ROLE OF SOCIAL MEDIA IN CUSTOMER BUYING BEHAVIOUR

Project Report

Submitted by

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Under the guidance of

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In partial fulfillment of the requirements for award of the degree of

Bachelor of Management Studies (International Business)

St.TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at 'A++' Level (NAAC Fourth Cycle)

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CERTIFICATE

This is to certify that the project entitled "A Study on the role of social media in customer buying behaviour," has been successfully completed by Ms. Navya Kishore, Reg. No.SB20BMS025, in partial fulfilment of the requirements for the award of degree of Bachelor of Management Studies in International Business, under my guidance during the academic years 2020-2023.

Date: 19.04.23

Ms. MEGHA MARY MICHAEL

INTERNAL FACULTY GUIDE

Valued
19/04/23

DECLARATION

I, Navya Kishore, Reg. No. SB20BMS025, hereby declare that this project work entitled "Role of social media in customer buying behaviour" is my original work.

I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

Date: 19/04/2023

NAVYA KISHORE

Reg. No. SB20BMS025

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First and foremost, I would like to thank God Almighty for giving me the strength, knowledge, ability and opportunity to undertake this project work and complete it successfully. I thank Dr. Alphonsa Vijaya Joseph Principal and Dr. Sr. Vineetha, Director, St. Teresa's College Ernakulam for permitting me to take up this opportunity of doing an in-depth study on the role of social media ads in pursuing the customer buying behaviour.

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NAVYA KISHORE

EXECUTIVE SUMMARY

Social media are interactive technologies that make it easier to create and share content across virtual communities and networks, including information, ideas, hobbies, and other kinds of expression. Consumer Buying Behaviour refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions.

The study has attempted to assess the impact of social media in customer buying behaviour. The sample size of the study is 116, and the data was collected using self-administered questionnaires. The sampling method used to collect the responses through various platforms like WhatsApp, Instagram etc. Data was analysed using SPSS and tools used are Percentage Analysis, Chi-Square, Compare mean and T-test.

The primary objective of the study was to identify the relationship between the impact of social media and customer buying behaviour. It further shows how entertainment is more important in social media rather than purchasing intention.

The project first begins with the introduction to study, which mention the statement of the problem, literature review, significance, scope, objectives, and limitations to study, along with the research hypothesis and methodology. It then gives a description of the industry.

Furthermore, the report shows an in-depth data analysis and interpretation on the data procured from various questionnaire. It ends with the researcher giving their insight through findings, suggestions, and conclusion.

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CHAPTER ONE

INTRODUCTION TO STUDY

1. INTRODUCTION TO STUDY

An advertising, sometimes referred to as an advert or ad, is typically seen as a kind of public discourse that supports a good, service, organisation, or event. Some people may view the phrase as going much farther than that, encompassing any type of sponsored advertising intended to enlighten or persuade.

Since ads might be difficult to describe now more than ever, it's understandable if these definitions seem ambiguous. There has never been a more diverse, nuanced, or intricate sector of advertising, from bus shelters to search engines to Instagram influencers.

It's crucial to remember that marketing and advertising are two different concepts. Advertising is a form of compensated marketing in which the advertiser has total control. Advertisements are important for businesses because they are the most direct and proven way to reach potential customers.

Marketing is the process of discovering, developing, and delivering value to satisfy the needs of a target market in terms of goods and services. It may also involve choosing a target audience, operating advertising campaigns, attending trade shows and public events, designing products and packaging that appeal to consumers, and defining the terms of sale, such as the purchase price, discounts, warranty, and return policy.

Online advertising and digital marketing strategies that concentrate on social networking services are referred to as social network advertising, also known as social media targeting. The ability of marketers to target their adverts effectively by utilising user demographic data is one of the main advantages of this sort of advertising.

What a person loves, comments on, sees, and follows on social media networks are also significant variables.

Consumer Buying Behaviour refers to the actions taken by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps them better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

1.1 STATEMENT OF THE PROBLEM

Social media is growing in a faster pace with fast growing internet facilities all over the world, all big as well as small brands have started showing ads in social media account. This research

is conducted to find out the role of social media on shaping the purchasing behaviour of the customer.

