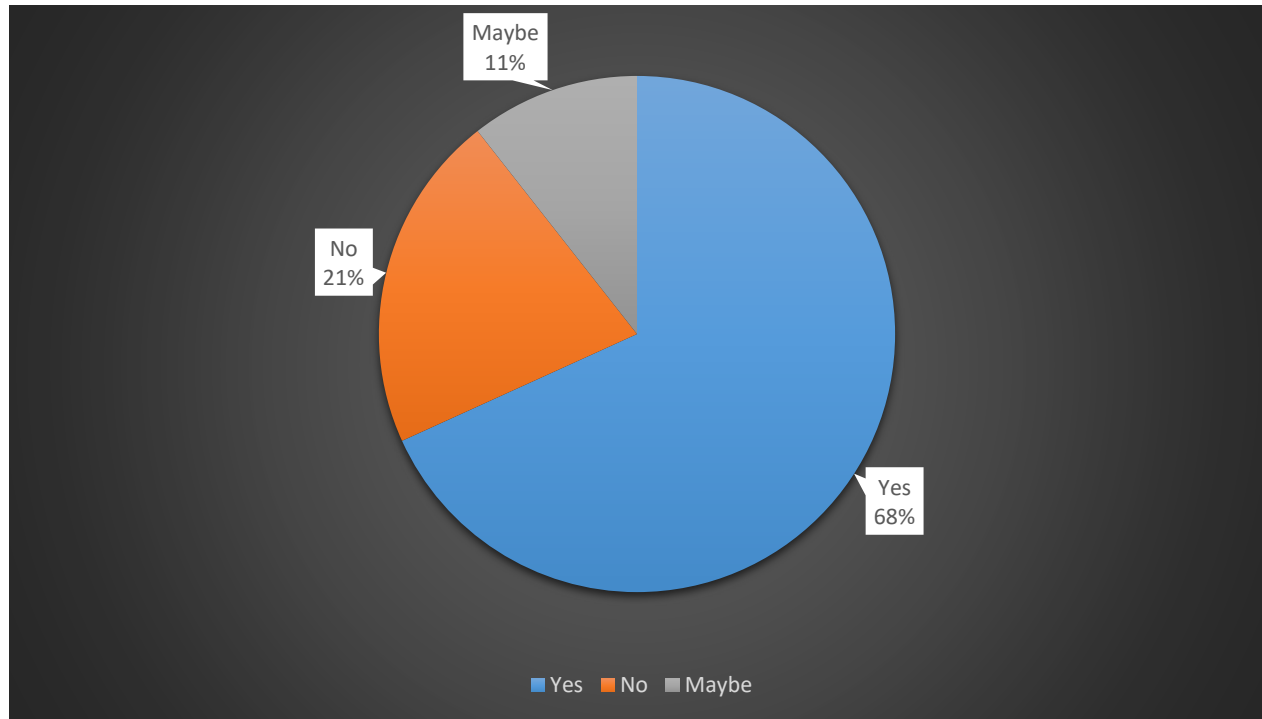
The purpose behind asking this query was to know the real influence of Social Media Marketing with regards to actual purchase made. As seen in the case of influence and enticement, expectedly maximum respondents stated that they made a purchase because of Social Media Marketing.

Now, we will analyse the following:

- Influence-Actual Purchase made
- Enticement-Actual Purchase made
- Income-Actual Purchase made

Purpose:

- To know whether having influence and enticement leads to actual purchase made and by what percent.
- To know how does income impact the actual purchase made

*Note: The responses 'Very Influential', 'Influential', 'Somewhat Influential', 'Yes' and 'Maybe' are all considered as positive response.

Influence-Actual Purchase

8. How influential to a purchase decision do you think social media marketing is? * 15. Have you ever made a purchase because of social media marketing? Crosstabulation

