

**Major Research Report on**

**SOCIAL MEDIA IMPACT ON YOUNG  
CONSUMERS ATTITUDE**

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## **CERTIFICATE FROM THE INSTITUTE**

This is to certify that the “**SOCIAL MEDIA IMPACT ON YOUNG CONSUMERS ATTITUDE**” at **Delhi School of Management**, is a bonafide work carried out by **Mr. Shivendra Sharma** of **MBA 2017-2019** and has been submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfillment of the requirement for the award of the Degree of the Masters of Business Administration.

Signature of Guide

Signature of Head of the Department (DSM)

Place:

Date:

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## **DECLARATION**

I, **Shivendra Sharma**, student of **MBA 2017-2019** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 declare that the Major Research Report on “**SOCIAL MEDIA IMPACT ON YOUNG CONSUMERS ATTITUDE**” at **Delhi School of Management** has been submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

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

This report is not being submitted to any other university for award other Degree, Diploma and Fellowship.

Place:

**Shivendra Sharma**

Date:

## ACKNOWLEDGEMENT

This Project devoured high measure of work, research and commitment. In any case, execution would not have been possible without the support of numerous people and association.

I accept this open door to express my profound feeling of appreciation, thanks and respects towards those who have helped me in the effective fulfilment of this venture. I exhibit my true on account of my project mentor **Mr. DHIRAL PAL** (Assistant Professor, Delhi School of Management) who enabled me to take this research at **Delhi School of Management** under his direction. I would like to offer my special thanks to **Dr. RAJAN YADAV** (H.O.D, Delhi School of Management), for his advice and assistance in keeping my progress on track. I might likewise want to say thanks to my fellow batchmates for their help and inspirable direction. I want to thank **Delhi School of Management** (Delhi Technological University) and all the faculties for giving me support and advice.

I offer my thanks to my relatives and associates for their kind co-operation and consolation, which helped me in fulfilment of this venture.

Thanking You,

SHIVENDRA SHARMA

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## **EXECUTIVE SUMMARY**

Every company from small firms to Fortune Companies are racing to make their mark in cyberspace with their own “Home Pages” on the world wide web (www). In the current era of technology when new technological advances are taking place at every walk of our lives, I am trying to show how these SOCIAL MEDIA are impacting the youth’s perspective. Gone are the days when pure- bricks model would thrive well in the market scenario. Social media had become really important gradient in today’s marketing mix in general and in promotion mix in particular. Internet growth is creating opportunities for marketers. The number of Internet users around the world is constantly growing. I have done my major research project on “Social media impact on young consumers attitude” which has helped me to get in tune with the current marketing trends in the social media. It also helped me to understand how these marketing techniques are affecting the decision of the youth while purchasing certain items. I started my research by going through the various content available online and going through the social media marketing techniques used by various companies. The study is descriptive in nature. The data is majorly secondary with a few questionnaires being filled up by some of colleagues. The research is majorly based on the content available through various sources online. It starts with an introduction to the concept of social media marketing and its history as discussed. The need and importance of social media marketing and how most of the companies these days are focusing on the internet media in order to increase their presence. Then the literature surveys which all are the research projects I referred to during my research. For collecting the primary data, I got some questionnaires filled up through some of my colleagues. The secondary data was collected through books, journals, magazines and certain websites; I started my data analysis and interpreted the data. Based on my findings, the research work and my experience and understanding of the research and topic I have given certain recommendations for social media marketing.

## LIST OF CONTENTS

	<b>CERTIFICATE</b> <b>DECLARATION</b> <b>ACKNOWLEDGEMENT</b> <b>EXECUTIVE</b> <b>SUMMARY</b>	
<b>CHAPTER NO.</b>	<b>TITLE</b>	<b>PAGE NO.</b>
<b>I</b>	<b>INTRODUCTION</b>	<b>1-13</b>
<b>II</b>	<b>REVIEW OF LITERATURE</b>	<b>14-54</b>
<b>III</b>	<b>THEORETICAL FRAME WORK OF THE STUDY</b>	<b>55-68</b>
<b>IV</b>	<b>SOCIAL MEDIA USAGE – AN ANALYSIS</b>	<b>69-100</b>
<b>V</b>	<b>SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION</b>	<b>101-105</b>
	<b>BIBLIOGRAPHY</b>	<b>106-118</b>
	<b>QUESTIONNAIRE</b>	<b>119-122</b>

# CHAPTER I

## INTRODUCTION

The 21<sup>st</sup> century is often referred to as the “e-generation” era. Internet technology has completely changed the way the world communicates and has transformed the world into a global village. There were 2.1 billion internet users in the world till 2011 according to the report of Internet world statistics, and India had 81 million internet users and was placed in the 4<sup>th</sup> position. (Source: [www.internetworldstats.com](http://www.internetworldstats.com)).

The internet has generated lot of excitement due to its ubiquity in electronic businesses and spanning the entire spectrum of business, commerce and governance, ranging from e-Commerce, e-Entertainment, e-Supply Chain, e-Learning, e-Payment, e-Customer Relationship Management, e-Marketplace, e-Business, e-Ticketing to e-Governance. Internet shopping has become the default method of buying different products and services, including travel products, computer products, books, investment products, music, clothing, automobiles, flowers and home needs (Donthu & Garci, 1999).

### 1.1 BACKGROUND OF THE STUDY

Before obtaining deeper insight into social media sites and their impact on young consumers’ attitude (ACA) towards social media in Delhi (the country capital of India) it is important to first know the background of the study. To describe the background of the study, an attempt has been made to discuss the social networking sites in the formative years, the rise of internet usage around the globe, e-commerce and social media, growth of social media around the world and an overview of Youth.

### 1.1.1 SOCIAL NETWORK SITES IN THE EARLY YEARS

The use Next was established in US in 1980. This has very good impact on localizing the global scenario. The first well-known social networking site was launched in 1997. In 1997, SixDegrees.com allowed end-users to create their profiles, display their friends' list and from 1998 allowed a user to browse through their friends lists of their friends. All these features had existed even before the launch of Six Degrees, for e.g., creating profiles was possible on most of the dating sites and several other community sites.

Classmates.com allowed people to connect with their classmates and browse through their network to find out about others who were also members. However, users were not allowed to create profiles or list friends. Six Degrees was the first website to offer all the above-mentioned features. Six Degrees promoted itself as a medium to enable individuals to connect and communicate with others.

### 1.1.2 RISE OF INTERNET AROUND THE GLOBE

A brief review of Information Technology (IT) industry indicates that more than 70 % of Internet users use Internet for sending and receiving emails. This usage is followed by accessing the internet for information search, instant messaging, chat sessions, etc. India was ranked fourth (51 million) after the United States (198 million), China (120 million) and Japan (86 million) in the absolute number of internet users by Computer Industry Almanac in 2005.

India had 60 million internet users as compared with 207 million users in the U.S., 123 million in China, and 86 million in Japan as of September 2006 (Southasia.oneworld.net). According to statistics, there were 1,114,274,426 Internet users worldwide which represents about 16.9 % of the population as in March 2007 (planning commission.nic.in). There were 38.5 million Internet users in India in the year 2005 ([www.emarketer.com](http://www.emarketer.com)).



### 1.1.3 E-COMMERCE

E-Commerce is selling of goods and services via electronic media. The internet facilitates exchange of detailed information between buyers and sellers easily at the click of a mouse. Online shopping has become an integral part of almost every business. The Internet makes it easy for consumers to gather information, measure it, ascertain intentions, and eventually also enable direct and easy purchase of products (Ranganathan & Jha,2007). A new era has begun in which the majority of value-adding activities in the economy will move into cyberspace by means of globally connected electronic networks. In an increasing 'pressed-for-time' world, the online stores enable consumers to shop from the convenience of remote locations (Bhatnager, Misra & Rao 2000).

### 1.1.4 GROWTH OF SOCIAL MEDIA ALL OVER THE WORLD

Currently Youth are the most multicultural, diverse group of consumers. They have buying power and have increasing influence on household purchasing patterns. The majority of marketers can reach Youth through social media because they spend a lot of time on line. Youth are also highly influenced by mass media; TV, radio, magazine advertising and product placement. Some basic guidelines for marketing to Youth are to be authentic, honest, and to create a buzz about the company's products or services. Youth shop in shopping malls/centers, discount stores, drugstores, electronic stores and department stores. Youth are the future customers for most products and services. If companies offer good quality products, fair prices and build a trust with Youth they will have customers for life.

Social media has become one of the most powerful places where products and services can showcase to the customers. The market dynamics keep on changing from one place to other in all dimensions. Now, social media has taken the place of the market after evolution of the internet. The virtual markets attract more and more people towards new products and services. As with most things in life there are positive and negative sides to social networking.

Business today has changed from being a transactional relationship to a social relationship. In such a scenario, it is essential that successful businesses use Engagement Marketing principles in order to successfully engage their potential customers before, during and after their purchase cycle. Further, the foundation for this engagement is high-quality and pertinent information.

Table 1.1 Top Social Media Sites

S.No	Social media	Monthly Visitors
1	Facebook	9,00,000,000
2	Twitter	310,000,000
3	LinkedIn	255,000,000
4	Pinterest	250,000,000
5	Google+	120,000,000

Youth shop in places such as shopping malls/centers, electronic stores, drug stores, discount stores and department stores. Youth are the future customers for most products and services. Hence if companies offer good quality products, fair prices (value for money) and earn the trust of youth, they will have long-lasting and loyal customers.

Social media has become the widely prevalent place where products and services are showcased to potential customers. As market dynamics change, social media has now taken the mantle of being the preferred (default in many instances) forum for marketing since the internet revolution spread worldwide.

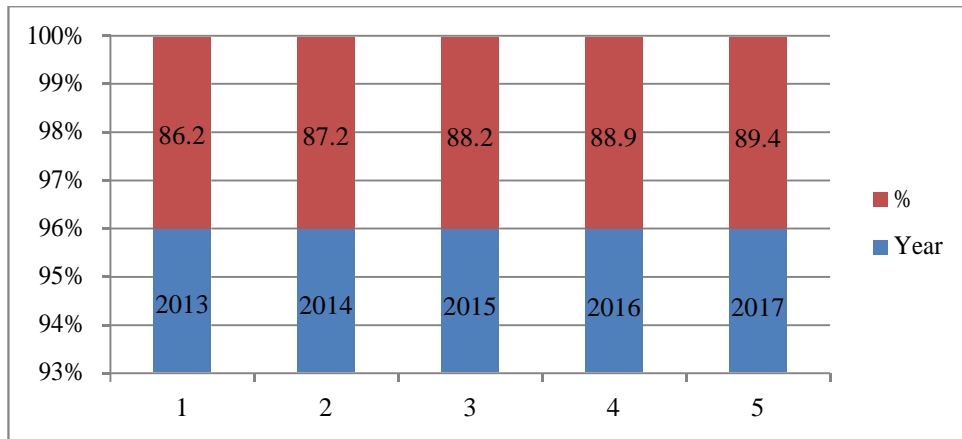


Diagram 1.1 US Companies using social Networks for Marketing Purposes, 2013 -2017 Source: www.eMarketer.com (2017 expected)

Social media has rapidly climbed the rungs of the popularity ladder amongst ordinary people during the last few years, so it is very likely that social media will soon surpass all other functional areas of marketing in importance and reach. Social media is trying to address the gap between marketers and consumers by building trust relationships, continuous dialogue and interacting with the right audience in the right manner and in one of the fastest ways.

Social media is growing very fast and has huge potential, however but is still in a budding stage in India. Hence, it is time for companies to devise effective strategies and execute them successfully to be able to leverage social media to their benefit, e.g., winning larger share of business through this revolutionary medium and leading the way in innovation in the future by sustaining the competitive edge.

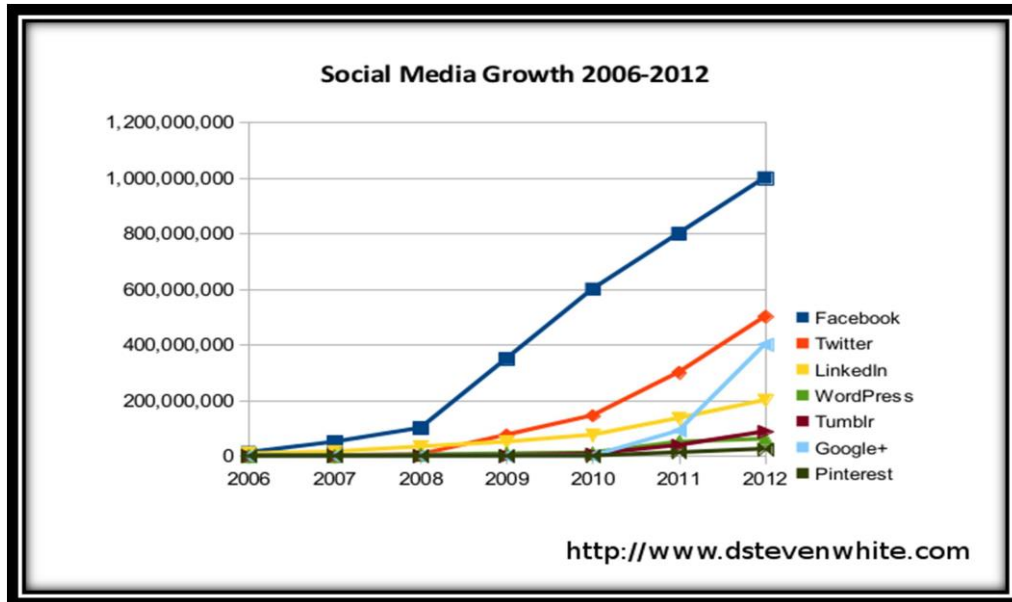


Diagram 1.2 Social Media Growth 2006-2012

The internet has evolved into a truly global market place with business opportunities for everyone including developed as well as developing countries such as India (Joshi, 2013). According to a research by Forrester which is one of the leading research and advisory firms, the e-commerce market in India is estimated to grow at a CAGR of more than 57% during 2012-16. The table below depicts a part of Forrester research report that shows the estimated online Business to Consumer (B2C) sales of different countries including India. From the table, it is evident that B2C sales in India are growing at a CAGR of nearly 53% to reach \$8.8 billion by 2016. This is quite understandable as the drivers for such a consistently high growth rate include ease and comfort of buying (convenience), variety of options available and various cash payment options that are available without having to physically visit a shop at all.

From the chart above, it is evident that social media has grown manifold during the last few years, in particular, Facebook, Twitter, Google+ and LinkedIn – Facebook has grown nearly ten-fold during the period 2008-12, Twitter has grown nearly five-fold during 2009-12, Google+ has grown nearly five-fold in just 1 year (2011-12) and LinkedIn has more than doubled during 2010-12.

Table 1.2 India’s Estimated Online B2C Sales

Country	Sales in \$Billon	
	2012	2016
India	1.6	8.8
Australia	23.2	35.4
Japan	63.9	97.6
China	169.4	356.1

Source: India has to be fastest growing e-commerce market.

### 1.1.5 YOUTH – AN OVER VIEW

Youth is the period of life bounded by puberty and assumption of adult responsibilities. It starts with puberty, which begins with the appearance of secondary sex characteristics and ends with psychosocial markers, such as assumption of adult responsibilities. Youth is a psychological concept with biological correlation; however puberty is primarily a biological concept. In our culture Youth is 'neither children nor adults'. According to Piaget (1982), psychologically, youth is the age when the individual becomes integrated into the society of adults, and it is the time when a child no longer feels that he/she is inferior to his/her elders but the equal, at least in rights. Youth are defined as those aged 15 to 29 in the [National Youth Policy](#), INDIA (2014). This age-group constitutes 27.5% of India’s population.

## 1.2 SIGNIFICANCE OF THE STUDY

Marketers are always interested to grab the attention of the consumers. People have embraced new media and technologies such as smart phones, tablets, smart watches, wearables, etc. This has enabled marketers to reach consumers 24/7 through a variety of such mediums. Further, in today's world almost everyone can access social media through a variety of mediums such as desktops, laptops, tablets, smart phones, etc. and almost everywhere – at home, office, while travelling as well as in public places. Therefore it is imperative that marketers consider social media as an integral part of their marketing strategy. Traditional campaigning approaches are overshadowed not only by rising social media but also due to increasing difficulty to create an outstanding campaign due to prohibitive costs and a very competitive market. The purpose of this study is to investigate the influential factors on Young consumers' attitude towards social media and how the attitude influences the social media usage pattern.

## 1.3 STATEMENT OF THE PROBLEM

The nineties witnessed a surge in internet usage in developed countries, and as one approached the new millennium, this trend also caught up with developing countries like India. Between 2000 and 2007, use of mobile phones rose exponentially, and by around 2008, it became everywhere. During the last five years, there has been a rapid increase in usage of smart phones and tablets. In parallel, the early 2000s witnessed social media sites such as Orkut which started off as a means to share opinions, etc. among friends and acquaintances. Subsequently, social media websites such as Facebook, Four Square, LinkedIn, etc. grew in popularity, and today it is an integral part of our lives. Being online on social media almost 24x7, sharing information and status updates instantaneously seems to be almost a universal trait of all millennials. Steady decrease in cost of smart phones and tablets, rising data speeds due to the advent of 3G and 4G, and the almost ubiquitous presence of Wi Fi especially in urban areas has also played a role in this nearly 24x7 online presence of people on social media. As a result, Youth who constitute a significant part of the millennial population seek social media for almost everything – ranging from help during crisis or emergency situations to exchanging information, marketing and buying/selling products, reviews of books, movies,

products, places, brands, etc., political/religious/cultural/sports/... affiliations, status updates of their day- today activities (including very mundane ones such as eating food), etc. Given this context, in a city like Delhi, one can certainly anticipate that social media shall play a very important role in influencing young consumers. However, it would be interesting to delve into the details to find out the impact of social media on youth with varied demographic profiles, socio- economic status, family size, etc. This, in turn, would enable organizations fine-tune their marketing campaign (on social media as well as on other mediums) to target the right population. It is with these broad objectives that this research has been carried out.

#### 1.4 OBJECTIVES OF THE STUDY

- To study the demographic profile of the Young Consumers in Delhi.
- To know the social media usage perception of the Young Consumers in Delhi.

#### 1.5 METHODOLOGY

Research Methodology is a systematic process used to collect information and data for the purpose of making business decisions. The methodology may include surveys, interviews, publication research and other techniques comprising the present as well as past information.

##### 1.5.1 Sources of Data

The study mainly depends on the Primary data collected through a Questionnaire distributed to Young Consumers in Delhi alone. The Secondary data was collected from journals, magazines, books, articles, research papers and websites.

### 1.5.2 Sampling Method

This study applies a Purposive sampling technique as a sampling method. The researcher visited the class rooms of colleges to distribute the questionnaires and collected online google forms.