1.2 LITERATURE REVIEW

1.2.1 Social Media

Michael Dewing (2012) refers “social media" as a phrase to a broad range of web-and mobile-based services that let users take part in online discussions, contribute user-generated material, or interact with online communities. The following are some of the Internet services that are frequently linked to social media (also referred to as "Web 2.0"):

Blogs: A blog, which is short for "web log," is an online journal where the pages are often shown in reverse chronological order. Free hosting is available for blogs on websites like Blogger, Tumblr, and WordPress.

Wikis: A wiki is “a collective website where any participant is allowed to modify any page or create a new page using her Web browser.” One well-known example is Wikipedia, a free online encyclopaedia that makes use of wiki technology.

Social Bookmarking: Users can organise and exchange connections to webpages on social bookmarking websites. Reddit, StumbleUpon, and Digg are among examples.

Social network sites: These have been defined as “web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system.” Facebook and LinkedIn are two of the most well-known in Canada.

Status-update services: Status-update systems, often referred to as microblogging services, like Twitter allow users to publish brief updates about persons or events and to view updates posted by others.

Virtual world content: These websites provide user interaction in virtual worlds that resemble games. The virtual world created in Second Life, where users can create avatars (virtual representations of themselves) and interact with others, is one example.

Media-sharing sites: Users can upload films and photos to these websites. YouTube, Pinterest, and Instagram are examples that are widely used.

Nima Barhemmati and Azhar Ahmad (2015) found that social media marketing is the most effective and profitable kind of advertising. Learning the elements how the buying pattern of those customers alter who are on Social media through Social Network Marketing is what the

study focuses on. This study also identifies a link between consumer involvement and purchasing behaviour, as well as corporate selling efforts. In this study, a poll of 50 Malaysian National University students was taken. The study's findings indicate a strong correlation between social media activity and customer purchasing behaviour.

1.2.2 Customer Buying Behaviour

Duangruthai Voramontri and Leslie Klieb (2019) states that a quantitative study explores the extent to which social media use affects experiences. The findings indicate that consumer satisfaction is influenced by social media use during the information search and alternative assessment phases, with satisfaction increasing as the consumer advances through the process towards the final purchase decision and post-purchase review. The study was conducted among tech-savvy customers in South-East Asia, and it only took into account real consumer transactions, excluding abandoned search queries.

Funde Yogesh & Mehta Yesha (2014) states that a significant portion of internet users have looked online for information related to purchases. The three categories with the highest searches are electronics appliances, entertainment, and travel.

The two main factors influencing information search are the ease of searching and consumers' perceptions of search engines as successful platforms. Social media is regarded as a reliable source of information as well. As a result, marketers may utilise social media quite effectively to achieve their awareness goals.

Surprisingly, evaluations posted on social media by friends and complete strangers are virtually equally trusted by users. Hence, businesses might utilise promotions or incentives to get customers to promote their product on social media.

Social media reviews influence or discourage purchasing. Customers might be encouraged by marketers to post great experiences on social media. Also, clients are urged to express their grievances and issues on the business's official websites. Also, the marketers must respond to these inquiries quickly and communicate through social media on a timely basis.

After reading favourable reviews, social media users are more likely to make a purchase. Sales will thus increase if there is favourable WOM on social media.

1.2.3 Sharing Intention

Liang Ma, Xin Zhang, Xiao Yan Ding (2018) findings demonstrate that users' share intention is significantly influenced by utilitarian value, hedonic value, user satisfaction, and information

source credibility; users' share intention positively impacts users' subjective well-being; moderating effects demonstrate that relative significance positively moderates the relationship between utilitarian value and users' share intention; and users' demographic characteristics actually affect users' share in different ways.

Study by Patrick Mikalef, Michail Giannakos and Adamantia Pateli (2012) concludes that the most important finding is that there is a highly significant association between browsing and purchase intent, as it supports claims that social media is used for marketing purposes and leads to increased sales. This result was one of the first to be empirically proven by a quantitative research method and reflects a majority trend. Numerous social media initiatives have been implemented to increase brand awareness, but few corporate-hosted his websites showcase various products and related information in such media. This realization may encourage hesitant companies to invest in structured recruitment plans to increase deals. Additionally, users who browse your products are more likely to share the information they find with their friends, thereby attracting more potential customers.