			15. Have you ever made a purchase because of social media marketing?			Total
			Maybe	No	Yes	
8. How influential to a purchase decision do you think social media marketing is?	Influential	Count	7	9	52	68
		% within 8. How influential to a purchase decision do you think social media marketing is?	10.3%	13.2%	76.5%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?	43.8%	28.1%	50.5%	45.0%
	Not at all Influential	Count	0	9	0	9
		% within 8. How influential to a purchase decision do you think social media marketing is?	0.0%	100.0%	0.0%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?	0.0%	28.1%	0.0%	6.0%
	Somewhat Influential	Count	8	12	27	47
		% within 8. How influential to a purchase decision do you think social media marketing is?	17.0%	25.5%	57.4%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?	50.0%	37.5%	26.2%	31.1%
	Very Influential	Count	1	2	24	27
		% within 8. How influential to a purchase decision do you think social media marketing is?	3.7%	7.4%	88.9%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?	6.3%	6.3%	23.3%	17.9%
Total		Count	16	32	103	151
		% within 8. How influential to a purchase decision do you think social media marketing is?	10.6%	21.2%	68.2%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	44.557[a]	6	.000
Likelihood Ratio	40.118	6	.000
N of Valid Cases	151		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .95.

The following can be inferred from above:

- The significance value is less than the p-value (0.05) which shoes that there is an affirmative relationship between influence and actual purchase made.
- Around 83% of respondents who are influenced by SMM have made the purchase.
- The respondents who stated they are not influenced at all by Social Media Marketing also stated that they have never made a purchase because of Social Media marketing.
- This also indicates there is no discrepancy in the responses.

Enticement-Actual Purchase

12. Have you been enticed by an advertisement on social media to buy a product? * 15. Have you ever made a purchase because of social media marketing? Crosstabulation

				15. Have you ever made a purchase because of social media marketing?			Total
				Maybe	No	Yes	
12. Have you been enticed by an advertisement on social media to buy a product?	Maybe	Count		8	7	11	26
		% within 12. Have you been enticed by an advertisement on social media to buy a product?		30.8%	26.9%	42.3%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?		50.0%	21.9%	10.7%	17.2%
	No	Count		3	17	4	24
		% within 12. Have you been enticed by an advertisement on social media to buy a product?		12.5%	70.8%	16.7%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?		18.8%	53.1%	3.9%	15.9%
	Yes	Count		5	8	88	101
		% within 12. Have you been enticed by an advertisement on social media to buy a product?		5.0%	7.9%	87.1%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?		31.3%	25.0%	85.4%	66.9%
Total		Count		16	32	103	151
		% within 12. Have you been enticed by an advertisement on social media to buy a product?		10.6%	21.2%	68.2%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?		100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	67.015[a]	4	.000
Likelihood Ratio	60.368	4	.000
N of Valid Cases	151		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 2.54.

The following can be inferred from above:

- The significance value is less than the p-value (0.05) which shows that there is an affirmative relationship between enticement and actual purchase made.
- Around 94% of respondents who are enticed by SMM have made the purchase.
- This also indicates there is no discrepancy in the responses.

Income-Actual Purchase

4. Annual Family Income Level (Indian Rupees) * 15. Have you ever made a purchase because of social media marketing? Crosstabulation

			15. Have you ever made a purchase because of social media marketing?			Total
			Maybe	No	Yes	
4. Annual Family Income Level (Indian Rupees)		Count	0	2	3	5
		% within 4. Annual Family Income Level (Indian Rupees)	0.0%	40.0%	60.0%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?	0.0%	6.3%	2.9%	3.3%
	Above 10 Lakhs	Count	5	8	32	45
		% within 4. Annual Family Income Level (Indian Rupees)	11.1%	17.8%	71.1%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?	31.3%	25.0%	31.1%	29.8%
	Between Rs. 3 Lakhs and Rs. 5 Lakhs	Count	3	7	21	31
		% within 4. Annual Family Income Level (Indian Rupees)	9.7%	22.6%	67.7%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?	18.8%	21.9%	20.4%	20.5%
	Between Rs. 5 Lakhs and Rs. 10 Lakhs	Count	5	10	29	44
		% within 4. Annual Family Income Level (Indian Rupees)	11.4%	22.7%	65.9%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?	31.3%	31.3%	28.2%	29.1%
	Less than Rs. 3 Lakhs	Count	3	5	18	26
		% within 4. Annual Family Income Level (Indian Rupees)	11.5%	19.2%	69.2%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?	18.8%	15.6%	17.5%	17.2%
Total		Count	16	32	103	151
		% within 4. Annual Family Income Level (Indian Rupees)	10.6%	21.2%	68.2%	100.0%
		% within 15. Have you ever made a purchase because of social media marketing?	100.0%	100.0%	100.0%	100.0%

The following can be inferred from above:

- Though the lower income group stated that they are not/ least influenced and enticed by Social Media Marketing but around 81% of them have made/ might have purchased.
- This indicates that people tend to purchase a product without being enticed and influenced.