### 1.5.3 Data Instrument

In the process of preparing and finalizing the questionnaire suggestions were taken from the Mentor. The questionnaire was divided into two major parts. The first part of the questionnaire pertains to the demographic status of the respondents, part II focuses on the Social media usage of the youth,

The research instrument had a total of 63 questions. Questions were asked under the following headings:

- Part I Personal information or Demographic details (14 questions)
- Part II Social media usage,
  - What makes you accept to join a SM (Social Media) group (select all that apply)? (6questions)
  - How important are the following factors in your decision to purchase goods online based on SM (Social Media) marketing? (Rank the following from 1 to 7, 1 – most important, 7 – least important),
  - Where do you usually access social media (select all that apply) (6 Options)
  - How do you usually access social media (select all that apply), (4 Options)
  - Purpose of usage of social media (select all that apply), Frequency of social media website visit,) (5 options).
  - How do you use the following social media features while accessing social media? VF: Very Frequently (every time) F: Frequently (once every 2 times) S: Sometimes (once every 3-5 times) R: Rarely (once every 6-10 times) VR: Very Rarely (fewer than once every 10 times), using Five-point Likert



scale.

- How often do you use the following social media websites? VF: Very Frequently (at least once a day) F: Frequently (once every 2-4 days, i.e., atleast twice a week) S: Sometimes (once in 1-2 weeks) R: Rarely (once in 3-6 weeks) VR: Very Rarely (< once in 6 weeks) ) (7questions) using Five-point Likert scale.
- Motivation to visit social media page (select all that apply) (5 options) Factors influencing online shopping through links/info available on social media: Rank the following from 1 to 8, 1 – most important, 8 – least important. ) (8 questions).
- How important are each of the following factors in refraining / keeping you away from shopping online through links/information available on social media: State your opinion about the factors related to social media – tick the relevant option Very Important –5; Important – 4; Neither Important nor Unimportant – 3; Unimportant -2 not important at all (12 questions) using Five-point Likert scale

The questions were presented as statements. The items were measured by a 5-point Likert's Scale where the choices ranged from 1= strongly disagree to 5= Strongly Agree. Likert Scaling is a bipolar Scaling method measuring either positive or negative response to a statement. A central point on the scale was Neutral (no opinion) statistical package for the social science (SPSS) was used to analyze the data

#### 1.5.4 Data collection process

The researcher had personally visited colleges and collected online google forms to conduct the survey. Data was collected from the youth both on the campus and off the campus.

The researcher spent considerable time with the youth for getting the questionnaire filled. Filled questionnaire was collected on the same day. Youth who would co- operate and aware of the field of social media. They all answered the questionnaire with great interest, involvement and commitment. As regards off the

campus youth filled the questionnaire with the help of their parents.

#### Data Collection

In the second stage, the Data Collection was carried out between March 2019 and April 2019. Finally, 92 completed questionnaires were received out of 100 questionnaires distributed to the young consumers.

#### 1.5.5 ANALYSIS OF THE DATA

After collecting the data, the researcher had turned to the task of analyzing them. The analysis of data requires several closely related operations such as establishment of categories, the application of these categories to raw data through coding, tabulation and then drawing statistical inferences. The following research tools had been applied by the researcher for analyzing the data, drafting statistical conclusions to meet the objectives of the study.

- Simple Percentage Analysis was applied on the Demographic and Usage Profile of Young consumers.
- Ranking of factors of Social media usage was carried out through Ranking Mean Values and one-Sample t-test.

#### 1.6 LIMITATIONS OF THE STUDY

- The Research Area was confined to Delhi Only.
- Only Young consumers (in the age group 15-29) have been taken up for the study.
- Sample size was only 92
- Respondent's opinion differs from time to time.

## 1.7 CHAPTER SCHEME

The present study on Young consumer's attitude and social media development in Delhi has been conducted with a view to identify and rank the factors of Young consumer attitude and social media usage among young consumers in Delhi. The influences of the demographic and social media usage variables on the Young consumers, been attempted in this study.

CHAPTER I highlights the background of the study and traces the significance and statement of problem of the study, objective of the study, hypotheses formulation, and methodology of the study, data collection process and analysis and the limitations of the study.

CHAPTER II: Portrays research studies both empirical and descriptive studies attempted by various researchers in the field of Social media, consumer attitude, awareness, preference, purchase decision, level of satisfaction and social media usage. It sketches the review of related literature relevant to the present study.

CHAPTER III gives a brief description of the Meaning and definition of a Youth and social media, Characteristics of the young consumers, usage of social media. Young consumers and social media need for social media, classification of social media and consumer attitude theory.

CHAPTER IV illustrates the profile of the Delhi Young consumers and their usage pattern in percentage. It also gives the result of the t-test and ranking analysis.

CHAPTER V enumerates a brief account of the findings, summary and conclusion of the study, scope for further research and suggestions for further development and growth of Social media marketing in India.

## 1.9 CONCLUSION

In this chapter, the researcher had discussed background of the study, growth of social media, all over the world and concepts of youth pertaining to the study. The researcher had also highlighted the significance, objectives and hypotheses of the study followed by the research methodology comprising the sources of data, data collection instrument, data collection process and data analysis tools. Finally, limitations of the study and chapter schemes were discussed.

# CHAPTER – II

## REVIEW OF LITERATURE

### 2.1 INTRODUCTION

Survey of related literature forms an important aspect of this research, since it helps the researcher get acquainted with current knowledge of the fields in which the research is carried out. The researcher had gone through many international and national research papers, previous studies, articles pertaining to the various dimensions of social media marketing, consumer's attitude and purchase decision. It has played an important role in identifying and formulating the research problem and in carrying out this work. The essence of the related literature has been presented in this chapter.

The Review of Literature has been classified into three sections which are as follows.

**Section I** deals with studies in the field of Social Media

**Section II** gives an outlook of reviews based on social networking sites

**Section III** presents research articles on Consumer attitude and behavior

## CLASSIFICATION OF LITERATURE REVIEW

### SECTION I

Section one portrays the reviews pertaining to social media and social media marketing. The literature reviews include both International and National studies.

#### 2.2 SOCIAL MEDIA

##### International studies

**Subhash C Mehta & Jennifer Lee Lai Keng (1985)** investigated the influence of three socialization agents namely family, peers and mass media on the acquisition of certain consumer behaviour skills, attitudes and knowledge social and economic motivations for consumption, consumers activities, independence in decision-making and knowledge relating to consumer affairs, brand stores and prices. 359 data samples were collected from the age group 13-18 in Singapore. Overall mean of TV viewing was 13.68 hours per week with a high standard deviation of 8.2. Average time spent on TV viewing, went down significantly with age. There was no difference between the mean values of males and females, or that of different social classes. Average time spent on radio was 4.35 hours per week, radio-listening significantly increasing with age. Correlation was positively associated with independence in decision-making, while social class was inversely related. Differences between males and females were not significant. The study found that Youth learn social motivations for consumption mainly from their peers, and the peer group also imparted valuable knowledge to the Youth about the goods and services in the market place.

**Gregory M. Rose, David M. Boush, and Marian Friestad (1998)** examined the impact of self – esteem and Consumer Susceptibility to Interpersonal Influence (CSII) on the attribute preference. Data samples from 346 boys and 412 girls in the age group 12 – 14 were collected. Chi-square test was applied. Consumer susceptibility to interpersonal influence was positively related to the display aspects

of clothing for both boys and girls, and the relationship was significantly stronger for girls. It was positively associated with the importance placed on the display aspects of clothing. The study brought out the purchase motivations of middle school children and illustrates the normative aspect of Young preference for clothing. The association between susceptibility to interpersonal influence and the display aspects of clothing was confirmed for both girls and boys.

**Vijayasathy L.R (2003)** described the relationship between shopping orientation, product types, and consumer intentions to use the Internet for shopping. He mailed the questionnaire to over 2200 survey respondents. Out of this a total of 746 responses were received. He pointed out that the results of the regression analysis showed that the product type did have a significant independent effect on intentions to shop online; it did not have a moderating effect on the relationship between the latter and shopping orientations. Therefore, irrespective of the product type, the consumers with home and economic shopping orientations could be expected to use the internet to shop for intangible than tangible products. The researcher concluded that age, gender, and income have an influence on online shopping orientations, specifically; younger males with higher household income could be more likely to engage in Internet shopping.

**Anna-Maija Ahava and Paivi Palojoki (2004)** focused on young consumer's ways of consuming in three different "worlds" - at home, school and among peer groups. Their study also aimed at understanding of Young experience of border crossing between these three worlds. Data was collected from 59 teenagers (31 females and 28 males) from Vantaa in Finland, in the age group of 14-15. Qualitative content analysis was performed. The researchers concluded that the Youthters can list separate aspects of consuming such as money use, energy expenditure and saving, but at the same time they lack a general overview of consuming and the reason-effect role of their own consuming.

**Boyd, D. (2007)** investigated social media sites allow many tasks that were not possible offline as making new friends, staying connected with friends and family, exchanging ideas and sharing pictures. The information observed by the researcher was participation in social media offers Youth high benefits that extend

into their view of community, self, and the world.

**Alexander, B., & Levine, A. (2008)** studied micro content and social media. Combining social media with micro content yields a series of synergistic effects, including conversations that occur across multiple sites and with multiple connections in between. People should expect Web 2.0 storytelling to consist of Web 2.0 practices. Indeed, social micro content is clearly present in projects like Postmodern Sass, where many posts have attached comments from people who are (presumably) not the author. From public intellectual podcasts to classroom blogs, from Wikipedia assignments to student projects in Twitter feeds, Web 2.0 platforms have been utilized in higher education because of their ease of use, ready availability, individual affordances, and network effects. Web 2.0 story telling offers two main applications for colleges and universities: as composition platform and as curricular object.

**Andreas M. Kaplan & Michael Haenlein (2009)** examined how the concept of Social Media is on top of the agenda for many business executives today. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter. Yet despite this interest, there seems to be very limited understanding of what the term “Social Media” exactly means; this article intends to provide some clarification. They begin by describing the concept of Social Media, and discuss how it differs from related concepts such as Web 2.0 and User Generated Content. Based on this definition, they then provide a classification of Social Media which groups applications currently subsumed under the generalized term into more specific categories such as collaborative projects, blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. Finally, they present 10 pieces of advice for companies which decide to utilize Social Media.

**Chmanana Wonkboonma M.S (2009)** investigated influence on the consumer behavior by Korean entertainment media; influence factors that consumers favor for this entertainment media. 400 data points were collected from Chinghai, in the age group 15-25 years. Percentage analysis and chi-square test were performed.

The study found that the most influential factor for consumers is entertainment media.

**Glynn Mangold W and David J.Faulds (2009)** argued how the emergence of Internet based social media had made it possible for a person to communicate with 100 or 1000 people. This article argues that social media is a hybrid element of promotion mix. It stands in contrast to the traditional integrated marketing communication paradigm where high degree of control is placed. Managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. The researchers concluded that social media is one of the promotional tools for marketing.

**Maditinos, Sarigiannidis and Kesidow (2009)** examined the impact of five factors on online shopping. These factors included personal innovativeness of Information Technology, self-efficacy, perceived security, privacy and product involvement. They used the correlation analysis to determine the relationship among the variables and used the regression analysis to analyze the effect of these variables on consumer attitude towards online shopping. It was concluded that the five factors are positively related to each other.

**Marie-Claude Massicotte, Richard Michon, Jean-Charles Chebat, M. Joseph Sirgy(2009)** examined the effect of mall atmosphere in mall evaluation, and the effect mediated by self-congruity and functional congruity, the mall evaluation differ between adult and teenage shoppers. 265 samples from 153 adults (25 to 64 years old) and 112 teenagers (15 to 18 years old) were collected from mall intercept. Chi-square and T-test were performed. It was determined that mall atmosphere positively affects functional congruity for both adults and teenage shoppers, and, as expected, the impact of atmosphere on self – congruity was only significant for teenagers. Self-congruity and functional congruity positively affect mall evaluation for both adult and teenage shoppers. The findings highlighted that the teenagers are important shoppers group of the mall, promotional messages should focus on self-congruity experience (i.e., images of teen friendly malls that would allow teenagers to identify themselves with the mall shoppers).

**Wankel, C. (2009)** discussed how the millennial generation of students



are digital natives coming to higher education with extensive experience in social media. Business and other organizations are expecting their recruits to have high proficiency in these technologies also. This article is an overview of the use of the main social media in teaching. “Face book”, “blogs”, “YouTube”, “Twitter”, “MySpace”, and Second Life are discussed with examples of how they can be used to foster robust collaboration among learners in management education. The movement to richer media such as video blogs (vlogs) is also assessed.

**Andrew T. Stephen and Jeff Galak (2010)** studied how the media landscape has dramatically changed over the past decade, with traditional media such as TV and newspaper now supplemented by social media. This news media landscape is not well understood with respect to traditional and social media on marketing performance. The media type influenced consumers issues are examined over 14 months. The author finds that both traditional and social media have strong effects on marketing performance, but social media creates large volumes than traditional media.

**Baker, Rosland K and White, Katherine M (2010)** analyzed the popularity of social networking sites (SNS) among Youth whose influence on them had grown exponentially. 160 samples were taken from Australian School students whose age group was 13-16 years. Mean, SD, regression analysis and correlation was performed. Mean age was 14.36 and SD 0.76. The analysis revealed that Theory of Planned Behavior (TPB) was significantly correlated with intention and reported behavior, except for the correlation between Perceived Behavioral Control (PBC) and reported behavior. The study concluded that the efforts to maintain or encourage frequent Social networking sites use may benefit from advocating the advantages associated with frequent use. Improving Youth’ perceptions around it and understanding of the factors influencing frequent engagement in Social networking sites is emerging as a primary tool for Young socialization.

**CharlesDennis,AlesiaMorgan,Len,TiuWright andChanakaJayawardhen(2010)** the author states the growth of internet- retailing (e-retailing) and the social needs are largely unmet in e-shopping. Samples of 30 female undergraduate students aged 18 - 24 from a UK university were collected. The researchers concluded that indeed shoppers, particularly women, are motivated by different reasons, including socializing and pleasure. Despite the growth of e-retailing, the

social needs, particularly of young adult females, are mainly not being met in e-shopping, which tends to be dominated by male shoppers.

**Michael Riese and Lisa A.Pennisi. (2010)** ([www.socialmediasonaar.com](http://www.socialmediasonaar.com)) study how social marketing provides business opportunities to connect with potential customers. To achieve success, it is important to understand how to choose and use the social marketing tools available. Finally, the authors concluded that the social media was a constantly changing landscape with new, never-seen-before communication tools being introduced regularly and it is challenging to stay up to date on current trends and new sources.

**Sachin Borgave & Caudhari J.S (2010)** clarified Youth' awareness & consumption patterns towards perfumes, evaluated the attitudes and preferences towards the odor, brand, price and packaging. 109 samples were collected between the age group of 20-25. The area selected for the study is Sinhgad Technical Education Society, Lonavala. Factor analysis were conducted to analysis the following factors, Feelings, frequency of using the perfumes , readiness to switch brands and frequency of switching the brands, intensity of interest in perfumes , money spent in last one year, gender and age. It revealed that Youth are price cautious and try celebrity brands of lower cost perfumes though the income levels vary and they are more attracted towards celebrity brands. It was concluded that the segment had a unique characteristic in buying pattern. The segment was largely interested in perfumes and felts better in using the product. Young consumers were more influenced through their friends and families.

**Vaggelis Saprikis, Adamantia Chouliara and Maro Vlachopoulou (2010)** investigated the perception of Greek University students – both adopters and non-adopters of online shopping. Demographic profile, expectation of online stores, problems and merits of online purchases, the reasons for avoiding online shopping and preferred products were studied. 427 samples were collected from the students during January – March 2009. Chi-square test and t-test were used as statistical tools. The results showed significant differences between the two groups of respondents. Generally, adopters had higher expectations from online shopping on issues relating to privacy policy and risk, a significant difference was identified

between adopters and non-adopters regarding their particular perceptions on advantages and problems of online shopping. It was concluded that online shopping provides interesting insights on the consumers' behavior, as well as on issues relating to online shopping privacy and policy.

**Jonna Howe (2011)** expressed how the popularity of social media and other user-generated content values have impacted the way in which news is consumed and distributed. He concludes that the people depend on their network of friends to guide them to news articles, in their own interest, but that individual under the age of 35 frequently used the social media to get tips.

**Kendra S. Bayne (2011)** examined the effectiveness of social media marketing on college students attending a recreational event. 134 data was collected from under graduate students in a large metropolitan university in the Southeast. The mean age was 22.5, Chi-square; t-test determined the variability among the awareness, interest and intention. Alpha test and t-test revealed the relationship between social media involvement and advertising effectiveness measures. Face book and Twitter were assessed via an experimental design. The author concluded that Face book can increase awareness and campus recreation markets may want to focus marketing efforts on maintaining and obtaining more Face book fans to like their pages.

**Mary Kate Whitcomb (2011)** focused the background on Young media use, how and why they are using networking sites, and the importance of Internet safety. Identity was a major component of Young development and the internet has become another tool, using which identity can be explored and developed. Survey was conducted among 8to18 years Youth the mean times was social media usage was 29 minutes type of content on a social networking site is up to the user, how the content influences interactions between him/her and other site users determines if the content is helping the user achieve his/her idealistic online-image or not. The researcher concluded that the parents need to have an understanding of how Youth are using the internet for identity development as well as teaching about safe ways to use the Internet.

**Monika Sharma & Deepshika Kartra (2011)** affirmed that social media is realized on the Internet in wide range of formats: written or textual forms of social media are typically found on blogs, web forums, email discussion lists, message boards, and consumer reviews and complaint sites; photographs are displayed as images on Flickr or other image sharing sites; audio broadcasts are created as podcasts; and consumers who create video clips can upload them on YouTube, or other video sharing sites. It was concluded Social media has been modernized to reach consumers through the internet. Social media has become appealing to big and small businesses. Credible brands are utilizing social media to reach out to consumers worldwide has also increased.

**Abub Ashar ,Irshadahmad & Mohammad Wasiq (2012)** explained how the social media helped consumers' decision-making, the gap between the consumers expectation from social media and its performance and how it improved its effectiveness. Factor analysis and regression analysis was performed. It revealed that relationship between buying decision – Motivation factor. Authors concluded that business was transformed from transactional relationship to a social relationship, but the consumers enhanced their prospects during the purchase cycle and they got high-quality relevant information.

**Adzharuddin N.A. (2012)** demonstrated the current trend of advertising research that has moved towards integrating two or more media using both the traditional media and the new media. It focused on the differences in advertising strategies; the trend has changed from a consumer being exposed to one channel to multi-channels of media. This means that marketing communication strategies used to attract the attention of consumers have changed from promoting a product using one medium to using different media. The researcher concluded that internet advertising was heading towards a multi-channel approach rather than relying on a single medium with the focus on more educated and computer literate consumers.

**Anthony Patio,Dennis A.Pitta Ralph Quinones (2012)** investigated the use of social media as a new investigative tool in marketing research. The authors' methodology approach is an analysis of existing social marketing literature and

industry practice in marketing analysis. Finally they find that the market research profession has been affected by development in social media. Some of the traditional research methods suffer from changes in consumer communication pattern. Social media has spawned a number of research techniques that overcome the problem and have started to affect the old techniques.