1.2.4 Communication

Bruno Schivinski, Dariusz Dabrowski (2015) study shows that empirical investigations' findings indicated that brand awareness/associations are influenced by both firm-created and user-generated social media brand communication, however brand loyalty and perceived brand quality were positively impacted by user-generated social media brand communication.

Saikat Banerjee (2009) in her study stated that an important part of a marketer's overall branding strategy is marketing communication. Good communication enables marketers to maintain a long-lasting connection with customers, which may increase the value and relationship-building potential of their businesses. Marketers attempt to imprint their brand name in the minds of their target customers through communication in order to improve purchase intention.

Ultimate goal of marketing is to generate an intense bond between the consumer and the brand (Hiscock, 2001). marketing communication plays a vital role in overall branding strategy of a marketer. Through communication, marketers try to cement their brand name in the mind of the target consumers to increase the intention to buy. Marketing communications enhance marketing efforts and build brand equity (Ogden 1998). Distinctiveness of a brand in the eyes of consumers is not a property of the actual product, but a product of communication of the brand (Reid et al, 2005).

In practice, there are different available elements of communication to marketers. Depending on the various modes of communication i.e. either verbal or nonverbal, marketers choose different elements to communicate with their consumers. Each element has a distinct capacity

to communicate. Five major elements of communication are advertising, sales promotion, PR, personal selling and directresponse media (Fill, 1995).

1.2.5 Brand Trust

Ebru Tümer Kabadayi Alev KOÇAK ALAN in their study stated that brand trust is viewed as central in many studies (Doney & Cannon, 1997; Moorman et al., 1992). It is conceptualized as a notable factor in the firm success (Morgan & Hunt, 1994). Chaudhuri and Holbrook (2001) define brand trust as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function”. Brand trust arises after consumers’ evaluation of companies’ offerings. If companies provide beliefs of safety, honesty and reliability about their brands to consumers, brand trust will be generated subsequently (Doney & Cannon, 1997). It can be interpreted that brand trust is created and developed by direct experiences of consumer via brands.

The main difference between brand trust and brand affect is; brand trust is viewed as a long process which can be occurred by thought and consideration of consumer experiences about store while brand affect is consisted of impulsive feelings which can be formed, spontaneously (Chaudhuri & Holbrook, 2001). Therefore brand trust can be discussed as a cognitive component (Casalo et al., 2007) which may induce emotional response, namely brand affect.

On the other hand, brand trust leads brand loyalty (Delgado-Ballester & Munuera-Alemán, 2001). It is due to brand trust’s ability for creating highly valued relationship (Chaudhuri & Holbrook, 2002). It shows that brand loyalty is part of the continual process of valuable and notable relationship which is produced by brand trust. Moreover literature shows support that brand trust is a determinant of loyalty Wu et al., 2008; Berry, 1983).

1.3 SIGNIFICANCE OF STUDY

Social media ads are a quick and effective way to connect with your consumers and boost your marketing campaigns. Conducting this study will help organisations understand the role of social media advertisements in the current world scenario.

Social media is nowadays the trend in promoting brands, products, or services. Influencer marketing one such example. Social advertisement targets audiences' demographics based on customers browsing histories. This helped companies understand users' interests and target a specific group of users.

1.4 SCOPE OF STUDY

This study is conducted among residence of Kochi. The researcher aims to collect around 100+ customers to measure the significance of social media ads have in the lives of consumer in pursuing their buying behaviours.