*Note: Lower Income group = Less Than Rs. 3 Lakhs

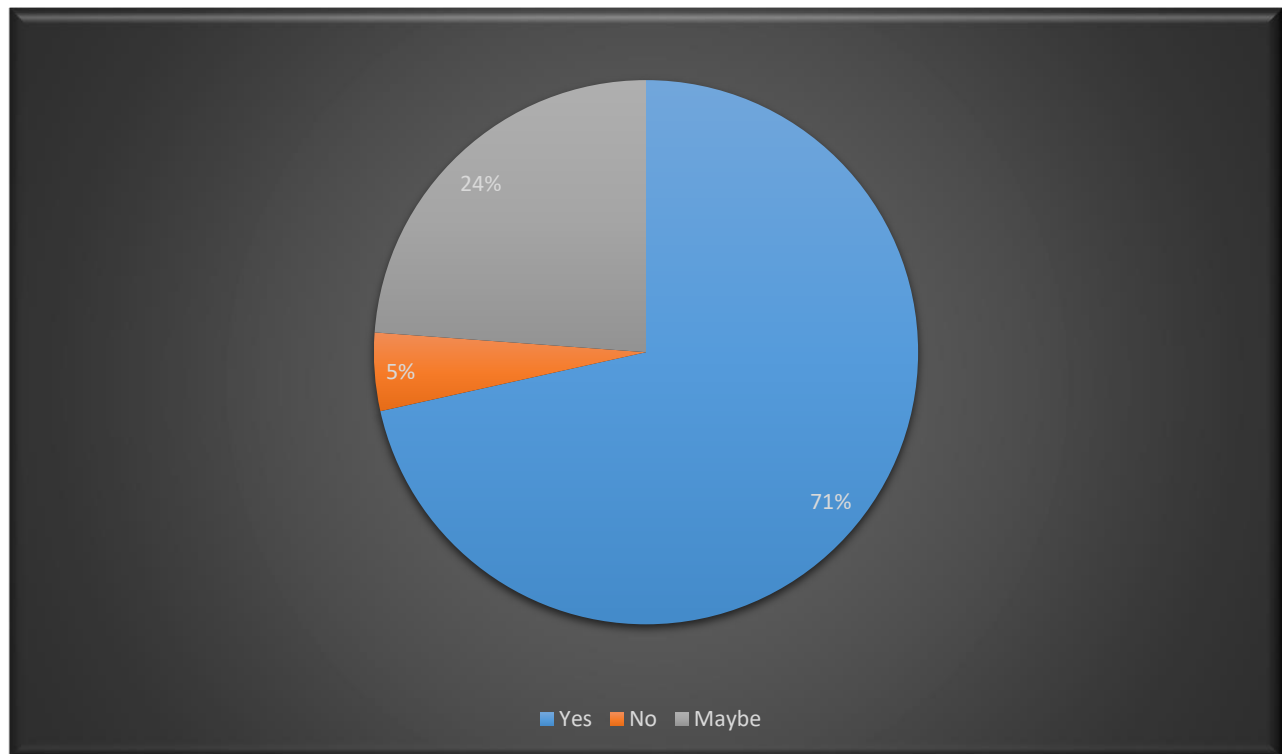16. Which of the following medium of advertisements have more impact than social media marketing?
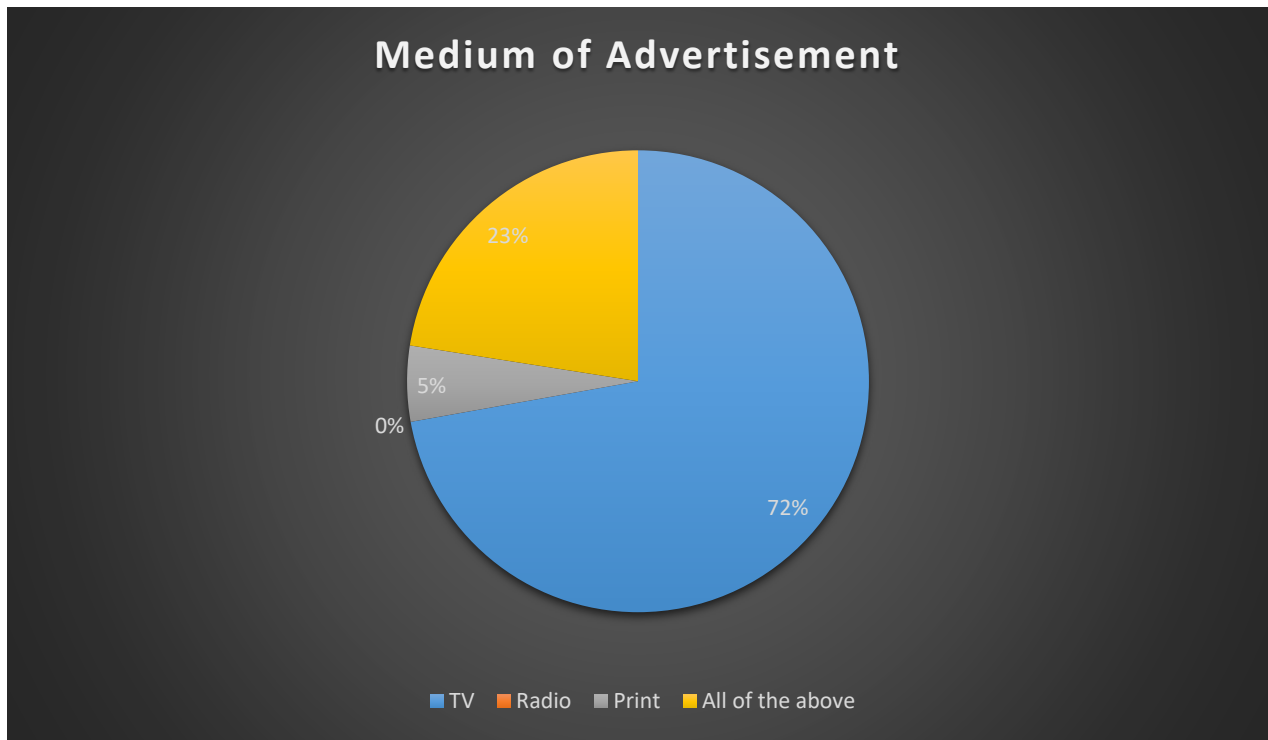
Though Social Media is making an impact on people, still Television advertisements have the maximum impact on people. The purpose behind this question was to find out the medium of advertisement that have more impact as compared to Social Media.