**Celine ARCA (2012)** explained the benefits of social media marketing. The researcher analyzed the details of social media marketing for business and the main techniques used to achieve these benefits. As part of the global marketing, it has become a powerful technique for business research based on qualitative market study. He had concluded that the different types of Social media marketing, people actually get to open more of their emails than before and use of Social media marketing has also increased.

**Deblina Saha Vashishta (2012)** examined modern day marketing that has a tremendous opportunity to connect to women in a better way with the products they buy and the media technologies they use to make a positive impact in their lives to improve career opportunities. She used factor analysis. She concludes this type of marketing concentrates on both customers and in online flash sales sites and this type of marketing that was the latest buzz in India.

**Promongsatorn C, Sakthong N, and Combs H (2012)** investigated the factors influencing consumer trust in internet shopping in Thailand. They used six independent variables, such as “reputation”, “security”, “privacy”, “ease of use”, “usefulness”, and “integrity” and one dependent variable – “Trust online shopping”. They found that all six independent variable had an impact on trust in online shopping.

**Rosemary Thackeray Brad L. Neiger & Hidikeller (2012)** explained that a group of Internet – based applications allows individuals to create, work together and share content with one another. They also studied to provide a template for strategic thinking to successfully include social media as part of the social marketing strategy using by a four step process. It was concluded that practitioners

can realize social media's unused potential by incorporating, if used correctly may help organizations increase their capacity for putting the consumer at the center of the social marketing process.

**Sarah Lynne Cox & Michaela Vorvoreanu (2012)** investigated today's social media environment, and concluded that it was essential that small businesses understand Facebook, Twitter and the strategies behind using social media for growing their business. The main objective of the study was to understand how the owner of a small business used social media to develop their business and engage consumers. The researcher used qualitative approach and adopted the case study methodology. It was concluded that social media increased relationships with other business, customers and also brand exposure.

**www. She.edu.tw/works/easy(2012)** investigated teenagers thinking about the chain store in Taiwan (convenience store name 7-ELEVEN), how much they spend on products at the store, what makes the teenagers consume at the store, and what type of product the group buy the most. Data was collected from 56 high school students and 44 junior high school students, including 50 male and 50 female students in Taiwan. Percentage analysis was applied. The research indicated that teenagers are the main customers and the teenagers go to 7-ELEVEN three to four times in a week. Additionally, 7-ELEVEN is a convenient and important place for teenagers. The analysis also revealed that most teenagers went to 7-ELEVEN because they want to buy some drinks and food, but not magazines, books, daily necessities or toys. It was concluded that the teenagers go to this chain store, enjoy with their friends.

**Mohd Layaq Ahamad, Shaikh Mohd Zafar (2013)** examined the relationship between web design characteristics, consumer Trust factors, and intention to shop online. The study was conducted in Hyderabad. 200 samples were collected from online shoppers. Correlation ANOVA and Multiple Regression Analysis were used. It was concluded that the consumer trust was the most important factor for online shopping.

**Franklin John, S.Senith S.R and Jino Ramson (2014)** argued to usage pattern and purpose of using facebook by individuals. To design and validate an instrument to measure the facebook involvement scale, different groups of users of facebook. 895 samples were collected from facebook users' factor and cluster analysis was implemented. The study reveled the facebook users pattern was entertainers, networkers and expressers.

**Velga Vevere (2015)** the article explained the problem of social media communication and its impact on the everyday communication behavior, namely on the ways in which we speak and write. It concluded that the students used social media in their everyday communication and it is one of their important communication modes.

**Omoyzaicha and Agwvedwin (2016)** the researchers analyzed whether social media marketing affected organizational brand. They found that it influenced consumer behavior and that it could be used as a competitive tool, apart from increasing organizational efficiency. The researcher concluded by stating that the business world is developing rapidly and with the constant communication that has been made available marketers it has given them a chance to handpick potential consumers and at the same time getting the loyalty from present consumers. Marketers have also been given the opportunity to better understand their consumers directly from the thoughts and views expressed by them; if marketers can fully understand the way to manipulate the use of social media, then the power could be taken back from the consumers.

**Ugur Bati** ([newmedia.yeditepe.edu.tr/pdfs/isimd\\_10/ugur-bati.pdf](http://newmedia.yeditepe.edu.tr/pdfs/isimd_10/ugur-bati.pdf)) analyzed young consumers' attitudes towards social marketing practices. Samples were collected from 124 Turkish University students located in Istanbul in the age-group of 18-24. Percentage analysis was performed. The study of 124 participants reveals that 64% of Facebook fans and 75% of Twitter followers are more likely to recommend those brands since becoming a fan or follower. In addition to this, an impressive 47% of Facebook fans and 61% of Twitter followers are more likely to buy the brand products. Considering Facebook's over 18 million users in Turkey

and over 11, 5 million users in Twitter, the opportunity is great for social media marketers. The study found that 66.9% of the participants think that using social media tools for advertising was useful. It was also found that participants think that social media tools increase brand awareness and brand loyalty. (<http://www.aksam.com.tr/2010/03/14/>)

## National Studies

**National School Board Association (2007)** investigated how young people spend time on the social media. The research results show that youth aged 9 to 17 spent an average of nine hours a week on social networking sites. Young people, make access to social media easier, through the Internet on cell phones, iPods and other tablets, and better computer capabilities.

**Karuna K. (2009)** examined the process of selling a product or service through virtual shops. A virtual shop is the website of marketer, where all the information regarding a particular product or service is provided. Marketers mostly use their own websites to advertise products and services on net. The Internet has brought a new online shopping experience for the customers. He concludes the benefits of online marketing and the importance of customer management in online marketing for converting leads into profits.

**Sai Vijay. T and M.S. Balaji (2009)** argued in their study how consumers all over the world, are increasingly shifting from the crowd stores to the one-click online shopping format. Hence convenience offered by online shopping is far from being the most preferred form of shopping in India. The researcher conducted a survey among 150 internet users and non-users of online shopping in India. Factor Analysis and t-test was used. The results of the T-test revealed that the difference in the mean scores between users and non-users of online shopping is significant for most items except for price discount, price as a motivational factor and availability of wide assortment of products in online shopping. It was concluded that for “convenience” and “saving of time”, “security and privacy” purpose Indian consumers prefer to shop online.



**The National Assessment Center (2009)** survey on Gang Members' Online Habits and Participation. The survey found that 74% of gang members who distinguish themselves as frequent users of the Internet report that they have recognized a website to show or gain respect for their posse.

**Neelopaul, Banerjee, Anindya Dutta & Tanmoy Dasgupta (2010)** examined the consumers' preference in online shopping. Age was 18-65. The sample size of 202 was selected in West Bengal, in the early months of 2009. Factor analysis determined that the facilitating factors were extensive and current information available, 24x7 availability, can shop from anywhere, can engage in other online activities while shopping, home delivery and cheaper price. Factor analysis also determined that the preventing factors were payment insecurity, misuse of customer data, absence of touch and feel, no social interaction and no credit card. Chi-square test revealed that there was a significant association of online shopping with monthly income, frequency of internet usage and time spent per session of internet use. The study concluded that online shopping provides huge benefits to the consumers.

**Sajeevan Rao. A Mokhalles Mohd.Mehdi (2010)** investigated how the online user behavior depended on various factors such as security, reliability, search ability, quality, availability, accessibility, trust and convenience. 320 samples were taken in and around Delhi and factor analysis were applied to reveal the above factors, It was concluded that the development of information technology and the growth of the communication network has radically transformed the local network and connected them to the international markets, and the current technological development with respect to the internet has given rise to a new marketing system, and the online facility benefits the consumer in many ways, including easy availability of information.

**Sisira Neti (2011)** discussed the concepts of social media and social media marketing and other aspects like the growth and benefits, role and relevance of social media in marketing, social media marketing strategies, and presented an overview on social media marketing in India. She concluded that the explosion of social media phenomenon is mind-boggling and the pace at which it is growing is maddening. Global companies have recognized social media marketing as a potential marketing platform, and utilized them with innovations to power their advertising campaign.

**Shravangunta (2015)** analyzed the differences that exist in the usage of whatsApp by male and female individuals. Data was collected from 140 respondents (70 men and 70 women). The study was undertaken in Mumbai metropolitan region. ANOVA and chi-square test was used. The researcher underlined that there is no significant difference was found in terms of the proportion of male and female with respect to sending message to wrong contracts erroneously. The researcher finally proved that some insights into the usage of whats APP amongst both the gender. The research indicates that the women tend to use more emoticons, spend more active time, part of a lesser number of groups on whatsAPP.

**Deepal Joshi and Sarla Achuthan (2016)** The researchers identified the important trends in B2C online buying in the Indian Context, eight trends identified from information in India's leading daily newspapers. Online sales of products and services will increase in the future; Increasing internet penetration means increased online buying in the future; Increasing access of internet via smart phones and tablets will increase online shopping in India; online buying will continue to grow fastest for booking tickets for railways, flights, movies, and Hotel accommodations due to convenience and safety.

Huge discounts in online buying will increase the sales of physical products such as books, electronics, clothes, and footwear, large online companies with technology aided delivery services, own delivery staff, and shortest delivery guarantee, and smaller ones with own delivery staff are likely to increase online sales faster; In online buying, the cash-on-delivery method of payment will continue to be very popular as it is very safe: Payment through Debit cards and credit cards for online buying will increase in future. The payment for online buying through plastic cards can be a definite picture in the future. Payment gateways of online retailers, 'E-wallet' facilities, and technology start-ups providing newer and faster payment solutions are a few steps that online retailers can take to wean the Indian customer away from the cash-on-delivery (COD) obsession.

**Rajdeep Singh (2016)** the study analyzed the consumer behavior towards Social media and the awareness of social media marketing. 150 data samples were collected from consumers in Punjab and correlation was used as a statistical tool to analyze the data. The study revealed that there is positive correlation between social media marketing and consumer behavior. It also found that consumers are aware of various social media strategies.

**Suresh V, Chitra M and Maran K (2016)** the researchers argue about the influential factors of social media on cosmetic products and its distribution channels. 374 samples were collected from Chennai by using random sampling technique. They clearly state that social media marketing enable cosmetics products to reach the customers of different age groups and life style. Social media plays an important role in the sale of cosmetic products.

From the above reviews it is apparent that various factors namely, information technology, self-efficacy, perceived security, privacy and product involvement. Home delivery, cheaper price, preventing factors payment insecurity etc., determine to social media and social media marketing

## SECTION II

International and National reviews are pertaining to Consumer attitude, behavior and their decision making style have been dealt in this section.

### 2.3 CONSUMERS' ATTITUDE, BEHAVIOR AND PURCHASE DECISION

#### International studies

**Ellen R. Foxman and Patriya S. Tansuhaj (1988)** examined the mothers' and Young' perceptions of relative influence in family purchase decisions. Influences are compared over a wide range of product types and costs, and it was found that their perceptions of influence vary depending upon the primary user of a particular product. Data was collected from 193 pairs (mother & Youth) in three small northwestern towns. Analysis of variance and co-efficient of correlation was used to ascertain the relationship between product importance and decision influence perceptions. It was found that mothers and Youth do differ in their perceptions of Young influence in family purchase decisions, and the difference is statistically significant. The study underlined that Youth are active participants in family purchase decision outcomes and it certainly improves our understanding of family influence relationships.

**Soyeon Shim and Aeran Koh (2000)** examined Young consumer decision-making styles from a perspective of consumer socialization. 1954 data samples were collected from 29 high schools in a southwestern state. Cluster analysis and multivariate analysis of variance were applied. It was concluded that value maximizing recreational shoppers were mostly associated with interactions with parents, exposure to print media and consumer education. Brand – Maximizing non- utilitarian shoppers were closely related to peer influence and television commercials.

**Shu J.O (2003)** in his research tried to identify the factors that affect consumer' willingness to indulge in internet shopping; For the research purpose, 296 university students were selected as research participants securing 175 usable and meaning full responses. The survey results showed that 50% of the respondents were between that age group 20-30 years. Most of the respondents (53.7%) were undergraduate students, majority of the respondents had more than one year experience in working with the internet. The results showed that consumers' willingness to indulge in Internet shopping correlated positively and significantly with trust placed in internet shopping, "perceived ease of use", "usefulness", "playfulness", "security", "privacy", "information quality" and "service".

**Kim, Lee, and Kim (2004)** in their study focused on various factors affecting online search intention which has been found to be a key predictor of online purchase intention. 245 participants who had experience in purchasing books online were surveyed through a self-administered questionnaire. Data was collected from a sample consisting of mostly young adults who were familiar with using the internet and had prior online shopping experience. They concluded that the utilitarian value of internet information search, hedonic value of internet information search, perceived benefits of Internet shopping, perceived risk of Internet shopping, and internet purchase experience predicted online search intention quite well. The findings also showed that online search intention positively affects online purchase intention.

**Jayawardhena, wright, and Dennis (2007)** examined the purchase intentions of online retail consumers, segmented by their purchase orientation. The aim of this research paper was to further understand the area in a measurable way by carrying out empirical research into consumer motivation to shop online. An e-mail was sent to each individual in the sampling frame, consisting of 1500 individuals who were randomly selected from 10,000 consumers who were Internet users. Out of the 413 responses received, 396 were usable. This is a response rate of 27%. This study examined purchase orientations and purchase consumers. The study showed

that the consumers can be clustered into five distinct purchase orientations, and be labeled as 1. Active shoppers 2. Price sensitive 3. Discerning shoppers 4. Brand loyal and 5. Convenience – oriented. The author concluded that consumer purchase orientations have no significant effect on their propensity to shop online. This contradicts the pervasive view that internet consumers are principally motivated by convenience. It was found that aspects that do have a significant effect on purchase intention are prior purchase and gender.

**Sarah Robbins-Bell (2008)** discussed how although the barrier between inside and outside the classroom has been difficult to overcome, new social media forms today are starting to break down that barrier and enable dialogue. Social networks, instant messaging, blogs, and virtual worlds not only allow conversation but rely on it. These popular social media services feature high levels of participation, numerous contributions and discussions, and even detailed debates. Virtual worlds come in lots of flavors, but they all share four characteristics: persistence, multiuser, avatars (virtual identity), and wide area network. These characteristics can be powerful for teaching and learning. Students can use their avatar to express themselves in a way that is similar to their profile on a social network, resembling who they are in real life. The ability to mix students from all over the world in one virtual world means that campuses can begin to blend classes from different subject areas as well as different campuses.

**Williams, A., & Merten, M. (2008)** analyzed 100 Young online blogs (of which all content analyzed was public) on the basis of: demographic content (gender, relationship status, etc.), social content, image appropriateness, family issues, school issues, social issues, risky behaviors, sexual content, identity vulnerability, and peer interaction. The researchers found that online social networking assisted in identity development of Youth. A majority of the photos posted by the profile creator were considered appropriate, with about 17% deemed

inappropriate – often due to indications of nudity, alcohol, or other unacceptable behavior. Posts about participating in and/or having an interest in athletics were found on a majority of the profiles. Most comments about and between peers were rated as positive, and special interests (such as books, movies, and music) were found on most pages. Risky behaviors and sexual content were common concerning trends found throughout many of the Young profiles examined. With the average number of friends for an Young on a social networking site being 194 “friends,” the average profile creator had had face-to-face contact with about 84% of those social connections. Social networking sites are a way for Youth to communicate and maintain relationships as well as explore their identity and express themselves.

**Steyer James ( 2009)** conducted a study of the social networking sites and their impact on the youth of any nation, children, adolescence and families during the last 5 years. Usage of such sites has increased among pre-Youth and Youth. The result of the study points out 22% of teenagers log in more than 10 times a day on to their favorite social media site, and more than half the percentage of Youth log more than once a day.

**Anubhav Anand Mishra (2010)** focused on the young-adult consumers’ decision-making style and increased shopping options available to the consumers, has tried to ascertain the decision –making styles of young-adult consumers so as to provide information marketers interested in the decision-making profile of Indian consumers. 425 samples were taken, factor analysis was employed to identify the following factors – “Perfectionist”, “high-quality consciousness”, “Dissatisfied Shopping Consciousness”, “Impulsiveness”, “Price-Value Consciousness”, “Confused by Over-choice”, “Brand Consciousness”, “Fashion Consciousness”, “Recreational Shopping Consciousness” , “Brand Loyalty”, “Store Loyalty”. It was concluded that the applicability of the original characteristics as well as two traits specific to the Indian context.

**David Joshua Perdue (2010)** discussed the social media marketing involved in the use of online social media tools to reach consumers in an innovative

way. An increasingly large number of customers use social media and different types of businesses are also involved in it. The magnitude of resources available and the potential consequences of failed social media marketing campaign have left companies in a state of uncertainty. He concluded that the consumers involved social media to create, capture value and including the process of formulating social media marketing strategy.

**Harsha Gangadharbatha (2010)** clarified user generated content sites, and the role and growth of social networking sites which have definitely grown by leaps and bounds and why college students join and participate on this site. Samples of 237 undergraduate students aged between 18-30 years were collected. The mean age was 22.63. Variance and regression analysis, and alpha co-efficient were applied, to find the relationship between willingness to join Social networking sites, internet self-efficacy and need to belong, and the mediation was only partial between willingness to join and collective self-esteem. The researchers concluded that their attitude towards Social networking sites, self efficacy, need to belong, cognition, collective self-esteem have a relationship with the willingness to join Social networking sites..

**Monika Sharma & Deepshika Kalra (2011)** examined whether respondents get influenced by influencers using online Social Media at the time of purchasing the product, whether they trusted other influencers on online social media, and whether they were willing to recommend products to other people through use of online social media. 200 samples were collected from educated age – group 18-25 and 25-60 in Delhi. Chi-square test and non-parametric test was used, to determined whether respondents' get influenced or not by influencers, using online social media regarding products purchase decision. The researcher concluded that approximately 30% of the consumers in Delhi acknowledged a very good influence of social media on product purchase decision of consumers and 24% of the consumers agreed that online Social media marketing (SM) is extremely trustworthy.



**Peluchette J and Karl K (2010)** surveyed undergraduate college students on their willingness to display certain kinds of content on their profile, their perception of the content (appealing, wild, fun and friendly, or offensive), and their beliefs about who should be viewing the content posted on their personal profile. Users often make a deliberate attempt to portray a certain image on social networking sites. Those who posted content they deemed acceptable for general audiences, including family and employers, were less likely to post sexually appealing, wild or unpleasant images. On the other hand, those who did display such content were accepting of strangers view the content; some participants stated that since strangers did not know them, there was no reason for them to care about the self-image that was being portrayed. While most participants agreed that it was alright for family to view their profiles, they were neutral on whether strangers and employers should have access to the content. Social networking site users' intended image was correlated with the content that is posted on the site.

**Sharma & Rajesh (2011)** focused on the effect of gender, age, income and idolatry behavior, on impulse-buying in Indian Young consumers. Youth had some personality traits, likes and dislikes based on their early age experience. 104 data samples were collected from high school students aged 14-18 years in Delhi in March 2009. Mean and SD, ANOVA were applied. The findings indicated that there were significant differences in impulsive buying tendencies between male and female Youth. However no significant differences were found in impulsive buying tendencies based on age, income or idolatry behavior. The authors also propose ways for sellers to improve their merchandise assortment, and improve the shopping environment including store displays to trigger impulse purchases in a highly competitive environment.