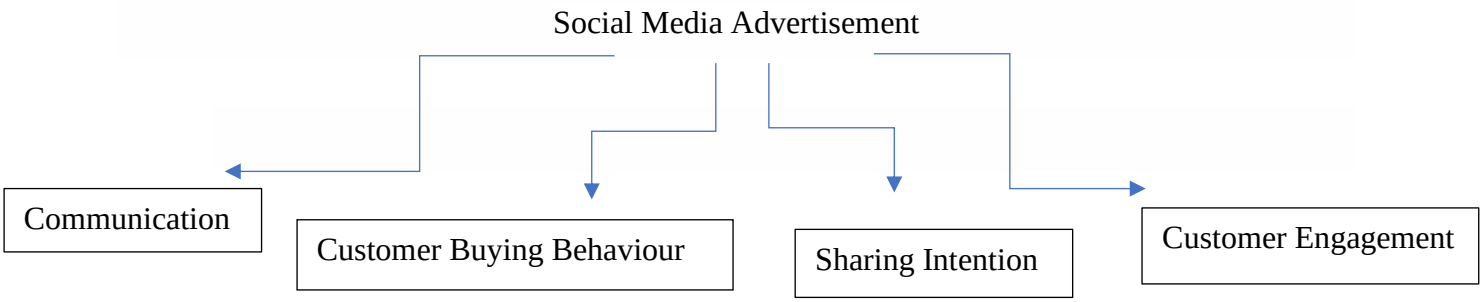
1.5 RESEARCH OBJECTIVES

- To identify the influence of social media on customer purchase intention
- To study the role pf social media ads in inducing consumption
- To study the role of customer trust on social media
- To study the extend of customer satisfaction towards social media purchases

1.6 HYPOTHESIS

- H (1): There is a positive relationship between social media and customer buying behaviour
- H (2): There is a positive relationship between social media and customer engagement
- H (3): There is a positive relationship between social media and sharing intention
- H (4): There is a positive relationship between social media and communication

1.7 CONCEPTUAL MODEL



1.8 RESEARCH METHODOLOGY

1.8.1 Data collection

When it comes to data collection, there are two methods that are generally used by researchers to collect data. These methods are Primary data collection methods and Secondary data collection methods. Primary data collection is the process of gathering data through surveys, interviews, or experiments. A typical example of primary data is household surveys. Secondary

data is data collected by someone other than the actual user. It means that the information is already available, and someone analyses it. The secondary data includes magazines, newspapers, books, journals, etc. It may be either published data or unpublished data.

1.8.2 Sampling Method

1.8.2.1 *Population*

A population is the entire group that you want to draw conclusions about. The number of elements in the population is the size of the population. Population is the collection of the elements which has some or other characteristics in common. In this survey, the population comprises of all the customers who uses social media.

1.8.2.2 Sample size

The sample for the research was conducted on people who uses social media. Keeping in view the limitation of time and resources, the sample size taken is 116 respondents. Questionnaires were distributed through social media platforms like WhatsApp and e-mail to the respondents and enough time was given to the respondents to fill the questionnaire to reduce sampling error.

1.8.2.3 Sampling Technique

There are 2 techniques for sampling. These techniques are Probability sampling and Non-probability sampling. Probability sampling refers to the selection of a sample from a population, when this selection is based on the principle of randomization, that is, random selection or chance. Probability sampling is more complex, more time-consuming and usually more costly than non-probability sampling. Non-probability sampling is a method of selecting units from a population using a subjective (i.e., non-random) method. Since non probability sampling does not require a complete survey frame, it is a fast, easy and inexpensive way of obtaining data.

1.8.3 Tools used for Data Collection

The questionnaire is carefully designed to meet the requirements of the research. Most of the questions is constructed using five-point Likert Scale. There are also nominal scale questions and ratio scale questions.

1.8.4 Data Analysis

The data has been analysed using SPSS software package. The tools used in the analysis in SPSS are as follows:

Chi-square

Independent Sample T-test

Mean

Percentage Analysis

LIMITATIONS OF STUDY

- One of the major constraints was to get response from the respondents
- Other limitation was to get response from male respondents
- Some respondents wouldn’t sincerely respond to the questions
- The sample size is small and has a very small proportion of the entire population

CHAPTER 2

INDUSTRY PROFILE

2.1 INDUSTRY PROFILE

Social media are interactive technologies that make it easier to create and share content across virtual communities and networks, including information, ideas, hobbies, and other kinds of expression. Although there are difficulties with the definition of social media because there are so many standalone and integrated social media services now, there are certain similar characteristics:

1. Social media are Web 2.0 Internet-based interactive apps.
2. The lifeblood of social media is user-generated content, which includes written postings or comments, digital photographs or videos, and statistics from all online interactions.
3. On the website or app, users build service-specific profiles that are created and maintained by the social media company.
4. By linking a user's profile with that of other people or groups, social media aids in the
5. growth of online social networks.