The following can be inferred:

- TV as a medium for advertisement is still having the maximum impact.
- A small percentage of respondent believe Print medium have more impact than Social Media.
- A significant population believe that all the medium like TV, Print, Radio have more impact than Social Media Marketing.
- Surprisingly, nobody voted for Radio.

17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact?

This question was raised to know about people's view regarding the future of Social Media Marketing.

The following can be inferred from the chart:

- Majority of the responses depict that Social Media will become the medium of advertisement having maximum impact in the next 5 years.
- Also, a significant number of responses think that Social Media might become the biggest medium of advertisement.
- Overall, it can be concluded that organisations should utilise Social Media more efficiently and effectively for marketing.

Now, let us analyze the relationship between Profession and this criteria.

Profession-Future of Social Media

			17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact?			Total
			Maybe	No	Yes	
3. Profession	Business	Count	8	0	21	29
		% within 3. Profession	27.6%	0.0%	72.4%	100.0%
		% within 17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact?	22.2%	0.0%	19.4%	19.2%
	Corporate	Count	3	0	8	11
		% within 3. Profession	27.3%	0.0%	72.7%	100.0%
		% within 17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact?	8.3%	0.0%	7.4%	7.3%
	ENGINEER	Count	0	0	1	1
		% within 3. Profession	0.0%	0.0%	100.0%	100.0%
		% within 17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact?	0.0%	0.0%	0.9%	0.7%
	Financial Service	Count	2	1	5	8
		% within 3. Profession	25.0%	12.5%	62.5%	100.0%
		% within 17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact?	5.6%	14.3%	4.6%	5.3%
	Govt service	Count	0	0	1	1
		% within 3. Profession	0.0%	0.0%	100.0%	100.0%
		% within 17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact?	0.0%	0.0%	0.9%	0.7%
	Home maker	Count	0	0	2	2
		% within 3. Profession	0.0%	0.0%	100.0%	100.0%
		% within 17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact?	0.0%	0.0%	1.9%	1.3%
	Housewife	Count	1	0	2	3
		% within 3. Profession	33.3%	0.0%	66.7%	100.0%
		% within 17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact?	2.8%	0.0%	1.9%	2.0%
	Photography	Count	1	0	0	1
		% within 3. Profession	100.0%	0.0%	0.0%	100.0%
		% within 17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact?	2.8%	0.0%	0.0%	0.7%
	Service	Count	0	0	1	1
		% within 3. Profession	0.0%	0.0%	100.0%	100.0%
		% within 17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact?	0.0%	0.0%	0.9%	0.7%
	Student	Count	21	6	67	94
		% within 3. Profession	22.3%	6.4%	71.3%	100.0%
		% within 17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact?	58.3%	85.7%	62.0%	62.3%
Total		Count	36	7	108	151
		% within 3. Profession	23.8%	4.6%	71.5%	100.0%
		% within 17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact?	100.0%	100.0%	100.0%	100.0%