**Turcinkova, J. Moisis (2011)** studied the Czech producers of clothing for brand building and marketing communication strategies. 200 samples from the age group 13- 19 years were collected through an online survey during Mar 17 – Apr 22 2001. The research consisted of primarily qualitative research in the form of in-depth interviews and pilot quantitative research in a form of online survey. The results show differences in the buying behavior of clothing between respondents in

the age 13–15 and 16–19 years. The group of 13–15 years old teenagers doesn't consider clothing brands as a very important criterion when choosing particular piece of clothing, while for the older group brands matter. The 16–19year old ones are significantly more influenced by their friends and opinion leaders, while for the younger group this influence comes not from their peers, but mostly from parents. They concluded that markets providing products for the target segment could aim their communication strategies at parents, as parents were the major influence.

**Han – JenNiv, Yung – Sung Chiang, Hsien – Tang Tsar (2012)** focused on how the media has given rise to various emerging subculture among the younger generation, individuality and purchase behavior patterns. 105 data samples were collected from Otaku. Exploratory factor analysis was applied to extract the trait factors, while confirmatory factor analysis and structural equation modeling were used for the verification of the scale and structural models respectively. The results show that the Young Otaku present an obsessive preference for visual perception. The authors concluded that the main factors influencing the sample populations purchasing intentions in terms of animation, comics, and games is their strong interest in and participation willingness towards animation, comics, and games. Strategic marketing directions applied to this Young group should emphasize information visualization to entice their buying behavior.

**Kishori Jagdish Bhagat (2012)** analyzed the profile of FMCG (fast moving consumer goods) the consumer behavior of teenager with reference to purchase and consumption. Percentage analysis and two-way method table were performed. The consumer behavior of college going teenagers specific with regard to Fast Moving Consumer Goods depends on external influence rather than rationality, where rational purchases would mean quality, durability and cost. The study concluded that teenage consumers were influenced by their friends, film stars, sportspersons and popular models to buy the product. They think that quality means a popular brand and they would not bother about the quality, guarantee/warranty and re-salability except for very a few Youth.

**Lina Auskalnienė (2012)** The purpose of this paper was to review the literature analyzing the democratic citizens' engagement and political participation in the era of the Internet, particularly focusing on the involvement of young people in the decision-making process. Moreover, a pilot case study is presented, reflecting the practices of politically active young individuals in the online communicative space. The data available were analyzed to shed some light on this debate and to focus attention on several aspects of youth participation. The study highlighted that even though communication has become more efficient in the era of the Internet, we cannot assume that it has become more democratic.

**Madhur Raj jain, Palak Gupta, Nitika Anand (2012)** described the awareness level of usage of different social networking sites, trust level of social media information, discussion on social issues through Social Networking Site (SNS). Research was conducted on the youth (age 20-40) of Delhi – NCR region. Total sample size taken was 100 respondents. ANOVA was performed as a statistical tool, the results show that they were more vibrant while discussing the social issues during the Social Networking Site (SNS) usage but they are not coming forward in concrete way to resolve the issues.

**Elodie Gentina, Samuel K. Bonsu (2013)** investigated the social network theoretical framework to explore the relationship between Youth' structural position in peer networks and the decision to shop with friends. 1037 data samples were collected from Youth, and descriptive analysis was performed. The researchers propose practical guidelines for retailers and other managers who target Young consumers. The study also suggests that Youth' social positions within a peer network affect the frequency of shopping with friends, although gender moderates this relationship.

**Han-Jen Niu & Yu-chuan Tung, Yi-Hsien Tsai (2013)** investigated how attention had been paid to Youth online buying because of factors such as the development of the Internet and the increasing buying power of Youth. The study compared Consumer decision – making styles and online shopping the factors influencing Young buying behavior. 1614 data samples were collected from the

age group of 16-30 years in Taiwan. Correlation, regression and covariance analyses were applied. The results of the study showed that there was a positive correlation between Youth' consumer decision-making styles and purchasing behavior (including planned and unplanned purchases), compulsive purchases under unplanned purchases showed positive moderating effect. The article concluded that the recognition of use in Technology Acceptance Model (TAM) had presented positive moderating effect on compulsive purchases categorized under unplanned purchases.

**Han – Jen Niu (2013)** examined the effect of Young decision- making styles on online purchasing behavior, with peer influence as a moderating variable. 2419 data samples were collected from Youth through online survey. Regression analysis and analysis of covariance were performed. The researcher concluded that Youth with planned purchase behaviors can be considered as rational consumers, in that they do not care about fashion or hedonistic shopping consciousness, but rather focus on brand, price value, and high quality. He concluded that indeed Young purchase decision making can be strengthened by peer influence.

**Shabnams MS, Mahat S and Mundhe S.D (2014)** the researcher identified the awareness level of usage of different social networking sites and their issues. The study found that teenagers and young adults' purpose of using social networking sites was for entertainment, communication and for sharing personal profiles.

## National Studies

**Nachimuthu (2009)** examined the current digital era, where most of us are member of at least one online community for sharing information and common interests. He discusses the exponential growth and business prospect of our virtual social networking sites and the constructive uses of these virtual communities in various aspects of life, and also the possible threats. He concludes various viewpoints about different forms of digital socialization and membership life cycle of virtual communities.

**Puja Mehra and Debapriy (2009)** studied Bluetooth marketing (proximity marketing) and established it was new in our country, but in Europe and US Bluetooth successfully brought together technology and marketing. They conclude that to reach out to a large number of customers it is economical and this has successful opened new avenues for marketers to create a better impression about the product and establish a good brand image.

**Rama Rani (2014)** determined the various factors which led to the usage of social networking sites and effect of gender and age on the usage of social networking sites. Percentage analysis, exploratory factor analysis and correlation were used. The majority of the respondents were female and their age group less than 15 years. The study found that popular social networking sites among the respondents of this study are Face book, Twitter, and Flickr.

**Suresh and Vijaya (2014)** identified the factors affecting the young consumers' buying behavior, which includes the personal, psychological and social factors. They concluded that youth is the cornerstone for any business to succeed in the present market place.

**Theresa Nithilavincet (2016)** Investigated the segment of young adult consumers based on their styles towards purchase of apparels, explore the differences in the shopping styles across demographic such as gender, education levels and regional background. Data was collected from 1478 respondents who were young adults in the age group of 18-25 years residing in Bangalore. T-test and ANOVA was used. The researcher found that there is a significant difference in the shopping styles of young adults towards purchase of apparels across regional background.

**Nithya Venkataraman and Sreedhara Raman (2016)** examined the women consumers' intention for purchasing fashion products. 200 respondents were participated from Bangalore. The study was conducted from March 2014 to June 2014. Multivariate regression analysis was performed. The study concluded that

fashion marketers exploring opportunities in the space of user-generated content like blogs, social networking sites or instant messaging services.

It can be concluded from the above reviews that the factors have influenced the consumers attitude and behavior including, “Price-Value Consciousness”, “Confused by Over-choice”, “Brand Consciousness”, “Fashion Consciousness”, “Recreational Shopping Consciousness”, “Brand Loyalty”, and “Store Loyalty”.

### **SECTION III**

This section reviews deals with the various factors that influencing the social media marketing and consumers’ satisfaction level.

#### **2.4 SOCIAL MEDIA MARKETING AND CONSUMERS’ SATISFACTION**

Reviews on consumer level of satisfaction towards social media marketing across the globe have been discussed.

##### **International studies**

**Craig A. Martin & Alan J. Bush (2000)** focused their study to determine which individual or group of individuals had the strongest influence on Young consumer purchase intentions and purchase behavior. They introduced the concepts of direct father and mother, and favorite entertainers and favorite athletes, and role models as influencers on the consumer behavior. The result of the study aids advertising managers who are seeking to improve their understanding of the ever-growing Young consumer market.

**Sin L and Tse (2002)** in their study “profiling Internet shoppers in Hong Kong”, tested a model of internet shopping behavior. The model postulated that consumer internet shopping behavior is affected by the consumer’s demographic, psychographic, attitudinal, and experiential factors. Data from 400 respondents were

analyzed, and findings of their study indicated a relationship between consumers who shop online, and some of the variables included in the study. The study found that internet buyers tend to be male, well-educated, with higher income and were mainly in the age groups between 21 and 30 years. They were also likely to have high internet usage rates than other non-internet in home shopping experiences. In addition, they tended to be time conscious, self-confident and had a greater positive attitude towards Internet shopping than non-buyers.

**Kuan-Pin Chiang & Ruby Roy Dholakia (2003)** in their article examined consumer's intention to shop online during the information acquisition stage. The study incorporated three essential variables, which are likely to influence consumer intentions, i) Convenience characteristics of shopping channels, ii) product type characteristics, and iii) perceived price of the product. Respondents were surveyed on a train traveling in the north-east region. Among those surveyed, 147 usable questionnaires were received. The results of the study indicated that convenience influences consumer's intention to shop online when consumer's perceived shopping offline as inconvenient, and as a result, they are more likely to shop on the internet. They also revealed that the product type influences consumers to shop online.

**Kim, Lee, and Kim (2004)** in their study focused on various factors affecting online search intention which has been found to be a key predictor of online purchase intention. 245 participants who had experience in purchasing books online were surveyed through a self-administered questionnaire. Data was collected from a sample consisting of mostly young adults who were familiar with using the internet and had prior online shopping experience. They concluded that the utilitarian value of internet information search, hedonic value of internet information search, perceived benefits of Internet shopping, perceived risk of Internet shopping, and internet purchase experience predicted online search intention quite well. The findings also showed that online search intention positively affects online purchase intention.

**Macro (2004)** examined the attitude of teenagers and youth towards cellular phones, the way young people relate to the functionality of mobile phones, and their awareness to the recent launches of mobile handsets in the market. 165 samples were taken from the age group 15-30 years. Percentage analysis was performed. It was concluded that this classification was more stable than the one based on income alone and it was reflective of the life style, so it was more relevant to the examination of consumer behavior.

**Tamara F. Mangleburg & Patricia M. Doney, Terry Bristol (2004)** investigated the effect of teenagers shopping with friends, the attitude towards shopping with friends, and to spend more while shopping. Data was collected from Youth attending public high school in Southeastern City (US). Through survey from 354 samples whose Mean age was 16, and whose Standard Deviation (SD) was 1.40, T-test showed the relationship between age and online shopping knowledge of their friends' and teens' age to teenagers' responsiveness to informational and normative influence from friends. They found that teen's attitudes towards shopping with friends was an enjoyable one, as opposed to shopping alone, shopping with friends may actually reduce risk and uncertainty, lead to choosing the best brand.

**Monsuwe T.P.Y, Dellaert B.G.C, and RuyterK .D (2004)** in their research paper proposed a frame work to increase researcher's understand of consumer attitudes towards online shopping and their intention to shop on the Internet. The framework used the constructs of the Technology Acceptance Model (TAM) as a basis, extended by exogenous factors, and applied the same to the online shopping content and they build up such a frame work based on previous research on consumer adoption of new-self service Technologies and Internet shopping systems. They suggested that consumers' attitude toward Internet shopping, first depends on the direct effects of relevant online shopping features. Online shopping features can be either consumer's perceptions of functional utilitarian dimensions, like "ease of use" and "usefulness," or their perceptions of emotional and hedonic dimensions, like "enjoyment".



**Godes, David & Dina Mayzlin (2004)** described social media, or consumer – generated media or consumer- generated content as a term that is used to describe any kind of text, image, audio or video clip that is uploaded to the internet by ordinary people. It is something that can be easily shared and located by other people. Social Media is thus different from the articles, programs and broad casts created by professional journalists, photographers, broadcasting networks, or by authority figures and experts.

**Parricia Sorce , Victor Perotti and Stanley Widrick (2005)** evaluated the shopping and buying behavior of younger and older online shoppers as mediated by their attitudes towards Internet shopping while older online shoppers search for significantly fewer products than their younger counterparts, they actually purchase as much as younger consumers, Attitudinal factor explained more variance in online searching behavior.

**Puji Astuti, Ira Puspitawati, S. Psi, M.Si (2008)** focused on the relationship between female Young attitudes towards multi-level marketing products and the consumer behavior in purchasing cosmetics. Data was collected from 50 young women between 19-22 years in Gundarma University. Coefficient of correlation was used, to found coefficient was-0.167 with a significance level of 0.245 ( $p > 0.05$ ). That the hypothesis is rejected, it was concluded that there was no relationship between attitudes towards multi-level marketing products and consumer behavior.

**Habil. Jozsa Laszlo & Tarkanyi Esyter (2008)** focused on the influence of positive reference groups and the impact of perceived risk, product knowledge and the measure of influence in case of specific products. Data was collected from 605 Hungarian Young People in the age group 14-25 during Feb – Mar 2007. Cluster analysis and regression analysis were performed to analyze the relationship between the two phenomena. Measuring the power of reference group influence and the influencing role of the respondent, the results of the study show that when young adult consumers shop with accompanying fellows, they bought more and spent more. They love to shop with their friends which led to spending more money.

“Bring a friend with you” promotion and other special events may contribute to teen group shopping.

**Luis Simoes & Luis Borges Guveia (2008)** examined millennials’ (a member of the generation of children who were born between the years 1977 and 1994) consumer behavior. They applied some classical models based on traditional “information-processing paradigm”. The impact of the culture and lifestyle surrounding millennials was useful to derive guidelines on successful advertising campaigns aimed at this population. It was concluded that millennials were protected by their parents and society on the whole from the problems that the previous generations encountered. It was also recommended Millennials are much more prone to be influenced by peer-to-peer networks than by “push advertising”: this generation has grown immersed in advertisements, and uses their nearer social references as a guide on what products that are really important to them.

**Michal Trusou, Randolph E. Buklin Koen H. Pauvels (2008)** performed a study whose main objective was viral marketing - creating entertaining or informative referral programs, create satisfaction to the customer and they refer family and friends’ community, marketing forming community to share interests about product or brand (user group, fan clubs, discussion forums), data were collected from the social networking sites, it had 36 weeks of the daily number of signup and referrals (Feb 1 to Oct 16 2005) t-test was used as a statistical tool, it was concluded that they use effectiveness of traditional marketing when the word of – mouth effects are present.

**Christy Crutsinger, Dee Knight & HaeJung Kim (2009)** clarified the teens’ consumer interaction style according to specific demographic and lifestyle characteristics and the impact of assertive and aggressive interaction style on attitudes towards marketing practices (product, retailing, advertising, Pricing). Teens between the ages 13-18 were taken for study, 467 data points were collected from over half a billion population in the US. T-test was used as a statistical tool. Its results indicated that an assertive interaction style was pervasive among US teen consumers, while the aggressive interaction style had disparities according to unique

demographic and lifestyle characteristics. They found that based on the impact of teens' assertive and aggressive consumer interaction style, marketers can develop effective strategies to cater to this demanding consumer group.

**Alex Hartigan and Natalie (2010)** investigated the ways in which young people respond to alcohol references in Internet media, the prevalence and nature of alcohol content in sampled Internet use, the association between alcohol references, alcohol consumption and implicit attitude towards drinking. Data was collected from 6 youth clubs across London. 112 samples are taken during the period Nov 2010 to July 2011. Mean age was 15.4, SD was 1.0 (59.8%) and Chi-square Test revealed that young people are significantly more likely to be exposed to alcohol than non-alcohol content online. It was concluded that online media highly impacted the young people to the alcohol exposure and consumption.

**Hunag Jan – Hung and Yang Yi –Chun (2010)** investigated the gender difference in Young online shopping motivations based on the convenience, choice, availability of information, lack of sociality, and cost saving, adventure, sociality, fashion value and authority. 639 samples of data were collected from high school students in Taiwan aged 16-18. Mean, SD, reliability test and t-test were conducted. The results revealed that the scores of males were significantly higher than those of females on the subscales of convenience, lack of sociality and cost saving. In contrast, females' scores were significantly higher than those of males on the subscale of availability of information. Based on their study, the authors concluded that male Youth hold more positive attitudes towards online shopping on convenience, the female Young on importance on adventure, sociality, and fashion. The research also suggested that, gender differences really exist in online shopping.

**Nagwa El Gazzar (2010)** examined the online usage habits of the Egyptian teens with focus on social media networks - specifically Facebook. The study shed light on the role played by Facebook in enhancing teens' attitudes towards political and social changes currently occurring in Egypt. Samples of 200 teenagers (aged between 12-18 years) who used the internet and have Facebook

accounts were taken. Factor analysis was conducted through SPSS. The study shed light on the role played by the Facebook in enhancing teens' attitudes towards political and social changes currently occurring in Egypt. The results of the study showed that the teens used social networks to enhance political and societal changes in the particular place. It also revealed that social networks were also a useful tool to successfully communicate and improve interactivity with teens through social networks.

**Hareem Zeb, Kashif Rashid, and M.Bilal Javeed (2011)** stated Pakistani female consumer's buying behavior and tried to understand the influences on female consumers towards buying branded clothing. 415 samples were taken in the age group 20-35. Pearson's co-efficient of correlation and regression analysis found there was a direct relationship between brand influence elements and consumer involvement in fashion clothing. Factor analysis has identified the impact of the brand status, brand attitude and self concept upon consumer involvement in fashion clothing as the most significant. The research revealed that the status branding, brand attitude, paying premium for branded clothing and increasing consumer involvement in fashion clothing.

**Latif, Abdul; Saleem, Salman; Zain-Ul-Abideen (2011)** studied the influence of reference groups on teenagers' purchase behavior. The data was collected from 100 teenagers in various cities in Pakistan. Multiple regression analysis, t-test were used as a statistical tool. T-test shows the t-value was not significant a positive relationship of emotional response with the consumer buying behavior. The results of the study points out that there was a positive relationship of direct and various role models on teenagers purchase behavior. This would aid marketing and advertising managers who are seeking to improve their understanding of the ever-growing Young consumer market.

**Whitny Boggs and Kathryn Montgomery (2011)** examined current literature, articles targeting specific multicultural audience. This draws on consumer

behavior theories, definitions and multiculturalism marketing techniques for reaching exploration of recent Internet research cases. The outline helps the process of the new business and communication of marketing. They conclude that relevant understanding of the target audience and customer is necessary, and that endless opportunities are provided by marketing to multicultural populations via social media.

**Zendehdel, Paim, Bojei and Osman (2011)** explored three dimensions of trust such as integrity, ability and benevolence that affect consumers' attitude towards online shopping and online shopping intention in Malaysia. They used the structural equation model to analyze the data collected from a sample 375 students in Malaysia. They found that only integrity and ability had an impact on attitude towards online shopping.

**Muhammad Mohsin Butt and Ernest Cyril de Run(2012)** studied young consumers' attitudes towards targeted/non-targeted ethnic advertisements as well as the moderating role of the strength of ethnic identity. 800 samples of data were collected from eastern society Youth, in states within Malaysia. ANOVA and T-test were performed, to determine the differences based on exposure to targeted/non-targeted advertising as well as the intensity of ethnic affiliation. The results indicated a main effect for advertisement type and the strength of ethnic identity there were no significant interactions.