The phrase "social media" refers to a computer-based technology that makes it possible to share concepts, ideas, and knowledge through online groups and networks. Social media is internet-based and allows users to share anything quickly, including movies, images, documents, and personal information. People interact with social media using web-based software or applications on a computer, tablet, or smartphone. Although being widely used in America and Europe, Asia, particularly Indonesia, leads the world in social media usage. By October 2021, there will be more than 4.5 billion users of social media.

Started as a tool to connect with friends and family, social media was eventually embraced by companies looking to reach out to customers through a well-liked new communication channel. The capacity to connect and exchange information with anybody on Earth, or with many people at once, is the strength of social media.

Globally, there are more than 3.8 billion users of social media. The world of social media is always expanding and changing, with new applications like TikTok and Clubhouse entering the ranks of well-established social networks like Facebook, YouTube, Twitter, and Instagram. The number of social media users in the US is anticipated to reach over 257 million by 2023.

The Pew Research Center has shown that younger people are more likely to utilise social media. Most persons between the ages of 18 and 29 utilised social media in some capacity. These users also frequently have higher levels of education and are generally well-off, with annual incomes of above $75,000.

With relation to media, the term "social" implies that platforms are user-centric and encourage social interaction. Social media may therefore be seen as an online facilitator or enhancer of human networks—networks of people that improve social connection.

Typically, users access social media services using web-based desktop applications or by downloading apps for their mobile devices (e.g., smartphones and tablets). Users that interact with these electronic services develop highly interactive platforms that enable sharing, co-creation, discussion, participation, and modification of user-generated or self-curated material that is published online by people, communities, and organisations.

In addition, social media is used to create memories, discover new things, promote oneself, make friends, and cultivate ideas through the production of blogs, podcasts, films, and gaming websites. [9] The burgeoning subject of technological self-studies is focused on this evolving link between humans and technology. [10] With more than 100 million active users each, some of the most well-known social media platforms include Facebook (and its companion Messenger), TikTok, WeChat, ShareChat, Instagram, QZone, Weibo, Twitter, Tumblr, Baidu Tieba, and LinkedIn. YouTube, QQ, Quora, Telegram, WhatsApp, Signal, LINE, Snapchat, Pinterest, Viber, Reddit, Discord, VK, Microsoft Teams, and more are examples of well-known websites that are occasionally referred to as social media services, depending on the context. Examples of collaborative content development include wikis.

2.1.1 History of Social Media

The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that’s still popular today.

After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances.

By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches.

Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number

of people without sacrificing the intimacy of person-to-person communication. We can only speculate about what the future of social networking may look in the next decade or even 100 years from now, but it seems clear that it will exist in some form for as long as humans are alive.

Modern Social Media Outlets

Today's social media landscape is populated by a suite of services that jockey for the attention of more than 5 billion mobile device users worldwide. Here is an overview of the most prominent social media networks of 2020:

Facebook

Launched in 2004 by Harvard student Mark Zuckerberg, it has nearly 1.7 billion users — including 69% of U.S. adults, according to Pew Research.

- HubSpot: Facebook Marketing

Reddit

Launched in 2005 by Massachusetts 20-somethings Steve Huffman and Alexis Ohanian as a news-sharing platform, its 300 million users have transformed Reddit into a combination news aggregation/social commentary site. Its popularity is based on the ability to "up-vote" and "down-vote" user posts.

- Social Media Examiner: How to Market on Reddit: A Guide for Businesses

Twitter

Founded in 2006 by Jack Dorsey, Evan Williams, Biz Stone, and others as a microblogging site, by 2020, 22% of U.S. adults were Twitter users, according to Pew Research.

- Hootsuite: Twitter Marketing: The Complete Guide for Business

Instagram

Founded in 2010 by Stanford graduate Kevin Systrom as a photo-sharing site and purchased by Facebook in 2012, Instagram has more than 1 billion users worldwide.

- HubSpot: Instagram Marketing: The Ultimate Guide

Pinterest

Founded in 2010 by iPhone app developer Ben Silbermann as a visual "pin board," Pinterest became a publicly traded company in 2019 and has more than 335 million active monthly users.