The following can be inferred from the above analysis:

- All of the Corporate and Business professionals have stated that in the next 5 years Social Media Marketing will/might become the medium having maximum impact.
- 95% of Students also believe that Social Media will/might become the biggest medium
- The above professional people are the core user of Social Media and in true sense recognize the impact of Social Media currently and in future.

18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest)
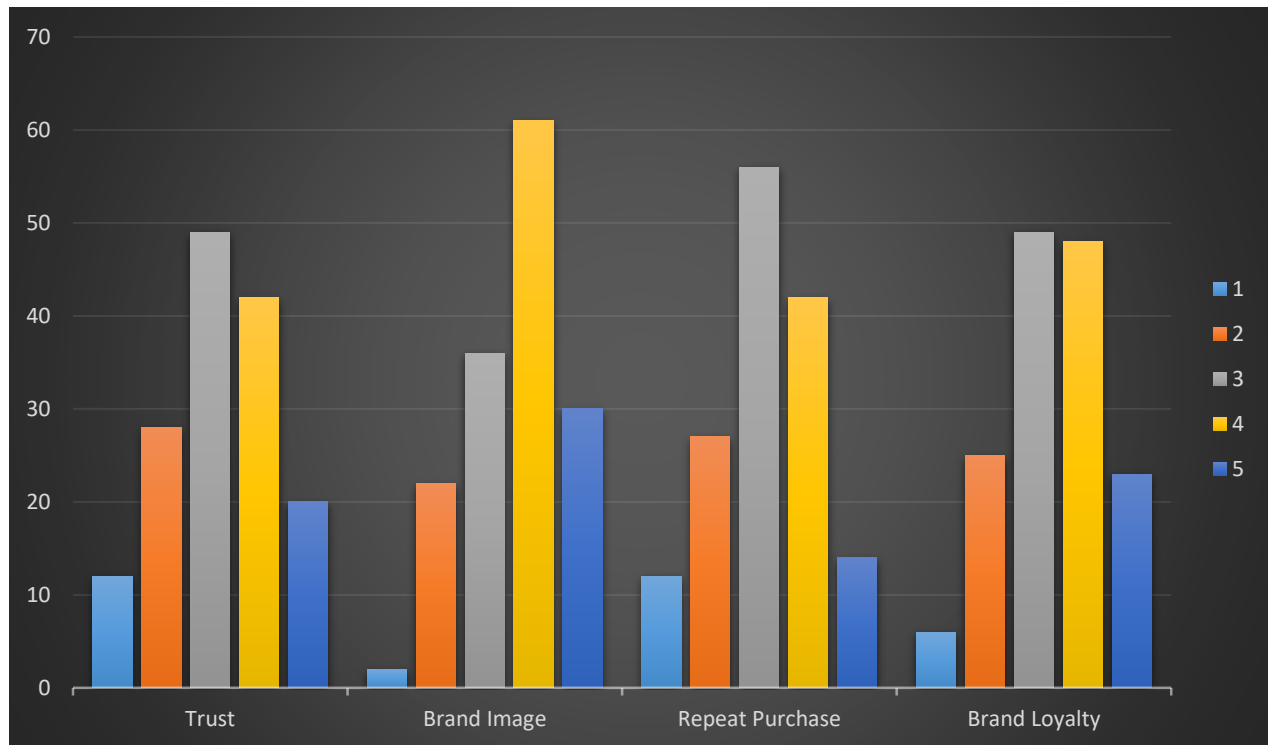
The aim of this question was to know the impact of Social Media Marketing on Brand with regards to given elements.