**Rehan Azam & Suleman Akbar, Muhammad Danish (2012)** studied the consumption style of Youth as customers, young consumers' attitude towards behavioral characteristics i.e. shopping influence and reliance on media. Data was collected from 1084 persons, in Karachi, Pakistan. T-test was applied. The result of the study indicated that there was a significant difference between male and female consumption style towards shopping behavior. The mean value of females was higher than that of males with regard to shopping influence, "fashion conscious", "recreational", and "confused over choice". This implies that females are more shopping influenced, fashion conscious, recreational, and confused over choice as compared to males. Males are more reliant on media, perfectionist, brand

conscious, and impulsive as compared to females for their consumption style toward shopping behavior. The study concluded that young females are more shopping influenced and fashion conscious, and their consumption style towards shopping behavior.

**Ashish Bhatt (2014)** The study focused on the attitude of consumers towards e-shopping based on their behavior, beliefs, preferences, opinions, pattern of online buying, purchase perception and how socio-demographic affects their attitude. The data was collected from Gujarat and t-test was performed. The research study points out the influencing factors of consumer perception on online purchases are perceived usefulness, perceived enjoyment, security and privacy.

**Priyank Sinha and Savmya Singh (2014)** examined the impact of sub dimensions of online perceived risk (financial, product, time, delivery risk) on attitude towards online shopping, also they determined the impact of two important factors on perception of the sub dimensions of perceived online risks. 107 data was collected from Feb – April 2013. Regression and ANOVA was applied. Perceived risk and attitude towards online shopping (Regression) ANOVA to determine the significant differences in perception of online risk between online shoppers. The researchers concluded that the “product performance risk”, “financial risk”, “delivery risk” had a significant negative impact on attitude towards online shopping. While consumer were not much influenced by time risk.

It is obvious from the above reviews that social media marketing and level of satisfaction, “Convenience”, “adventure”, “sociality”, and “fashion”, “perceived risk”, “perceived usefulness”, “perceived ease”, It is also revealed from the reviews that different set of consumers have different level of satisfaction towards social media marketing.

## **2.5 RESEARCH GAP**

After scrutinizing both international and national reviews pertaining to social media, consumer attitude towards social media, growth, usage and satisfaction of social media and networking sites among young consumers, the researcher was able to identify the research gap for the present study. Most of the above listed research works had been carried out by companies to improve their marketability. The researcher has also identified the existence of many exclusive studies relating to young consumer usage and their preferred social media sites.

The review of literature clearly shows that comprehensive studies relating to social media and young consumers' attitude have not been attempted so far both at international and national levels. Hence the researcher had identified the research gap to proceed with this research work.

Youth around the globe seem to extensively use social media networking sites for exchange of information. This study attempts to find out how far social media sites have been used by Delhi Young consumers for purchasing of products. Hence the researcher inclines to study the impact of social media on the young consumers' attitude which is a comprehensive study taking into consideration Delhi young consumers perception, attitude, interest, intentions, usage, and purchase decisions.

## **2.6 CONCLUSION**

In this chapter, the researcher has reviewed the previous research papers, articles and thesis of different authors pertaining to social media, young consumers' attitude, awareness, preference, purchase decision and level of satisfaction. A detailed review of literature helped the research to identify the research gap to proceed with the research study titled, "Impact of social media on young consumer attitude.

## **CHAPTER III**

### **THEORETICAL FRAME WORK OF THE STUDY**

#### **3.1 INTRODUCTION**

Social media is hot. Social Media is now the trend and for businesses it represents a marketing opportunity that transcends the traditional middleman and connects companies directly with customers. This is the reason, why nearly every business on the planet—from giants like Starbucks and IBM to the local ice cream shop—are exploring social media marketing initiatives. Companies are rapidly adopting social media marketing.

For the purpose of effective discussion of the theoretical frame work of the present study this Chapter has been classified into four major Sections, namely,

**Section I:** deals with Social Media (SM)

**Section II:** describes Consumers' Attitude and Young Consumers' Attitude

**Section III:** discusses the Impact of Social Media on Consumer Attitude



## 3.2 SECTION I

### 3.2.1 DEFINITION OF SOCIAL MEDIA

According to Evans (2008), “Social Media relates to a self-generated, authentic conversation between people about a particular subject of mutual interest, built on the thoughts and experiences of the participants”. Therefore, Social Media is definitely all about sharing and aiming at a collective vision, often intending to offer a more-appropriate or informed choice at the end. Furthermore, Social Media changes over time as it allows people to generate the content in a participative way whenever they want to add any additional piece of information.

“Social media” refers to a type of website, application or communications vehicle where people connect with one another; discuss and interact; share content and ideas; and build relationships” (Anita Campell in McAlear (ed), 2009, p. 1)

Andreas Kaplan and Michael Haenlein define social media as “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”.

### Social Network Sites (SNS): A Definition

Define of social network sites as web-based services that allow individuals to

1. construct a public or semi-public profile within a bounded system
2. articulate a list of other users with whom they share a connection, and
3. View and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

### 3.2.2 MEANING OF SOCIAL MEDIA

The meaning of the term ‘social media’ can be derived from two words which constitute it. Media generally refers to advertising and communicates ideas or information through publications/channels. Social implies the interaction of individuals within a group or community. Taken together, social media simply refers to communication/publication platforms which are generated and sustained by the interpersonal interaction of individuals through the specific medium or tool. Wikipedia has a general definition of the term Social Media is the democratization of information, transforming people from content readers into content publishers. It is the shift from a broadcast mechanism to a many-to-many model, rooted in conversations between authors, people, and peers.

### 3.2.3 CHARACTERISTICS OF SOCIAL MEDIA

- ***It is a multi-way dialogue*** Brands talk to customers, customers talk to brands, and perhaps most importantly, customers talk to each other. This is a new type of interaction that was never possible until the arrival of Web 2.0.
- ***It is participatory*** Social media marketing depends on user participation – that’s what makes it social. To truly be social media marketing, the users must participate.
- ***It is user-generated*** Most of the content and connections in an online community are created by the users, and not by the brand. There will be content and conversations that are brand-generated, but they will be the minority.

### 3.2.4 MARKETING THROUGH SOCIAL MEDIA

According to the American Marketing Association, Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. (Marketing power.com 2012). In the above definition, the key words are “organizational function, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers”. From an organization perspective, the aspects of these processes

referred in the definition above are brand awareness, advertising, public relations etc. Therefore for the sake of this study, Marketers focus only on one branch of marketing which is brand awareness or brand management as a process of communicating or delivering value to customers as already shown in the definition of marketing by the American Marketing Association.

### **3.3 SECTION II**

#### **3.3.1 DEFINITION OF CONSUMER ATTITUDE**

Social psychologists, unfortunately, do not agree on the precise definition of attitude. In fact, there are more than 100 different definitions of the concepts. A few prominent definitions are:

- “An attitude is how positive or negative, favorable or unfavorable, or pro or con a person feels toward an object” - This definition views attitude a feeling or an evaluative reaction to objects.
- “Learned predispositions to respond to an object or class of objects in a consistently favorable or unfavorable way” - This definition is slightly more complicated than the first, because it incorporates the notion of a readiness to respond toward an object.

- “an enduring organization of motivational, emotional, perceptual, and cognitive process with respect to some aspect of the individual’s world” - This views attitudes as being made up of three components: (1) the cognitive or knowledge component (2) the affective or emotional component and (3) the conative or behavioral tendency component.

As consumers, each of us has a vast number of attitudes towards products, services, advertisements, direct mail, the internet, and retail stores. Whenever we are asked whether we like or dislike a product (e.g. a Samsung HDTV set), a service (e.g., satellite TV from Direct TV), a particular retailer (e.g., Wal-Mart) a specific direct marketer (e.g., www.buy.com) or an advertising theme (e.g., “Chrysler-inspiration comes standard”) we are being asked to express our attitudes.

### 3.3.2 MEANING OF CONSUMER ATTITUDE

Attitudes represent what the consumers’ like and dislike. Usually consumers do the things that they like to do while avoiding things that are disliked. Hence holding a favorable attitude toward a product is almost always an essential prerequisite in order for consumers to hold a favorable purchase or consumption intention. If consumers don’t like a product, they will most probably not buy it. At the same time, however, favorable attitudes towards a product do not automatically translate into favorable purchase intentions. Consumer attitudes are sometimes measured in the form of preferences. Preferences represent attitudes toward one object in relation to another.

### 3.3.3 THEORIES/MODELS ON ATTITUDES

- ❖ ***The attitude – toward-behavior model*** The attitude-toward-behavior model is designed to capture the individual’s attitude towards behaving or acting with respect to an object rather than the attitude towards the object itself. The appeal of the attitude-toward-behavior model is that it seems to correspond somewhat more closely to actual behavior than does the attitude- toward-object model.

- ❖ **Tri-component Attitude model** According to the tri-component attitude model, attitudes consist of three major components: a Cognitive component, an affective component, and a conative component. This is illustrated below.

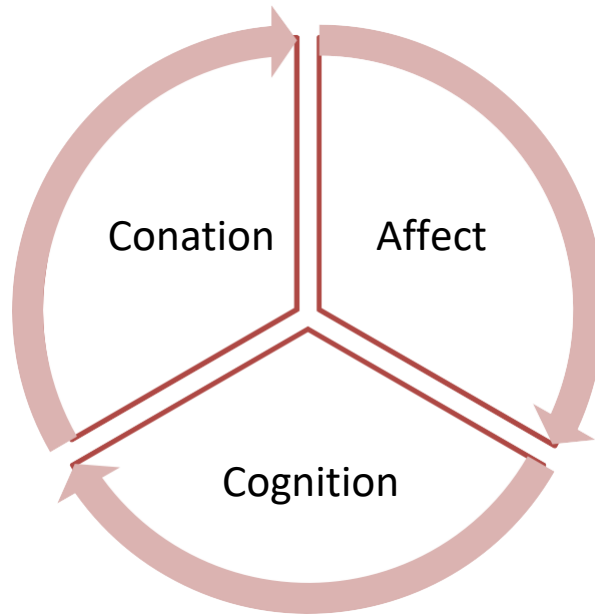


Diagram 3.1 Tri-component Attitude Model

Source: **Paul W. Miniard and James F** “Consumer behavior”, *Vikas Publishing houses Black will*. Engel Ninth Edition ISBN No. 981-240-400-7 PP 289 – 305.

- ❖ Theory of reasoned action model

The theory-of-reasoned-action model represents a comprehensive integration of attitude components in a structure that is designed to lead to both better explanation and better predictions of behavior. This is illustrated in the figure below.

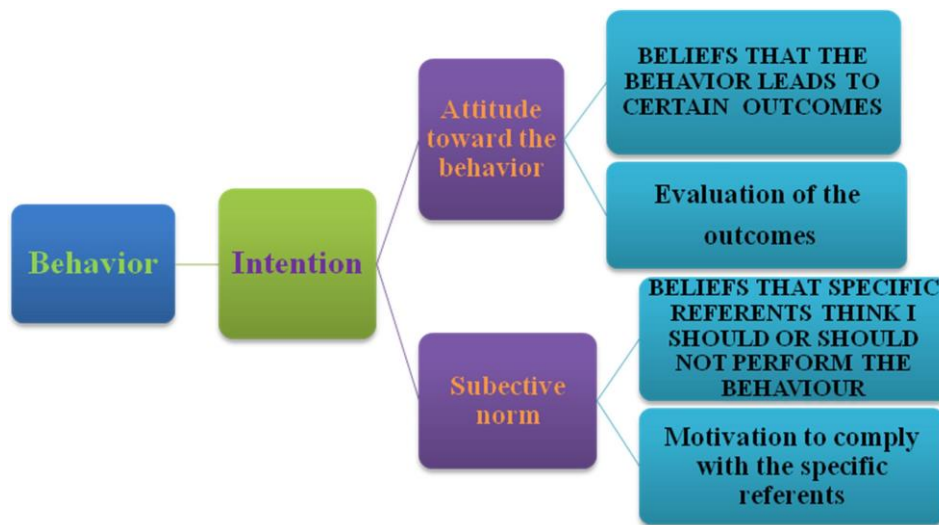


Diagram 3.2 Theory of reasoned Action Model

### 3.3.4 ATTITUDE FORMATION

Suppose one evening while watching TV a consumer sees a commercial for a new restaurant that interests his/her, he/she give extra attention to the commercial, much more than what he/she would normally do. The consumer carefully processes the information presented in the advertisement about the restaurant's attributes (seafood cuisine, reasonable prices, relaxing atmosphere, waterfront location, and so on). It looks as if it is a place that would provide the most enjoyable dining experience while being inexpensive or at least not too expensive. We make a mental note to ourselves to dine at that restaurant the next time the opportunity presents itself. This is in fact nothing but the formation of a favorable attitude towards that restaurant.

### 3.3.5 SOURCES OF ATTITUDE DEVELOPMENT

#### (i) Personal experience

People come into contact with objects in their everyday environment. Some are familiar, while others are new. We evaluate the new and re-evaluate the old, and this evaluation process assists in developing attitudes toward objects. There are three aspects of personal experience influencing attitudes

- **Needs** Since people's needs differ and also vary over time, they can develop different attitudes toward the same object at different point in their life.
- **Selective perception** We have seen that people operate on their personal interpretation of reality. Therefore, the way people interpret information about products, stores, etc. affects their attitudes toward them.
- **Personality** is another factor influencing how people process their direct experiences with objects. How aggressive passive, introverted-extroverted, etc, will form their attitude.

(ii) Group Associations

All people are influenced to one degree or another by other members in the groups to which they belong. Attitudes are one target for this influence. For example, our attitudes toward products, ethics, warfare, and a multitude of other subjects are influenced strongly by the group that we value and with which we do or wish to associate. Several groups, including family, work and social groups, and cultural and sub-cultural groups, are quite important in affecting a person's attitude.

- **Family** The family is perhaps the most influential group in shaping a person's attitudes. Parents orient a child's early thinking and this influence on attitudes is often so strong that it carries over to adult life.
- **Peer groups** The norms, standards, and influence attempts of important groups in the consumer's work and social life make a strong impact on a wide variety of the person's attitudes.
- **Culture and sub-culture** Cultural and sub-cultural inheritances are a result of the socialization process. This legacy results in a sense of identification about who we are, and it strongly affects attitudes about a variety of objects in our environment.

### 3.3.6 THE CONSUMER DECISION-MAKING PROCESS



**Diagram 3.3 Consumer Decision–making Process**

Source: **Habil. Jozsa Laszlo & Tarkanyi Esyter (2008)**, “The Role of Reference group Influence in Consumer Behavior”

Traditionally, marketing campaigns encouraged customers to buy products and/or services, i.e., they sought to close the deal. Marketers too often simply listed features of the product. Earlier, this may have been enough to satisfy customers, but nowadays customers are seeking information on benefits, etc. and they are quite happy to enjoy themselves while they are looking for and gathering such information. The main theme of the research deals with social media consumer but not in general consumers.

However, the advent of social networks has shifted the emphasis to helping consumers to make decisions prior to the purchasing itself. Businesses should ask themselves the question “Are we now engaged in trying to sell what we think they want?” Or “is it a case of finding out what information consumers need to make better decisions?” If businesses are too focused on trying to close the deal, it



could lead to disaster. The above Figure shows the traditional B2C decision-making process and illustrates how social network sites, blogs and other user-generated tools now impact on consumer decisions.

### **3.3.7 YOUNG CONSUMERS' ATTITUDE**

The term "youth", as it is used today, has a broader meaning. It includes the process of mental, emotional and social maturation. The concept of youth as a period of life distinct from childhood or adulthood has some roots in writings from the far distant past. Plato (1961, thought that males under the age of 18 should not be permitted to drink, because "fire must not be poured on fire". Aristotle (1955) conceived of the Youth as distinct from their elders especially of bodily desires and sexual instincts to which they are mostly disposed. Youth is the period of life bounded by puberty and assumption of adult responsibilities.

The Modern world economy is characterized by fast changing consumerism on one hand, and competition among enterprises to have market opportunities in terms of better performance, on the other hand. The companies are leaving traditional commercial strategies and are looking for unique ways to compete more effectively on a global basis. In this content, the information technology is playing a great role for the marketing of products. The internet has created a global market by connecting the sellers and customers. It has been found that out of 20 to 30 Million internet subscribers, approximately 50% are Young age or younger.

## **3.4 SECTION III**

### **3.4.1 IMPACT OF SOCIAL MEDIA ON CONSUMERS' ATTITUDE**

Various industry bigwigs have conducted researches and surveys to know the impact of social media on consumer behavior, and it has been found that consumers would like to have an interactive relationship with a company, so that

they can easily pass on feedback, suggestions, and anything – positive or negative – that is being said about your product or company is easily accessible to a global community of consumers, which essentially means that the business and marketing strategy can be hailed or harmed in a matter of hours. Social media has opened up a new opportunity, both for the business and consumers, to interact with each other on a real-time basis.

(i) Social media websites have become an information resource for customer

Millions of people go to social media sites like Facebook, Twitter, YouTube, and blogs every day to interact with others who share their interests. When they see something, they like (or dislike), they share it instantly with their friends, who share it with more friends, making it an extremely fast way to communicate.

People rely on various types of social media websites as much as company websites for product and brand information. Seven out of ten (70%) customers have visited social media websites such as message boards, social networking sites, and blogs to get information and 49% of these consumers make a purchase decision on what they gathered according to Open Threat Exchange (OTX) research.

The report, by the Nielsen company, a provider of consumer insight and social media analysis, shows that social networks and blogs dominate people's online time by accounting for almost a quarter of total time on the internet.

(ii) Consumers who visit social media websites are more likely to take action

Feature such as blogging, photo sharing and video sharing are the norm. Nowadays, politicians, celebrities, brands and family members all seem to have an account. The rise of social media is not only changing the relationship between brand and audience, it is affecting the traditional marketing and PR metrics. Social networking is evolving fast. Consumers who visit social media websites are more

likely to act. This has implications for businesses, because they should now pay enough attention to marketing, advertising and promoting their products on social media.

### **3.5 CONCLUSION**

In this chapter, the researcher acquired depth knowledge and understanding of the concepts pertaining, to the study area such as definition, meaning, classification and characteristics of social media, social networking sites, young consumers' attitude and impact of social media on young consumers' attitude.

## CHAPTER – IV

### SOCIAL MEDIA USAGE – AN ANALYSIS

#### 4.1 INTRODUCTION

In this chapter the researcher starts to analyze and interpret the data collected using various analytical and statistical tools like Percentage Analysis, Ranking Analysis and One-Sample t- test by using Statistical Package for Social Science (SPSS).

In this chapter the researcher attempts to satisfy the first two objectives namely to study the demographic profile of young consumers and their perception on social media usage. Hence, the researcher has divided this chapter into two sections for further discussion.