- Sprout Social: Your 5-Step Pinterest Marketing Guide

Snapchat

Founded in 2011 by a trio of Stanford students — Evan Spiegel, Reggie Brown, and Bobby Murphy — this video-sharing service introduced the concept of "stories," or serialized short videos, and "filters," run for informative digital effects, often based on location.

- Hootsuite: Snapchat for Business

TikTok

Founded in 2016 by Chinese tech company ByteDance, this short-form video-sharing site was merged with the U.S.-based mobile app Musical.ly in 2018 and became popular with American teens and young adults. As of early 2020, it had more than 800 million users worldwide.

- Business Insider: TikTok Marketing Trends & Predictions for 2020

2.1.2 RECENT TRENDS IN SOCIAL MEDIA

1. Continuation of social commerce growth

The rise of ecommerce has encouraged the development of social commerce, the practice of using social channels to sell their products and services, carried out by businesses.

Numerous social platforms have implemented features that make it easy for consumers to shop in-app, without disrupting their scroll, making conversions easier for businesses to achieve.

2. Increase in creator and micro-influencer brand partnerships

The creator economy is growing exponentially, being composed of over 50 million independent creatives that specialize in a variety of fields. In 2023, you can expect to witness a noticeable increase in brand partnerships with various creators, and more specifically, micro-influencers.

The value of micro-influencers has become more apparent as brand partnerships have risen in popularity, primarily as they tend to garner greater levels of trust amongst their following and are deemed significantly more authentic than macro-influencers.

3. Sustainability is becoming a key driving force

Consumers tend to buy from brands that emulate values that are personally important to them. One of the most apparent examples of this is Gen Z's climate change concerns, with more than 40% of this generational group ranking the climate crisis as one of their top three concerns.

With Gen Z making up almost half of the global consumer market, one of the best social media trends to partake in is to establish and showcase your businesses' stance on important environmental and social issues.

4. Increase in the importance of authentic, channel-aligned ads

As social advertising has developed over time, content has become substantially more sophisticated and engaging. Even with marketing saturation, this progression has not gone unnoticed and consumers are holding brands to a higher standard of social advertising.

Overt ads and in-your-face marketing campaigns are a thing of the past, no longer having the same effect on prospective customers who have become accustomed to a preferred style of communication.

6. Significance of social SEO

As well as performing SEO on your website, the same is necessary for your social channels. As a lesser-known social media trend for 2023, you may be asking yourself – what is social SEO?

Social SEO is designed to help businesses ensure that their content is seen by the correct audience by adding text-based features, including links, captions and alt-texts. This practice also takes interaction into account when deciphering search rankings.

7. Focus on user-generated content

User-generated content (UGC) refers to content, be it images, reviews or videos, that is created by a customer and published on their personal social media, and then re-posted by the business itself. This has become a preferred technique used by companies to promote their product or service in a more authentic way.

Not only does content published by UGC creators foster greater impressions of authenticity amongst leads, it lends itself to improved SEO and an increase in brand reach and engagement.

8. Social search will have heightened significance

What is social search?

This is a type of web searching that takes into account the social activity of the lead that is carrying out the search, using content tagging, shared bookmarks and algorithms to generate results.

The entire idea behind the social search is to show human network orientated results for search queries that are more relevant to the user, as opposed to solely using results derived from computer algorithms.

9. Video content will remain

Now more than ever, video content is an integral part of any effective campaign with 96% of marketers stating that they see video as an important part of their strategy.

With video focused platforms, such as TikTok, leading the crusade against monotonous marketing, businesses are presented with a prime opportunity to showcase their creative flare and engage customers in a way that text simply cannot achieve.

10. LinkedIn will change the focus on content

If you have not already noticed, LinkedIn has begun to feature content that is less focused on people's professional lives and job finding, and turned toward showing content that is much more personal in nature. LinkedIn is a rich source of leads, and when used correctly can be an advantageous asset for businesses.