The following can be inferred:

- People rated Brand Image the highest, followed by Brand Loyalty, Trust and Repeat Purchase respectively.
- The high rating of these elements signifies increase in purchase i.e. Social Media Marketing is having positive impact for the brand.
- Brands should use SMM to build, maintain and improve their Brand Image.
- Good use of SMM ensures customer loyalty through trust and repeat purchase.

***Note**: To rank these elements, Rating 4 and 5 were considered.

Now, we will analyse the relationship between Repeat Purchase and Brand Loyalty, Trust and Brand Image.

Repeat Purchase-Brand Loyalty

18. With regards to a brand's social media marketing, rate the following elements associated with the brand?   (1 being the lowest and 5 being the highest) [Repeat Purchase] * 18. With regards to a brand's social media marketing, rate the following elements associated with the brand?   (1 being the lowest and 5 being the highest) [Brand Loyalty] Crosstabulation

			18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Brand Loyalty]					Total
			1.0	2.0	3.0	4.0	5.0	
18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Repeat Purchase]	1.0	Count	1	7	3	1	0	12
		% within 18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Repeat Purchase]	8.3%	58.3%	25.0%	8.3%	0.0%	100.0%
		% within 18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Brand Loyalty]	16.7%	28.0%	6.1%	2.1%	0.0%	7.9%
	2.0	Count	3	13	8	3	0	27
		% within 18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Repeat Purchase]	11.1%	48.1%	29.6%	11.1%	0.0%	100.0%
		% within 18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Brand Loyalty]	50.0%	52.0%	16.3%	6.3%	0.0%	17.9%
	3.0	Count	2	5	31	13	5	56
		% within 18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Repeat Purchase]	3.6%	8.9%	55.4%	23.2%	8.9%	100.0%
		% within 18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Brand Loyalty]	33.3%	20.0%	63.3%	27.1%	21.7%	37.1%
	4.0	Count	0	0	6	29	7	42
		% within 18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Repeat Purchase]	0.0%	0.0%	14.3%	69.0%	16.7%	100.0%
		% within 18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Brand Loyalty]	0.0%	0.0%	12.2%	60.4%	30.4%	27.8%
	5.0	Count	0	0	1	2	11	14
		% within 18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Repeat Purchase]	0.0%	0.0%	7.1%	14.3%	78.6%	100.0%
		% within 18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Brand Loyalty]	0.0%	0.0%	2.0%	4.2%	47.8%	9.3%
Total		Count	6	25	49	48	23	151
		% within 18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Repeat Purchase]	4.0%	16.6%	32.5%	31.8%	15.2%	100.0%
		% within 18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Brand Loyalty]	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	133.837[a]	16	.000
Likelihood Ratio	120.305	16	.000
Linear-by-Linear Association	70.428	1	.000
N of Valid Cases	151		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .48.

The following can be inferred from above:

- The significance value is less than the p-value (0.05) which specifies that there is affirmative relationship between Repeat Purchase and Brand Loyalty.
- More than 87% of respondents who have rated higher for Repeat Purchase also rated higher for Brand Loyalty.
- This concludes that Repeat Purchase leads to Brand Loyalty and vice versa.
- This also indicates there is no discrepancy in the responses.

*Note: Rating 4 and 5 are considered for high rating.

Trust-Brand Image

18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Trust] * 18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Brand Image] Crosstabulation