**Section I:** Deals with demographic profile of young consumers by way of percentage Analysis

**Section II:** Highlights young consumers' perception on usage of Social media by using percentage and ranking analysis

## SECTION I

### 4.2 YOUTH DEMOGRAPHIC DETAILS

Demographic characteristics such as age, gender, income, occupation, educational qualification and marital status are most often used as the basis for the market study. Demography refers to the vital and measurable statistics of the population. The demographic details have serious impact on the performance and development of the Social Media. The influence of these details on the various factors of Social Media and Young consumers' attitude has been proved in the succeeding chapters through statistical analysis. Various dimensions taken for collecting personal details were gender, age, qualification, parents' qualification, parents' income etc. The profiles of the youth are given in tabulated form by way of Percentage Analysis.

#### 4.2.1 YOUTH GENDER

Gender roles are changing, and male and female differ in terms of their consumer traits, information processing, decision- making attitude and buying patterns. Gender influences purchase and consumption situations as physiological differences between males and females may lead to specialized service/product needs. Evidence suggests that gender differences exist in the aids used to arrive at buying decisions, as well as in the decisions themselves. Males and females want different products, and they are likely to have different ways of thinking about obtaining these products. Male and Female are the two gender classifications taken for the study. Gender wise frequency distribution of the sample population surveyed is exhibited in the Table 4.1.

**Table 4.1 Youth Gender**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	57	62.0
Female	35	38.0
<b>Total</b>	92	100.0

**Source:** *Primary Data*

From the above frequency distribution Table 4.1, it is seen that 57 (62.0%) of the young consumers were male and the remaining 35 (38.0%) were female. Thus, it can be concluded that from the sample unit surveyed majority of young users of social media in Delhi are male.

#### 4.2.2 YOUTH AGE

The age of a person plays an important role in motivating an individual to use social media. The adoption of new methods and techniques of shopping are closely related to the age factor of the young. In this study the youth are divided according to their age into four major categories i.e., 15- 18 years, 19-22 years, 23-26 years and 27-30 years. The frequency distribution given in Table 4.2 presents the age details of young consumers surveyed.

**Table 4.2 Youth Age**

<b>Age in Years</b>	<b>Frequency</b>	<b>Percentage</b>
15-18 Years	17	18.5
19-22 Years	33	35.9
23-26 Years	30	32.6
27-30 Years	12	13.0
<b>Total</b>	92	100.0

Source: *Primary Data*

From Table 4.2, it can be stated that 17 (18.5%) of the young consumers studied belong to the age group of 15-18 years and 33 (35.9%) were in the age group 19-22 years. It is also observed that 30 (32.6%) respondents fall under the age group of 23-26 years and 12 (13.0%) of them are in the age group of 27-30 years.

### 4.2.3 YOUTH ACADEMIC QUALIFICATION

Qualification of youth aids in the day-to-day decision making as well as in effective usage of social media. Education helps to increase the awareness of Social media and its various benefits. Based on academic qualification, youth are grouped as follows. They are those who are qualifying for School education, Diploma, Under-Graduate and Post-graduate. Table 4.3 gives the details of the frequency distribution of youth surveyed, based on their Academic Qualification.

**Table 4.3 Youth Academic Qualification**

<b>Academic Qualification</b>	<b>Frequency</b>	<b>Percentage</b>
School education	13	14.1
Diploma	8	8.7
Under-graduation	48	52.2
Post-graduation	23	25.0
<b>Total</b>	<b>92</b>	<b>100.0</b>

**Source:** *Primary Data*

The frequency distribution in Table 4.3 given above depicts that 8 (8.7%) of young consumers are diploma holders', followed by 13 (14.1%) of the respondents are in school education, 23 (25.0%) of the youth surveyed are post-graduates and 48 (52.2%) are under-graduates.

### 4.2.4 YOUTH FATHERS' EDUCATIONAL QUALIFICATION

Education is the backbone of every successful man. Education provides the information to live life successfully and to take care of their people and family. Social media development is a part of technological improvement. On the basis of qualification of the youth' fathers, they are grouped into four categories, namely School education, Diploma, Under-Graduate, and Post-graduate for the

purpose of this study. Table 4.4 gives the details of the frequency distribution of youth based on their fathers' academic qualification.

**Table 4.4 Youth Fathers' Educational Qualification**

<b>Fathers' Qualification</b>	<b>Frequency</b>	<b>Percentage</b>
School education	8	8.7
Diploma	18	19.6
Under-graduation	51	55.4
Post-graduation	15	16.3
<b>Total</b>	<b>92</b>	<b>100.0</b>

**Source:** *Primary Data*

Table 4.4 clearly shows that 18 (19.6%) of the youth' fathers are diploma holders and 8 (8.7%) of the fathers' educational qualification is up to school education. While 15 (16.3%) and 51 (55.4%) of them are post-graduates and under - graduates respectively. Based on this distribution,

#### **4.2.5 YOUTH MOTHERS' EDUCATIONAL QUALIFICATION**

Education widens the horizon of knowledge and plays a very important role in the decision-making process of the people. Knowledge about social media is very important for the users as it would help them to buy a quality product. For the purpose of this study qualification of the youth' mothers, are grouped into four categories, namely School education, Diploma, Under-Graduate and Post-graduate. The following table 4.5 provides information about the educational qualification of respondents' mothers.



Table 4.5 Youth Mothers' Educational Qualification

<b>Mothers' Qualification</b>	<b>Frequency</b>	<b>Percentage</b>
School education	16	17.4
Diploma	9	9.8
Under-graduation	48	52.1
Post-graduation	19	20.7
<b>Total</b>	<b>92</b>	<b>100.0</b>

**Source:** *Primary Data*

From the above Table 4.5, it can be seen that 9 (9.8%) of the youth' mothers are diploma holders and 48 (52.1%) of them are under- graduates. Out of the remaining respondents' mothers, 16 (17.4%) and 19 (20.7%) have qualified for school education and post-graduation respectively.

#### 4.2.6 YOUTH FATHERS' OCCUPATION

Occupation is one of the essential demographics and social factors. Employed persons are decision makers for their choice and selection of products. They have purchasing power to buy the products. Online shopping through social media channels is a growing trend and status symbol nowadays. Table 4.6 categorizes youth' fathers' occupation into five categories namely, Professional, Government employee, Business, MNC & other Private sector and others.

Table 4.6 Youth Fathers' Occupation

<b>Fathers' Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Professionals	9	9.8
Government employee	23	25.0
Business	40	43.5
MNC & Other Private sectors	15	16.3
Others (painter, fitter, etc)	5	5.4
<b>Total</b>	<b>92</b>	<b>100.0</b>

**Source:** *Primary Data*

Table 4.6 given above indicates that 40 (43.5%) of the respondents' fathers are business men. While 23 (25.0%) of youth' fathers are Government employees, 15 (16.3%) of youth' fathers are working in MNC & Other Private sectors, 9 (9.8%) and 5 (5.4%) of youth' fathers are Professionals and Others respectively. From the sample unit surveyed it is evident that majority of the youth' fathers in Delhi are doing Business.

#### 4.2.7 YOUTH MOTHERS' OCCUPATION

Mothers Occupation is one of the important details collected among the demographic variables for any young study. Occupation or profession of a consumers influences buying attitude. The life style and buying considerations and decisions differ widely according to the nature of the occupation. Table 4.7 categorizes the occupation of the youth' mothers as Professional, Government employee, MNC & other Private sector, Business and House Wife.

**Table 4.7 Youth Mothers' Occupation**

<b>Mothers' Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Professional	7	7.6
Government employee	14	15.2
MNC & Other Private sectors	17	18.5
Business	14	15.2
House Wife	40	43.5
<b>Total</b>	92	100.0

**Source:** *Primary Data*

The frequency shown in Table 4.7 clearly indicates that 40 (43.5%) of the respondents' mothers are House Wives, 17 (18.5%) of the mothers are working in MNCs & Other Private sector, 14 (15.2%) of the mothers are doing Business, 14 (15.2%) and 7 (7.6%) of youth mothers are Government employees and Professionals respectively. It can be concluded that the sample unit in Delhi is dominated by mothers who are House Wives.

#### 4.2.8 YOUTH MARITAL STATUS

Marital status plays an important role in buying behavior related to purchase of goods and services. Moreover young and unmarried people perceive online shopping as an activity of fun, ease, relief and enjoyment. Based on the marital status, youth are grouped into two categories which are married and unmarried. Among the consumers, unmarried persons are early adopters in enjoying the modern technology. The frequency distribution given in Table 4.8 gives an outlook of the marital status of the youth.

**Table 4.8 Youth Marital Status**

<b>Marital Status</b>	<b>Frequency</b>	<b>Percentage</b>
Married	4	4.3
Unmarried	88	95.7
<b>Total</b>	<b>92</b>	<b>100</b>

**Source:** *Primary Data*

From the above table 4.8, it is found that the sample units consist of 88 (95.7%) unmarried respondents and 4 (4.3%) of married respondents. It shows that the sample unit is dominated by the unmarried respondents. Majority of the social media users are Unmarried youth.

#### 4.2.9 YOUTH FATHERS' MONTHLY INCOME

Income is one of the important and sensitive demographic variables. Most people prefer to shop online through social media, as it saves huge amount of time and they can easily go through the entire inventory without any mess and chaos that they face in the physical stores. Youth fathers' monthly Income was included in the study to find out whether the respondents whose families have a higher income spend more on online shopping or not. Based on the income of the youth' fathers, they are classified into five major groups, namely, those earning Below Rs.10, 000, between Rs.10,000 to 20,000, followed by Rs.20,000 –

30,000, then Rs.30,000 – 40,000 and above Rs.40,000. Table 4.9 reflects the frequency distribution of Monthly Income of the youth’ fathers.

**Table 4.9 Youth Fathers’ Monthly Income**

<b>Fathers’ Monthly Income</b>	<b>Frequency</b>	<b>Percentage</b>
Rs. Below 10,000	2	2.2
Rs. 10,000 – 20,000	9	9.8
Rs. 20,000 – 30,000	28	30.4
Rs. 30,000 – 40,000	35	38.0
Rs. Above 40,000	18	19.6
<b>Total</b>	92	100.0

**Source:** *Primary Data*

Table 4.9 clearly illustrates that the monthly income of youth’ fathers who earn below Rs.10,000 ranging constitutes 2 (2.2%) of the sample units surveyed. Rs.10,000-20,000 constitutes 9 (9.8%) of the sample units surveyed. Monthly income of 28 (30.4%) of youth’ fathers falls in the income group of Rs.20,000-30,000. While 35 (38.0%) of the youth’ fathers earn Rs.30,000- 40,000. 18 (19.6%) of the respondents’ fathers earn monthly income of above Rs.40,000. Thus it is evident that most of the Delhi youth’ fathers surveyed earn a monthly income ranging from Rs.30,000 to Rs.40,000.

#### **4.2.10 YOUTH MOTHERS’ MONTHLY INCOME**

Mothers’ income was taken for the study to find whether it played any major role in the amount spent on online shopping by youth. Since it is usual in India for youth to obtain pocket money from mothers, it would be interesting to determine if mothers’ income had any role to play in the online shopping attitude of youth. Based on the income of the youth’ mothers, they are classified into five major groups, namely, those earning below Rs.10,000, between Rs.10,000 to 20,000, followed by Rs.20,000 – 30,000, then Rs. 30,000 –

40,000 and above Rs. 40,000. Table 4.10 reflects the frequency distribution of Monthly Income of the youth' mothers.

**Table 4.10 Youth Mothers' Monthly Income**

<b>Mothers' Monthly Income</b>	<b>Frequency</b>	<b>Percentage</b>
Below Rs. 10,000	49	53.3
Rs. 10,000 – 20,000	16	17.4
Rs. 20,000 – 30,000	16	17.4
Rs. 30,000 – 40,000	5	5.4
Above Rs. 40,000	6	6.5
<b>Total</b>	92	100.0

**Source:** *Primary Data*

The above Table 4.10 reveals the monthly income of the respondents' mothers. Majority of the respondents' mothers' monthly income is less than Rs.10,000 which represent 49 (53.3%) of the sample units. Monthly income of 16 (17.4%) of the mothers' fall between Rs.10,000 and Rs.20,000. 16 (17.4%) of the respondents' mother's earn monthly income of Rs.20,000 – 30,000. 5 (5.4%) of the mothers who earn Rs.30,000 - 40,000. 6 (6.5%) of the respondents' mothers earn more than 40,000. The table 4.10 thus reveals that majority of the respondents' mothers earn less than Rs.10,000.

#### **4.2.11 YOUTH MONTHLY POCKET MONEY**

Pocket money plays a vital role that cuts both ways. If the money is not sufficient it may lead to low self-esteem or, if the same money is found to be surplus they will automatically overspend and get spoilt. Hence, the inculcation of youth spending the money carefully will definitely help them to reach greater heights in their endeavors. The young income is based on the pocket money they get, but the decision of how to spend it is entirely left to them. Amount of pocket money received by youth are below Rs. 200, Rs. 200-300, Rs. 300-

400, Rs. 400-500, and Above Rs. 500. Table 4.11 shows the amount of monthly pocket money received by youth.

**Table 4.11 Youth Monthly Pocket Money**

<b>Monthly Pocket Money</b>	<b>Frequency</b>	<b>Valid Percentage</b>
Below Rs. 200	6	6.5
Rs. 200 – 300	13	14.1
Rs. 300 – 400	8	8.7
Rs. 400 – 500	16	17.4
Rs. Above 500	49	53.3
<b>Total</b>	92	100.0

**Source:** *Primary Data*

6 (6.5%) of the respondents get below Rs.200. 13 (14.1%) of the respondents are getting monthly pocket money from Rs.200 – 300. 8 (8.7%) of the respondents get pocket money between Rs. 300 and Rs.400, 16 (17.4%) of the respondents receive Rs.400-500. While 49 (53.3%) of them get above Rs.500.

#### **4.2.12 YOUTH FAMILY TYPE**

The joint family system has been in existence since ancient times, particularly in India. The family life has changed in response to social, economical and political changes. The nuclear family consists of a man, his wife and their children. Table 4.12 reflects the frequency distribution of family type of the youth. In this study youth family type has been divided into two that is Joint and Nuclear family.

**Table 4.12 Youth Family Type**

<b>Family Type</b>	<b>Frequency</b>	<b>Percentage</b>
Joint	6	6.5
Nuclear	86	93.5
<b>Total</b>	<b>92</b>	<b>100</b>

**Source:** *Primary Data*

The above Table 4.12 illustrates 86 (93.5%) of the youth are from nuclear family and remaining 6 (6.5%) are from joint family. Hence it can be concluded that Delhi is a city that typifies the fast-paced urban style of living, making the youth' parents prefer the nuclear family.

#### **4.2.13 YOUTH FAMILY SIZE**

The number of members (size) of the family is helpful in understanding the standard of living, parental care, educational facilities, infrastructure and the pattern of relationships between parents and youth. Brothers and sisters share the same facilities, privileges and affection under one roof. Siblings form a powerful socializing agent creates a strong emotional bond among the youth. The distribution of the respondents on the basis of the number of members is shown in Table 4.13. For the purpose of the study, number of family members in the young family is classified into 3 members, 4 members, 5 members, 6 members, 7 members.

**Table 4.13 Youth Family Size**

<b>Number of Family Members</b>	<b>Frequency</b>	<b>Percentage</b>
3	17	18.6
4	59	64.1
5	6	6.5
6	4	4.3
7	6	6.5
<b>Total</b>	<b>92</b>	<b>100.0</b>

**Source:** *Primary Data*

The Table 4.13 shows that 17 (18.6%) of them belong to a 3-members family. 59 (64.1%) of the population studied belong to 4-members family. 6 (6.5%) of them belong to a 5-members family, 4 (4.3%) and 6 (6.5%) belong to 6- members and 7-members family respectively. The table reveals that a majority of the youth belong to a 4-member family. This finding is again typical of Indian families and is also in line with the average fertility rate in India.

#### 4.2.14 YOUTH RESIDENTIAL LOCATION

Consumers from different geographical areas were considered for the survey to analyze the influence of residential location on the usage of social media. So for this study, Delhi city was classified into five segments, namely, North Delhi, South Delhi, Central Delhi, East Delhi, and West Delhi. Consumers residing in a particular area could have a different culture and social outlook as compared to those residing in other areas.

**Table 4.14 Youth Residential Location**

<b>Residential Location</b>	<b>Frequency</b>	<b>Percentage</b>
North Delhi	24	26.1
South Delhi	28	30.4
Central Delhi	16	17.4
East Delhi	13	14.1
West Delhi	11	12.0
<b>Total</b>	92	100.0

**Source:** *Primary Data*

Table 4.14 illustrates the location of youth' residence. 28 (30.4%) of the respondents are from South Delhi, 24 (26.1%) are from North Delhi, 16 (17.4%) are from Central Delhi, 13 (14.1%) and 11 (12.0%) are from East and West Delhi respectively. It underlines that the sample unit is dominated by south Delhi youth.



## SECTION II

### 4.3 SOCIAL MEDIA USAGE

Respondents (young consumers) were asked about their Social media usage pattern, which included aspects such as factors influencing them to join various social media groups, looking for products online through social media, purchasing goods online based on social media marketing, places from where they access social media content, means of accessing social media (i.e., smart phones, tablets, laptops, etc.), place(s) from where social media is accessed (e.g., home, university, cyber cafes, etc.), purpose(s) of usage of social media (e.g., keeping in touch with friends and acquaintances, keeping up to date on different kinds of information, having fun and a means of relaxation/enjoyment, learning new things, becoming aware of new products, obtaining inputs from social peers on purchasing choices, online shopping, etc.), average time spent on social media every week, frequency of visiting social media websites, features of social media that are used by them, triggers and motivations to visit social media websites, factors influencing online shopping through links/ information available on social media, factors refraining/ keeping them away from shopping online through links / information available on social media.

#### 4.3.1 REASONS FOR JOINING SOCIAL MEDIA GROUPS

Young consumers are likely to be quite active in friends' and social circles, for e.g., at their places of study, locality, spheres of interest (e.g., a game, hobby, activity-groups), etc. They often turn to their friends and peers for advice, decisions and inputs when embarking on any new activity, or to ascertain their views before taking any decisions. Young consumers are also easily impressionable with things that seem attractive to them (e.g., eye-catching aspects). The reasons for joining social media groups are categorized as follows, invitation comes from a close friend, name of the group is expressive, message and/or video is expressive, to do something for my country, feel that group already started activities, not interested in groups at all.

**Table 4.15 Reasons For Joining Social Media Groups**

S.No	Reasons for Joining	Yes		No	
		Frequency	Percentage	Frequency	Percentage
1.1	When the invitation comes from a close friend.	85	92.4	7	7.5
1.2	When the name of the group is expressive	50	54.0	42	46.0
1.3	When message and / or video is expressive	56	61.0	36	39.0
1.4	When I want to do something for my country	63	68.2	29	31.8
1.5	When I feel that group already started activities	44	47.9	48	52.1
1.6	I am not interested in groups at all	49	52.8	43	47.2

**Source:** *Primary Data*

Table 4.15 shows that 85 (92.4%) of the young consumers join in Social Media if the invitation comes from a close friend. 63 (68.2%) of the members are very patriotic so they want to do something for our country, 50 (54%) of the respondents give importance to expressive group names, 56 (61.0%) are entertainment seeking youth so they pay attention and are attracted by an interesting message or video. 44 (47.9%) respondents join in an existing group. 49 (52.8%) of the respondents are found not interested in joining any social media groups. It can be concluded that youth mostly join Social media based on peer influence. Factors such as trust in friends and similarity of interests could also be a reason in peer influence playing such a dominant role.