			18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Brand Image]					Total
			1.0	2.0	3.0	4.0	5.0	
18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) [Trust]	1.0	Count	1	8	3	0	0	12
		% within 18. ... [Trust]	8.3%	66.7%	25.0%	0.0%	0.0%	100.0%
		% within 18. ... [Brand Image]	50.0%	36.4%	8.3%	0.0%	0.0%	7.9%
	2.0	Count	1	9	12	5	1	28
		% within 18. ... [Trust]	3.6%	32.1%	42.9%	17.9%	3.6%	100.0%
		% within 18. ... [Brand Image]	50.0%	40.9%	33.3%	8.2%	3.3%	18.5%
	3.0	Count	0	4	14	23	8	49
		% within 18. ... [Trust]	0.0%	8.2%	28.6%	46.9%	16.3%	100.0%
		% within 18. ... [Brand Image]	0.0%	18.2%	38.9%	37.7%	26.7%	32.5%
	4.0	Count	0	0	7	26	9	42
		% within 18. ... [Trust]	0.0%	0.0%	16.7%	61.9%	21.4%	100.0%
		% within 18. ... [Brand Image]	0.0%	0.0%	19.4%	42.6%	30.0%	27.8%
	5.0	Count	0	1	0	7	12	20
		% within 18. ... [Trust]	0.0%	5.0%	0.0%	35.0%	60.0%	100.0%
		% within 18. ... [Brand Image]	0.0%	4.5%	0.0%	11.5%	40.0%	13.2%
Total		Count	2	22	36	61	30	151
		% within 18. ... [Trust]	1.3%	14.6%	23.8%	40.4%	19.9%	100.0%
		% within 18. ... [Brand Image]	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	90.965[a]	16	.000
Likelihood Ratio	92.122	16	.000
Linear-by-Linear Association	61.505	1	.000
N of Valid Cases	151		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .16.

The following can be inferred from above:

- The significance value is less than the p-value (0.05) which shows that there is affirmative relationship between Trust and Brand Image.
- Around 87% of respondents who have rated higher for Trust also rated higher for Brand Image.
- This concludes that high Trust leads to high Brand Image and vice versa.
- This also indicates there is no discrepancy in the responses.

*Note: Rating 4 and 5 are considered for high rating.

Findings

- The data analysis presents enough evidence to reject all the Null Hypotheses and **accept all Alternate Hypotheses**
- Younger age group (less than 30 years) are more influenced, enticed and make a purchase decision because of Social Media Marketing.
- Profession such as Student, Corporate and Business are more influenced, enticed and make a purchase decision because of Social Media Marketing.
- Social Media Marketing is least suitable for high priced products as Lower Income group people are least/ not influenced and enticed by Social Media Marketing.

Recommendations

- The favourite brands of most respondents didn't use Social Media for advertisements extensively which leaves an area for improvement for those brands. They should start using Social Media Marketing more as we have got the results that signifies the positive impact of social media for the brand.

- From the results of report by Social Media Examiner we get to know that Facebook has been losing its share as most users are now indulged in Instagram. Even this study brings out the fact that at present Instagram is almost at par in terms of users. So, organizations should start focusing more on Instagram for their Social Media Marketing activities.

- As we found out that Social Media Marketing is not much suitable for high priced products, so the organisations dealing in such product category should use less of Social Media marketing and stick to traditional mediums like TV and Print.

- Graphic/ Image and Audio-Video type of advertisements should be on more focus as these are viewed most frequently and have very high impact in consumers.

- Social Media Marketing have a positive impact on its brand, so brands should use Social Media Marketing responsibly.

- The study present a conclusive evidence about future of Social Media Marketing being the medium having maximum impact on consumers. So, organisations should start treating Social Media Marketing as a core activity and start using it in a full-fledged manner.

Limitations of the study

- The gender of respondents was in the ratio of 60:40 for male:female. This limited the analysis of different parameters on the basis of gender as more number of males could have altered the actual results.

- The study is done on the basis of 151 respondents which is a minute fraction of total number of social media users globally. So, the results generated in this study might not held true if we talk about all social media users.

- The statistical operations performed on this study are limited which might have limited the results.

- Tik Tok has not been taken account in this research which may limit the study with respect to social media platforms.

- WhatsApp is not taken into account because at present there is no provision of display advertisement on the platform.

5. Conclusion

Social Media Marketing refers to the use of different social media platforms by the business organisations to promote their product (both goods and services), connect with the consumers at more personal level and to make the purchase take place with the help of these avenues.

At present, traditional advertisement mediums like TV, Print might be having more impact than Social Media Marketing but according to the research conducted in this paper, in the next 5 years Social Media will replace TV as the medium having maximum impact. So, the time at present is absolutely correct for the organisations to make the use of Social Media Marketing as much as they can.

Consumer buying behaviour is the summation of all the attitudes, preferences, intentions, and decisions regarding the customer's behaviour in the market when making a purchase of product (both goods and services). The study also concludes that Social Media Marketing have a positive impact on Consumer Buying Behaviour as well as the brand itself. Majority of the people are influenced, enticed and actually make purchase because of social media marketing.