#### **4.3.2 PLACE OF ACCESSING SOCIAL MEDIA**

During the 1990s and early 2000s, cyber cafes were quite popular among youth to access the internet, chat with their friends online and also access social media sites. This was a time when social media sites were still at a very nascent stage. Colleges and universities also started providing access to the internet

to youth since early 2000s. The last decade has witnessed an exponential growth in number of users having access to a Personal Computer (PC) at home, and the last 4-5 years has witnessed a very steep rise in the use of smart phones and tablets by youth. The table 4.16 below illustrates the place from where youth access social media. For the purpose of the study the following are taken as the places for accessing social media, namely cyber café, office, home, school/college/institute, friend's/relative's/neighbor's place.

**Table 4.16 Place of Accessing Social Media**

S.No	Places of Accessing	Opted		Not Opted	
		Frequency	Percentage	Frequency	Percentage
3.1	Usually access social media Cyber café	46	50.2	46	49.8
3.2	Office	43	47.1	49	53.0
3.3	Home	62	67.1	30	32.9
3.4	School / College / Institute	54	49.5	46	50.5
3.5	Friend's/relative's/neighbor's place	38	41.8	54	58.2
3.6	Shopping malls, railway station, hospitals, etc.,	17	18.2	75	81.8

**Source:** *Primary Data*

From the above table 4.16, it can be seen that 62 (67%) of the people access social media from their homes, 46 (50.2%) of the youth access social media from cyber cafés or net centers, 54 (49.5%) of the youth access social media from their Schools/Colleges/Institutes, 43 (47%) of the respondents used office internet. Only 38 (41.8%) of the youth usually access social media from a friend's/relative's/neighbor's place. 17 (18.2%) accessed social media from other places (Shopping malls, railway station, hospitals, etc.). From this data, it can be easily concluded that the majority 62 (67%) of the youth accessed social media from home. This can be attributed to the availability of PCs/laptops at homes

or accessibility smart phones and tablets, coupled with the privacy that a home provides.

### 4.3.3 MODE OF ACCESS TO SOCIAL MEDIA

Personal computers are the medium of choice for accessing the internet, particularly for extended browsing sessions, as it is more convenient. The primary feature that attracts users to laptops over desktops is their portability. Smart phones are also fast catching up as a means to access the internet. As far as tablets/ phablets are concerned, consumers find it handy to use. Mode of access to Social media in this study is taken as Personal computer (PC), Laptop, Tablet /Phablet, Mobile phone.

**Table 4.17 Mode of Access to Social Media**

S. No	Modes of Access	Opted		Not Opted	
		Frequency	Percentage	Frequency	Percentage
4.1	Personal computer (PC)	62	67.3	30	32.7
4.2	Laptop	50	53.8	43	46.2
4.3	Tablet /Phablet	43	47.0	49	53.0
4.4	Mobile phone	45	48.8	47	51.2

**Source:** *Primary Data*

From the above table 4.17, it is observed that 62 (67.3%) of the respondents access Social media (SM) through Personal computer (PCs), 50 (53.8%) youth access Social media through Laptops, 45 (48.8%) of the respondents access Social media via mobile phones. 43 (47%) of the youth access Social media through Tablets/ Phablets. From this, it can be concluded that a majority (67%) of the people access Social media through Personal computers (PCs).

#### 4.3.4 PURPOSE OF USING SOCIAL MEDIA

Social media is accessed for a variety of purposes namely, staying in touch with friends, classmates, relatives and acquaintances (especially those who are in faraway places), sharing updates on current activities and events, obtaining useful information, chatting, seeking opinions and inputs from peers before taking a decision on buying, etc. In this study the purpose of usage of social media has been classified into knowing about friends and classmates, Interactive communication, Information search, sharing status, play games and participate in contests.

Table 4.18 Purpose of Using Social Media

S. No	Purpose of Using	Opted		Not Opted	
		Frequency	Percentage	Frequency	Percentage
5.1	Knowing about friends & classmates	51	55.2	41	44.8
5.2	Interactive communication	45	48.4	48	51.6
5.3	Information search	57	61.5	35	38.5
5.4	Sharing status	86	93.5	6	6.5
5.5	Play games and participate in contests	23	25.2	69	74.8

**Source:** *Primary Data*

Table 4.18 shows that 86 (93.5%) of the respondents access Social media for sharing status updates, may be because they believe in exchanging their views and experiences on various activities and personal status. 57 (61.5%) of the youth access Social media just for searching information. Social media help people connect with long-lost friends. This is evident from the fact that 51 (55.2%) of the youth' use Social media to know about friends and classmates. 45 (48.4%) of the youth interact and communicate through Social media. Only 23 (25.2) youth accessed Social media to play games and participate in contests. It can be concluded that 93.5% of the youth are using social media

for sharing their status.

From this data, it is evident that marketers have plenty of opportunity to communicate with their potential target buyers and offer them their products/services to persuade them to transact and become a loyal customer for them. So, Social media is definitely a fast-growing platform which can be exploited favorably by the marketers, as it acts as an effective tool to quickly reach out to youth.

#### 4.3.5 AVERAGE ACCESS TO SOCIAL MEDIA PER DAY

Social media is now an important aspect of everyday living with most people spending several hours online every week. The below table 4.19 depicts very clearly how social media has become an integral part of the day-to-day life of youth. For the purpose of the study the average access to social media per day has been classified as less than 1 hour, more than or equal to 1 hour but less than 2 hours, more than or equal to 2 hours but less than 3 hours, more than or equal to 3 hours but less than 4 hours and more than or equal to 4 hours.

**Table 4.19 Average Access to Social Media Per Day**

S. No	Per day access to social media	Frequency	Percentage
1	less than 1 hour	15	15.7
2	more than or equal to 1 hour but less than 2 hours	41	44.8
3	more than or equal to 2 hours but less than 3 hours	23	24.6
4	more than or equal to 3 hours but less than 4 hours	7	7.5
5	more than or equal to 4 hours	6	7.3
6	Total	92	100.0

**Source:** *Primary Data*

Table 4.19 shows the average hours of access to social media per day. 41 (44.8%) of the youth access social media for more than 1 hour but less than 2

hours per day, 23 (24.6%) of the respondents access social media for more than 2 hours but less than 3 hours per day, 15 (15.7%) of the respondents access social media for less than 1 hour. 7 (7.5%) and 6 (7.3%) of the youth access social media for more than 3 hours but less than 4 hours and more than or equal to 4 hours respectively. It can be concluded that nearly 85% of youth access social media for at least 1 hour per day.

#### 4.3.6 FREQUENCY OF VISIT TO SOCIAL MEDIA WEBSITES

Today, social media has become such an integral part of everyone’s life, especially youth to share status, communicate, seek opinions and give inputs more than once every day. Many youth access social media as a regular activity. The purpose of collecting this data is to find the frequency of visit to Social media websites which have been classified into Daily, 5-6 times a week, 3-4 times a week, 1-2 times a week, 2-3 times a month, once a month and less than once a month.

**Table 4.20 Frequency of Visit to Social Media Websites**

S. No	Frequency of Visit	Frequency	Percent
1	Daily	32	34.3
2	5-6 times a week	14	15.6
3	3-4 times a week	20	21.9
4	1-2 times a week	17	18.5
5	2-3 times a month	4	4.7
6	Once a month	2	1.9
7	< Once a month	3	3.1
	Total	92	100.0

**Source:** *Primary Data*

Table 4.20 shows that the frequency of visits to Social Media by young consumers. 32 (34.3%) of the respondents access Social media daily, 20 (21.9%) of the youth access Social media 3-4 times a week and 17

(18.5%) youth access Social media 1-2 times a week. 14 (15.6%) youth access Social media 5-6 times a week, 4 (4.7%) of the respondents access Social media 2-3 times a month (i.e., nearly once every fortnight), 3 (3.1%) youth access Social media less than once a month and 2 (1.9%) of the respondents access Social media once a month. From the above table, it can be concluded that nearly 90% of the respondents access social media at least once every week.

#### 4.3.7 MOTIVATING FACTORS TO VISIT SOCIAL MEDIA PAGE

The motivational factor for people to visit Social Media pages varies from person to person. It could be due to an invitation or advertising, an invitation from a friend, for example to join a group, etc. The search factor (personal Research) also plays an important role, thus, it is important for brands to be found when consumers search for them. Loyalty towards Social media also plays an important role in motivating youth' to access social media and loyal consumers will market a certain Social media page and talk positively about it among their friends/ peers. This is a free word-of-mouth marketing for the Social media page and is often very effective. Motivating factors to visit Social media page in this study has been classified as Media invitation/ Advertising, Friend's invitation, Personal research, Loyalty toward social media and others.

**Table 4.21 Motivating Factors to Visit Social Media Page**

S.No	Motivating Factors	Opted		Not Opted	
		Frequency	Percentage	Frequency	Percentage
10.1	Media invitation / Advertising	66	72.2	26	27.8
10.2	Friend's invitation	63	68.5	29	31.5
10.3	Personal research	76	82.2	16	17.8
10.4	Loyalty toward social media	64	69.4	28	30.6
10.5	Maintaining contacts	20	21.7	72	78.0

**Source:** *Primary Data*

Table 4.21 shows that, 76 (82.2%) of the respondents are motivated for personal research purpose, 66 (72.2%) of youth were motivated from media



invitation or advertising and 64 (69.4%) respondents were motivated by the loyalty towards social media. 63 (68.5%) and 20 (21.7%) of the respondents were motivated by their friends invitation and maintaining contacts respectively. Thus it is seen that nearly all factors, namely, media invitation/advertising, friend's invitation, personal research and loyalty towards social media play an important role in motivating youth to visit social media.

#### **4.4 RANKING ANALYSIS OF THE FACTORS OF SOCIAL MEDIA USAGE OF YOUNG CONSUMERS**

The application of one sample t-test on the important factors of social media usage like, factors of decision to purchase goods online, purpose of accessing Social media, websites preference and links / info available.

The Ranking Analysis is applied on the factor scores to compare the Mean values with respect to the Assumed Mean value 3. Since 3 is the mid-value of Likert's five point scale it will be useful to state the responses of the youth regarding the factors. In this analysis the Mean values are numerically compared and assigned ranks.

The following Tables present the Ranking Mean Values and the One-Sample t- test value.

##### **4.4.1 PURCHASE DECISION FACTORS**

Ranking Mean Values and One Sample t-test Value on the important factors in decision making i.e., to purchase goods online based on Social Media Marketing from 1 to 7, 1 - most important and 7- least important.

Table 4.22 One-Sample Statistics and Ranking Analysis on Purchase

### Decision Factors on Social Media Marketing

Purchase decision Factors	N	Mean	Std. Deviation	Std. Error Mean	t-value	Significance	Rank
Delivery time	92	3.0000	1.89663	.07930	37.830	.000	1 <sup>st</sup> Rank
Reputation of the company	92	3.8776	2.23075	.09327	41.573	.000	4 <sup>th</sup> Rank
Guarantees and warranties	92	3.7780	1.67437	.07001	53.964	.000	3 <sup>rd</sup> Rank
Privacy of the information	92	5.0839	1.32468	.05539	91.788	.000	7 <sup>th</sup> Rank
Goods description	92	4.0035	1.81065	.07571	52.881	.000	5 <sup>th</sup> Rank
Security	92	4.5052	1.81403	.07585	59.398	.000	6 <sup>th</sup> Rank
Price	92	3.2360	2.42041	.10120	31.976	.000	2 <sup>nd</sup> Rank

**Source:** *Primary Data*

From Table 4.22, it is found that the Mean values range from 3.00 to 5.08 with respective standard deviations. The Ranking Analysis applied on these Mean values reveals the following, Delivery time ranks first when compared to all other factors to the youth when they purchase goods online based on Social media marketing. The second rank goes to price followed by Guarantees and warranties which is in third position. Reputation of the Company and Goods description gets Fourth and fifth rank respectively. The last two ranks are given to Security and Privacy of the information. This is not a scale but comes under ranking process.

It can be concluded that young consumers give importance and choose social media since it provides them immediate delivery of the products. Young consumers generally have the attitude to enjoy products on their immediate delivery hence, they have given first rank to immediate delivery.

They are not aware of or neither bothered about the consequences of the security and privacy hence, they have given 6<sup>th</sup> and 7<sup>th</sup> ranks respectively.

The One Sample t-test identified that the t-values (37.830, 41.573, 53.964, 91.788, 52.881, 59.398 and 31.976) are statistically significant at 5% level. This clearly shows that, the young consumers agree that Delivery time is one of the prime reasons to shop online through social media. In today's modern life youth' have become very busy with work and leisure activities quickly taking over all the hours of the day. So, they give preference and importance to prompt delivery. Price is also a major concern that youth consider before purchasing online through social media. Price assumes an important role because young have an attitude to save money when shopping online through social media and get some more products. They aim at purchasing cheap and best products on each deal.

They prefer to get guarantees and warranties for online purchases through social media. This shows that the youth are quite responsible and cautious and focus to buy the right product with assurance of its quality. Youth are conscious about the reputation of the company's names and their products. Some time they think that well reputed company sells quality products. Goods description is one of the prime reasons, for their decision to purchase goods online based on Social media marketing. Youth get attracted to the products based on Goods Description (color, size. etc) that they see online. Hence, goods description helps them to identify the product when delivered. Their next preference goes to security, which indicates that they are also bothered about how safe consumer's credit card information will be by using encryption. (Encryption is the process of encoding messages or information in such a way that only authorized parties can read it.) Lastly they give importance to privacy of information. This shows that they expect online shoppers to protect the personal information given to them from being misused.

#### 4.4.2 PURPOSE OF ACCESS TO SOCIAL MEDIA

Ranking Mean Values and One Sample t-test Value on social media factors while accessing social media, were measured on a five point Liket Scale and anchored by VF: Very Frequently (every time), F: Frequently (once every 2 times), S: Sometimes (once every 3-5 times),R: Rarely (once every 6-10 times) and VR: Very Rarely (fewer than once every 10 times).

Table 4.23 One-Sample Statistics and Ranking Analysis for Purpose of Access to Social Media

Purposes of access	N	Mean	Std. Deviation	Std. Error Mean	t-value	Significance	Rank
1. Electronic newspaper or magazine	92	2.9930	1.29120	.05399	-.130	.897	7 <sup>th</sup> Rank
2. Games	92	3.1801	1.18990	.04975	3.619	.000	6 <sup>th</sup> Rank
3. Chatting	92	3.9301	1.13933	.04764	19.524	.000	1 <sup>st</sup> Rank
4. Research / education	92	3.8199	1.18251	.04944	16.583	.000	2 <sup>nd</sup> Rank
5. Product / service information	92	3.4843	1.40106	.05858	8.267	.000	3 <sup>rd</sup> Rank
6. Shopping	92	3.3706	1.35180	.05652	6.557	.000	4 <sup>th</sup> Rank
7. Surfing	92	3.2238	1.34656	.05630	3.975	.000	5 <sup>th</sup> Rank

Table 4.23 shows that the Mean values range from 3.93 to 2.99 with respective Standard Deviations. The Ranking Analysis of social media factors while accessing social media is applied on these Mean values. The above analysis shows that Chatting is the main purpose for which the youth use social media. Next they use it for Research / education purposes, followed by third and fourth rank given to Product / service information and shopping respectively. The last three

preferences that is fifth, sixth and seventh rank goes to Surfing, Games and electronic newspaper or magazine.

One-Sample t-test identified that t-test values (3.619, 19.524, 16.583, 8.267, 6.557, 3.975) are statistically significant at 5% level. The above analysis proves that chatting is the main purpose for which youth are accessing Social media as they find it interesting to chat with their friends. Next they gain knowledge from online sources via social media, so the second priority goes to Research/education. Through social media youth come to know about the product conditions, how to use the product, whether it is suitable for them or not, how is after sales and service for the particular product, etc. So the third preference is given by them to product/service information. Online Shopping through social media is thrilling for youth, so the fourth choice is shopping. Surfing is search for something and this is also one of the important factors for accessing social media and is ranked fifth by youth. Playing games is one among the chief factor for their access to social media but Delhi youth give sixth preference to Games. Electronic newspaper or magazine is the last choice because the reading habit of the youth is generally very poor. Therefore it can be concluded that the main purpose of accessing social media by youth is to chat with their friends and relatives. They have given least importance to usage of social media for electronic newspapers and magazines reading.

#### **4.4.3 FREQUENCY OF VISIT TO DIFFERENT TYPE OF SOCIAL MEDIA WEBSITES**

Ranking Mean Values and One Sample t-test Value on how often youth use the social media websites were measured on a five point Likert Scale and anchored by VF: Very Frequently (at least once a day), F: Frequently (once every 2-4 days, i.e., at least twice a week), S: Sometimes (once in 1-2 weeks), R: Rarely (once in 3-6 weeks) and VR: Very Rarely (less than once in 6 weeks).

Table 4.24 One-Sample Statistics and Ranking Analysis on the Frequency of Visit to Different Types of Social Media Websites

Types of Social Media Website	N	Mean	Std. Deviation	Std. Error Mean	t- value	Significance	Rank
1. LinkedIn	92	3.1626	1.35468	.05664	2.870	.004	4 <sup>th</sup> Rank
2. Facebook	92	3.4213	1.47332	.06160	6.839	.000	2 <sup>nd</sup> Rank
3. Twitter	92	3.3741	1.33781	.05594	6.688	.000	3 <sup>rd</sup> Rank
4. Reddit	92	2.3024	1.34482	.05623	-12.405	.000	9 <sup>th</sup> Rank
5. Tumblr	92	2.4458	1.57993	.06606	-8.389	.000	8 <sup>th</sup> Rank
6. FourSquare	92	2.4965	1.53248	.06408	-7.858	.000	7 <sup>th</sup> Rank
7 . Google+	92	3.4895	1.50826	.06306	7.762	.000	1 <sup>st</sup> Rank
8. Myspace	92	2.9423	1.46954	.06144	-.939	.348	5 <sup>th</sup> Rank
9. Flixster	92	2.5962	1.69563	.07090	-5.696	.000	6 <sup>th</sup> Rank

**Source:** *computed data*

From the Table 4.24, it can be seen that the Mean Values Range from 3.4895 to 2.5962 with respective Standard Deviation. The Ranking Analysis is applied on these Mean Values and found that the youth often use Google + hence ranked one, followed by the famous website Face book and the third rank is given to Twitter. The succeeding ranks are assigned to other social media websites in the order of young consumers' usage.

One Sample t-test identified that t-values (-5.696, 6.839, -12.405, -8.389, -7.858, 7.762, 6.688 and 2.870) are statistically significant at 5% level. This clearly states that the youth most frequently used websites are Google+, Facebook, Twitter and LinkedIn.

#### 4.4.4 LINKS /INFO AVAILABLE ON SOCIAL MEDIA

Ranking Mean Values and One Sample t-test Value on the important factors influencing online shopping through links / info available on social media

are measured on a Ranking Scale and anchored from 1 to 8, 1 – most important, 8 – least important.