With the access to internet by mass population, the amount of social media users are growing significantly. This creates an opportunity for business organizations to cash upon and make the most of it. Also, with technological advancement taking place at a rapid pace, the social media platforms are bringing in new features for the users. The organisations should consider these aspects and then devise their Social Media Marketing plan accordingly.

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Annexure

Impact of Social Media Marketing on Consumer Buying Behavior

My name is Vivek Rathi and I am in my final year at Delhi Technological University pursuing MBA (Marketing and Supply Chain Management). I am currently writing my dissertation examining the effect of social media marketing on consumer buying behavior.

I hope you can take a couple of minutes to complete my questionnaire.
*Required

Email address *

_____

1. Gender *

Mark only one oval.

◯ Female

◯ Male

◯ Prefer not to say

2. Age Group *

Mark only one oval.

◯ 15-20

◯ 21-25

◯ 26-30

◯ 31-35

◯ 36-40

◯ 40+

3. Profession *

Mark only one oval.

- ( ) Student
- ( ) Business
- ( ) Corporate
- ( ) Financial Service
- ( ) Unemployed
- ( ) Other: _____

4. Annual Family Income Level (Indian Rupees)

Mark only one oval.

- ( ) Less than Rs. 3 Lakhs
- ( ) Between Rs. 3 Lakhs and Rs. 5 Lakhs
- ( ) Between Rs. 5 Lakhs and Rs. 10 Lakhs
- ( ) Above 10 Lakhs

5. Which Social Media platform you use the most? *

Mark only one oval.

- ( ) Facebook
- ( ) Instagram
- ( ) Twitter
- ( ) LinkedIn
- ( ) YouTube
- ( ) Other: _____

6. How frequently you come across an advertisement on these social media platforms? *

Mark only one oval.

	1	2	3	4	5	
Never	○	○	○	○	○	Very Frequently

7. How often do you see your favorite brand advertise on these platforms? *

Mark only one oval.

	1	2	3	4	5	
Never	○	○	○	○	○	Very Frequently

8. How influential to a purchase decision do you think social media marketing is? *

Mark only one oval.

○ Very Influential

○ Influential

○ Somewhat Influential

○ Not at all Influential

9. In which platform do you notice more advertisements? *

Mark only one oval.

◯ Facebook

◯ Instagram

◯ Twitter

◯ LinkedIn

◯ YouTube

◯ Other: _____

10. Do you think social media marketing help you recognize the brand? *

Mark only one oval.

◯ Yes

◯ No

◯ Maybe

11. Do you think social media marketing is an effective marketing strategy for the organizations? *

Mark only one oval.

◯ Yes

◯ No

◯ Maybe

12. Have you been enticed by an advertisement on social media to buy a product? *

Mark only one oval.

( ) Yes

( ) No

( ) Maybe

13. What kind of advertisement on social media you come across the most? *

Mark only one oval.

( ) Text

( ) Audio

( ) Graphic/ Image

( ) Audio-Video

14. How suitable is Social Media Marketing for following product categories? (1 being least suitable and 5 being most suitable) *

Mark only one oval per row.

	1	2	3	4	5
Electronic (Mobile, Laptop, etc.)	( )	( )	( )	( )	( )
FMCG	( )	( )	( )	( )	( )
Vehicle	( )	( )	( )	( )	( )
Service (Airlines, Hotels, etc.)	( )	( )	( )	( )	( )

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15. Have you ever made a purchase because of social media marketing? *

Mark only one oval.

◯ Yes

◯ No

◯ Maybe

16. Which of the following medium of advertisements have more impact than social media marketing? *

Mark only one oval.

◯ Television

◯ Radio

◯ Print

◯ All of the above

17. Do you think that in the next 5 years Social Media Marketing would become the medium of advertisement having maximum impact? *

Mark only one oval.

◯ Yes

◯ No

◯ Maybe

◯ Other: _____

18. With regards to a brand's social media marketing, rate the following elements associated with the brand? (1 being the lowest and 5 being the highest) *

Mark only one oval per row.

	1	2	3	4	5
Trust	⬭	⬭	⬭	⬭	⬭
Brand Image	⬭	⬭	⬭	⬭	⬭
Repeat Purchase	⬭	⬭	⬭	⬭	⬭
Brand Loyalty	⬭	⬭	⬭	⬭	⬭