Table 4.25 One-Sample Statistics and Ranking Analysis for Online Shopping through links /info available on Social Media

Links /info on social media	N	Mean	Std. Deviation	Std. Error Mean	t-value	Significance	Rank
Extensive & current information available	92	4.6101	2.42797	.10152	15.861	.000	6 <sup>th</sup> Rank
2. 24x7 Availability	92	3.8042	2.20335	.09213	8.729	.000	2 <sup>nd</sup> Rank
3. Can shop from anywhere	92	3.8217	2.14362	.08963	9.168	.000	3 <sup>rd</sup> Rank
4. Can engage in other online activities while shopping	92	4.6416	2.02935	.08485	19.347	.000	7 <sup>th</sup> Rank
5. Home delivery	92	3.9615	2.15476	.09010	10.672	.000	4 <sup>th</sup> Rank
6. Cheaper price	92	3.4021	1.90745	.07975	5.042	.000	1 <sup>st</sup> Rank
7. Trustworthiness	92	4.8549	2.18615	.09141	20.293	.000	8 <sup>th</sup> Rank
8. Feedback	92	4.3322	3.24722	.13577	9.812	.000	5 <sup>th</sup> Rank

**Source:** *computed data*

From the Table 4.25, it can be read that the Mean values range from 3.4021 to 4.8549 with respective Standard Deviation. The Ranking Analysis is applied on these Mean values and found the important factors influencing online shopping through links / info available on social media. As regards online shopping through link/info on social media surveyed young consumers' rank cheap price as the first factor influencing them for purchase. Since online prices are substantially less than the prevailing retail prices youth are found to be initiated to shop online through link/info on social media.

Youth give second rank to 24X7 hours availability over the clock shopping facilities provided to consumer through link/info on social media. Here

24X7 refers to 24 hours for each day and 7 days in a week i.e., shopping facilities are provided any time round the clock without leaving the house or office from any location with an internet connection. As a result of which this facility has gained third rank.

Home delivery is one among the important factors taken into consideration for shopping online through social media. As it saves lot of time and effort for purchasing goods, youth have given fourth rank to this facility.

Feedback helps to communicate and collaborate among current and potential consumers. Purchase experiences and opinions of previous purchasers have been ranked fifth by Delhi youth surveyed.

The sixth rank is given by youth to extensive and current information availability online using social media. Youth have given seventh rank to the facility available to them for engaging themselves in other online activities while shopping online through social media. Since youth are inexperienced, they trust everyone in all walks of life. Hence, they have given the last rank to trustworthiness.

One-Sample t-test identified that the t-values (15.861, 8.729, 9.168, 19.347, 10.672, 5.042, 20.293 and 9.812) are statistically at 5% level. This clearly shows that, availability of extensive information for purchase decisions at reasonable cost is the most important motive for shoppers going online, which is unmatched with the offline purchases.

Thus young consumers surveyed in Delhi aim at getting cheap and best products and services online through link/info on social media and give least importance to trustworthiness.

#### **4.4.5 REFRAINING / KEEPING AWAY FACTORS**

The important factors refraining / keeping away from shopping online through links/information were measured on a five point Likert Scale and anchored



by 1 (not at all important) and 5 (very important). The respondent were asked to rate the factors based on this scale.

Table 4.26 One-Sample Statistics and Ranking Analysis for Refraining / Keeping away from Shopping Online through links / information available on Social Media

<b>Refraining / keeping away factors</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t-value</b>	<b>Significance</b>	<b>Std. Error Mean</b>	<b>Rank</b>
1. Waiting time for receiving the product	92	4.2045	1.01914	28.267	.000	.04261	4 <sup>th</sup> Rank
2. Risk of credit card transactions	92	4.1853	1.10274	25.707	.000	.04611	7 <sup>th</sup> Rank
3. Risk of identity theft	92	4.2465	.97449	30.592	.000	.04075	3 <sup>rd</sup> Rank
4. Difficulty in returning product / items	92	3.9441	1.09305	20.656	.000	.04570	9 <sup>th</sup> Rank
5. Risk of not getting what / paid for	92	3.7605	1.05388	17.258	.000	.04406	11 <sup>th</sup> Rank
6. Risk of loss of privacy	92	4.1923	.98219	29.033	.000	.04107	6 <sup>th</sup> Rank
7. Not skilful with internet	92	4.4073	.78302	42.986	.000	.03274	1 <sup>st</sup> Rank
8. Lack of trust-worthiness of vendors	92	3.8269	1.01811	19.425	.000	.04257	10 <sup>th</sup> Rank
9. Incomplete compared to traditional shopping	92	4.1941	.93900	30.413	.000	.03926	5 <sup>th</sup> Rank
10. Not being able to touch/see the real product	92	4.3514	.87018	37.143	.000	.03638	2 <sup>nd</sup> Rank
11. More expensive than those sold retail stores	92	3.7185	1.05844	16.236	.000	.04426	12 <sup>th</sup> Rank
12. I have undergone bad experience	92	4.1661	.94990	29.360	.000	.03972	8 <sup>th</sup> Rank

**Source:** *computed data*

From the Table 4.26, it can be read that the Mean values range from 4.40 to 3.71 with respective Standard Deviations. The Ranking Analysis is applied on these Mean values and found that the lack of development of computer and internet skills to stay connected with internet has been ranked first among the factors refraining or keeping away from shopping online using social media by Delhi youth. Intangibility of the product has refrained youth from shopping online using social media. Hence, this inconvenience in online shopping has been ranked second by Delhi youth.

Risk of identity theft is ranked third by Delhi youth regarding online shopping through social media. Misuse and theft of consumer identity by online marketers has refrained youth from indulging in online shopping through social media. Sometimes waiting time for receiving the product purchased online refrained young consumers from shopping online. As a result they have ranked this factor fourth.

Youth have ranked the factor 'incomplete compared to traditional shopping' in the fifth place, which refrain them from using online. In some situation payments are made, but delivery of goods do not take place instantly, in other cases, orders are placed but delivery of goods are indefinitely delayed, some time damaged goods may be received where immediate rectification cannot be made etc., are instances which are incomplete when compared to traditional shopping.

Risk of loss of privacy when engaged in online shopping, through social media has been ranked sixth among Delhi youth. Consumers' personal and bank account details are published when transacting online through social media. Hence young consumers refrain themselves from entering into online shopping through social media for risk of loss of privacy.

Risk of credit card transactions have refrained online shopping using social media by youth consumers. Since the limits of credit card may not be kept in memory by the young consumer while transacting and they may publicize the password. Since young consumers have undergone bad experience

while shopping online they refrain from online shopping through social media. They have ranked this factor eighth. This shows that only few of them have been exposed to bad experience while shopping online through social media.

Difficulties in returning product/items have been ranked ninth by the young consumers. Since the vendor is unknown during online shopping, young consumers refrain from online shopping through social media. Hence they have ranked it as tenth.

Young consumers perception on the risk of not getting what/ paid for is considered to be a serious issue to some of them for refraining themselves from shopping online using social media. As a result of which they have given eleventh rank to this inconvenience.

Since some youth are of the opinion that purchasing online is more expensive than those sold in retail stores thus they refrain themselves from purchasing online using social media. This shows that only few are exposed to such refraining. Hence, this factor has secured twelfth rank.

One-Sample t-test identified that the t-values (28.267, 25.707, 30.592, 20.656, 17.258, 29.033, 42.986, 19.425, 30.413, 37.143, 16.236, and 29.360) are statistically at 5% level. This analysis clearly shows that the lack of development of computer and internet skills are the main reasons for the young consumers refraining themselves from online shopping using social media.

The study also states that youth do give importance to touch and feel factor. They find it difficult to place orders based on the pictures and reviews posed in social media. Hence, they refrain from shopping online through social media.

In case of tactile products, it is more or less impossible to be certain on the internet, that they possess desired features (e.g. design, material, color, fit), risks in online shopping include financial risk (e.g., is my credit card information safe?), product risk (e.g., is the product of the same quality as viewed on the

screen?), convenience risk (e.g., Will I understand how to order and return the merchandise?), and non-delivery risk (e.g., What if the product is not delivered?) are important factors in refraining / keeping away from shopping online through links / information available on social media.

Hence, it can be concluded that young consumers refrain themselves from shopping online through link /info available on social media because of the factor of lack of development of computer and internet skills. Least important factor which refrain young consumers from shopping online through link/information available on social media is most expensive than those sold in retail stores.

#### 4.5 CONCLUSION

This chapter completely explores the profile of Delhi young consumers and their social media usage details. Other than this, by using one sample t-test and ranking analysis the opinion of Delhi young consumers regarding the factors of decision to purchase goods online based on social media marketing, purposes of accessing social media, frequency and preference of usage of social media websites, factors influencing online shopping through links/info available on social media and factors refraining/keeping away from shopping online through links/info available on social media were analyzed.

# CHAPTER V

## SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

### 7.1 INTRODUCTION

The results of the research were presented and discussed in detail in chapter four. In this final chapter, a brief summary of the thesis is presented and the findings from the multi-level mixed-method research are brought together. The discussion in this chapter highlights the main findings of the application of analytical tools on the social media and Young consumer attitude. Relevant implications of this study in terms of theoretical and practical contributions are also discussed. The following are the outcomes of empirical research from the primary data.

### 7.2 SUMMARY OF FINDINGS

#### 7.2.1 Objective Testing

##### **Findings of objective 1**

To study the demographic profile of the Young consumers in *Delhi*.

##### **Percentage analysis of demographic profile**

The results of the percentage analysis of the demographic profile of the Delhi Young consumers surveyed are given below.

- Majority of the respondents are male, belonging to urban nuclear families, of less than 21 years of age, with academic qualification of under-graduation.

- 39.2% of the Youth' fathers are graduates, doing business, while 40% of the Youth' mothers are also graduates who are house wives.
- The monthly income of 38% of the Youth' fathers are found to be between Rs.30,000 – Rs. 40,000. While 54% of the Youth' mothers income are below Rs. 10,000.
- Most of the respondents are unmarried. 53% of the Young consumers get a monthly pocket money of Rs. 500 or more.

## Findings of objective 2

To know the social media usage perception of the Youth in *Delhi*

### **Percentage analysis of usage of social media**

The results of the percentage analysis on the usage of social media by surveyed Delhi Young consumers' are given below.

- 92.4% of the Young consumers join social media when invited by close friends, 67.1% of them access social media from home and as the mode of access 67.3% use personal computers.
- Regarding purpose of access, 93.5% access social media for sharing status updates. 44.8% of Youth access social media per day for more than or equal to 1 hour or less than 2 hours. As to frequency of visit to social media websites 34.3% access daily, 82.2% are motivated to visit social media page for personal research.

### **One sample t-test and Ranking analysis**

The results of the one sample t-test and ranking analysis of the usage of social media by surveyed Delhi Young consumers are given below.

- When purchasing goods online based on Social Media Marketing, Delivery time a factor of purchase decision factors rank first
- Chatting has been identified as the prime purpose of accessing social media by Youth.

- Social Media Website frequently used by Youth is Google plus
- Links /info available on social media which attracts Young consumers are cheap price.
- Lack of development of computer and internet skills to stay connected with internet has been ranked first among Delhi Young consumers to refrain from shopping using social media.

## 7.4 IMPLICATIONS OF THE STUDY

The study reveals the following insights

- Social media marketers must capture the attention of Youth to be successful in the market in the face of ever-growing competition.
- Social media marketers should continue to provide wide range of products with detailed description for Youth to shop at ease and convenience.
- Social media marketers should upgrade and update their web sites frequently so as to enable the Young consumers to be aware of the new and fashionable products.
- Social media marketers should take care of the privacy aspect of the Young consumers.
- Social media marketers should be trustworthy and safeguard the Youth from all the issues to which they may be exposed to when shopping online.
- Twitter and Face book can be used by marketers to immediately reach the Young consumers.
- Young consumers should develop the required computer skills and internet skills to get connected to social media marketers.
- Young consumers entering into social media marketing should take precautionary measures while shopping online through social media.
- Young consumers parents should encourage Youth to shop online since next generation shopping would be viral shopping.

## **7.5 SCOPE FOR FURTHER RESEARCH**

The research conducted has given rise to the following ideas which need to be investigated in the future course of time. The present study needs to be refined by future researches working in this area. The study is preliminary, and it provides the ground work for future studies. Future studies should be carried with larger sample size, to verify the findings of the present work.

1. Future research studies can seek to identify the Factors influencing the Social Media Marketing in the study domain.
2. Research studies can also explore to ascertain the Factors influencing the Young Consumers' Attitude in the study domain.
3. The present study can be extended to examine the Relationship between Social Media Marketing and Young Consumers' Attitude.
4. Studies on Young's consumer social media usage can be carried out to find the influence of demographic profile and social media usage of the Young and the perception towards Social Media Marketing and Young Consumers' Attitude.

## **7.6 CONCLUSION**

The study clearly indicates that today's Youth access social media frequently for chatting, acquiring information, sharing updates and interacting with friends and peers this is yet another reason for the growing influence of social media on their buying choices. It is therefore essential for companies and brand builders to take social media marketing seriously and accord it the right priority in their overall marketing strategy. Organizations should also look to leverage the growing popularity of social media among Youth today by promoting the right kind of products, providing the right information, differentiating their offerings (products and services) from their competitors (e.g., value for money, better quality, encouraging brand loyalty through discounts and offers, etc.) and propagating the right messages about their brand directly by them, as well as indirectly by their ambassadors who are their existing customers. All these aspects will be instrumental in determining the future success of organizations in the digital age which is



witnessing more and more Youth resorting to social media and online shopping starting from a very young age.

Marketers are always interested in grabbing the attention of the consumers. People have embraced new media and technologies to such an extent like smart phone, laptops, tablets, personal computers etc. has given marketers the opportunity to reach consumers in a 24/7 capacity through a variety of mediums. Therefore it is obvious to allure the marketers towards social media. Traditional campaigning approaches are overshadowed not only by rising social media but also due to increasing difficulty to create an outstanding campaign in the very competitive market.

Thus the present study “Social Media Impact on Young Consumers’ Attitude in Delhi” has thrown sufficient views on Interest, Intentions, Usage and Preference of Young Consumers on online shopping through Social Media . The findings of the study would give an insight to marketers who sell their products through Social Media.

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**Questionnaire**  
(FOR ACADEMIC PURPOSE ONLY)  
Please tick the relevant box provided against each statement

**Part I: Demographic Profile**

1. Gender  
1. Male                       2. Female
  
2. Age  
1. 15 – 18             2. 19 – 22             3. 23 – 26             4. 27 – 30
  
3. Academic qualification  
1. School Level     2. Diploma     3. Graduate     4. Post Graduate
  
4. Father's educational qualification  
1. School Level     2. Diploma     3. Graduate     4. Post Graduate
  
5. Mother's educational qualification  
1. School Level     2. Diploma     3. Graduate     4. Post Graduate
  
6. Father's occupation  
1. Professional                       2. Government employee   
3. Business                               4. MNC & other Private Sector
  
7. Mother's occupation  
1. Professional                               2. Government employee   
3. MNC & other Private Sector     4. Business   
5. House Wife
  
8. Marital status  
1. Married                               2. Unmarried
  
9. Father's monthly income (in INR)  
1. Below 10,000             2. 10,000 - 20,000     3. 20,001 - 30,000   
4. 30,001 - 40,000             5. Above 40,000
  
10. Mother's monthly income (in INR)  
1. Below 10,000             2. 10,000 - 20,000     3. 20,001 - 30,000   
4. 30,001 - 40,000             5. Above 40,000

11. Monthly pocket money  
 1. Below 200  2. 200- 300  3. 300-400   
 4. 400-500  5. Above 500
12. Type of family  
 1. Joint  2. Nuclear
13. Number of family members  
 1. 3  2. 4  3. 5  4. 6  5. 7
14. Location of residence  
 1. North Delhi  2. South Delhi  3. Delhi   
 4. East Delhi  5. West Delhi

**Part II: Social Media Usage Profile**

- 1) What makes you accept to join a SM (Social Media) group (select all that apply)?

Reason for joining a SM group	Yes/No
1. When the invitation comes from a close friend.	
2. When the name of the group is expressive.	
3. When message and/or video is interesting.	
4. When I want to do something for my country.	
5. When I feel that group already started activities.	
6. I am not interested in groups at all.	

- 2) How important are the following factors in your decision to purchase goods online based on SM (Social Media) marketing? (Rank the following from 1 to 7, 1 – most important, 7 – least important)

Factor	Rank
1. Delivery time	
2. Reputation of the company	
3. Guarantees and warranties	
4. Privacy of the information	
5. Goods description	
6. Security	
7. Prices	



- 3) Where do you usually access social media (select all that apply)  
 1. Cyber café  2. Office  3. Home   
 4. School / College / Institute  5. Friends/relatives/neighbors' place
- 4) How do you usually access social media (select all that apply)  
 1. PC  2. Laptop  3. Tablet/phablet  4. Mobile phone
- 5) Purpose of usage of social media (select all that apply)  
 1. Knowing about friends & classmates  2. Interactive communication   
 3. Information search  4. Sharing status
- 6) Average per day hours for which you access social media?  
 1. <1 hr  2. >= 1, <2 hrs  3. >=2, <3 hrs   
 4. >=3, <4 hrs  5. >= 4 hrs
- 7) Frequency of social media website visit  
 1. Daily  2. 5-6 times a week  3. 3-4 times a week   
 4. 1-2 times a week  5. 2-3 times a month   
 6. Once a month  7. < Once a month
- 8) How do you use the following social media features while accessing social media?  
 VF: Very Frequently (every time) F: Frequently (once every 2 times)  
 S: Sometimes (once every 3-5 times) R: Rarely (once every 6-10 times)  
 VR: Very Rarely (fewer than once every 10 times)

Feature	VF	F	S	R	VR
1. Electronic newspaper or magazine					
2. Games					
3. Chatting					
4. Research / education					
5. Product / service information					
6. Shopping					
7. Surfing					

- 9) How often do you use the following social media websites?  
 VF: Very Frequently (atleast once a day) F: Frequently (once every 2-4 days, i.e., atleast twice a week)  
 S: Sometimes (once in 1-2 weeks) R: Rarely (once in 3-6 weeks) VR: Very Rarely (< once in 6 weeks)

Social Media Website	VF	F	S	R	VR
1. LinkedIn					
2. Facebook					
3. Twitter					
4. Reddit					
5. Tumblr					
6. FourSquare					
7. Google+					
8. Flixter					

- 10) Motivation to visit social media page (select all that apply)  
 Media invitation / Advertising  Friend's invitation  Personal research   
 Loyalty toward social media

- 11) Factors influencing your online shopping through links/info available on social media: Rank the following from 1 to 8, 1 – most important, 8 – least important.

	Factor	Rank
9.	Extensive & current information available	
10.	24x7 Availability	
11.	Can shop from anywhere	
12.	Can engage in other online activities while shopping	
13.	Home delivery	
14.	Cheaper price	
15.	Trustworthiness	
16.	Feedback	