CHAPTER THREE

DATA ANALYSIS AND INTERPRETATION

3.1 RESPONDENTS PROFILE

Respondents Characteristics		Number of respondents	Percentage (%)
Age	18-20	69	59.5
	21-23	27	23.3
	24-26	4	3.4
	27-29	1	.9
	30+	15	12.9
	Total	116	100
Gender	Male	50	43.1
	Female	65	56.0
	Non-Binary	1	.9
	Total	116	100
Occupation	Employed	14	12.1
	Unemployed	2	1.7
	Student	94	81.0
	Retired	4	3.4
	Business	1	.9
	Faculty	1	.9
	Total	116	100

Table 3.1 Respondents Profile

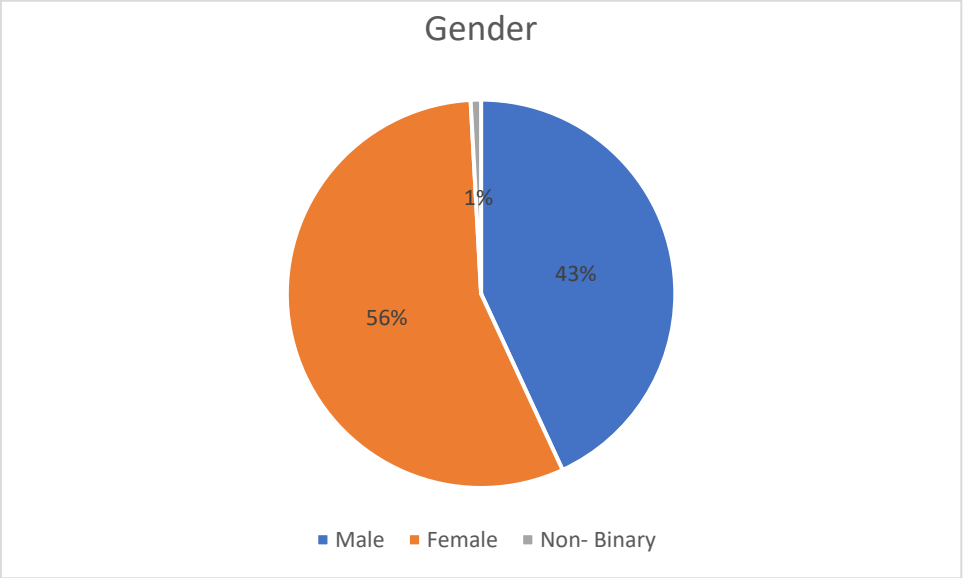


Figure 3.1(a)

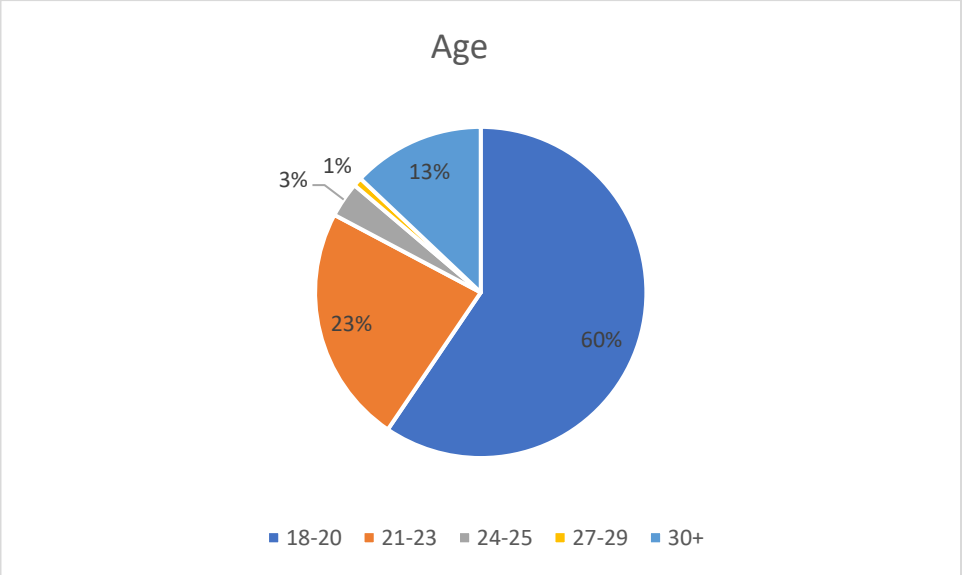


Figure 3.1(b)

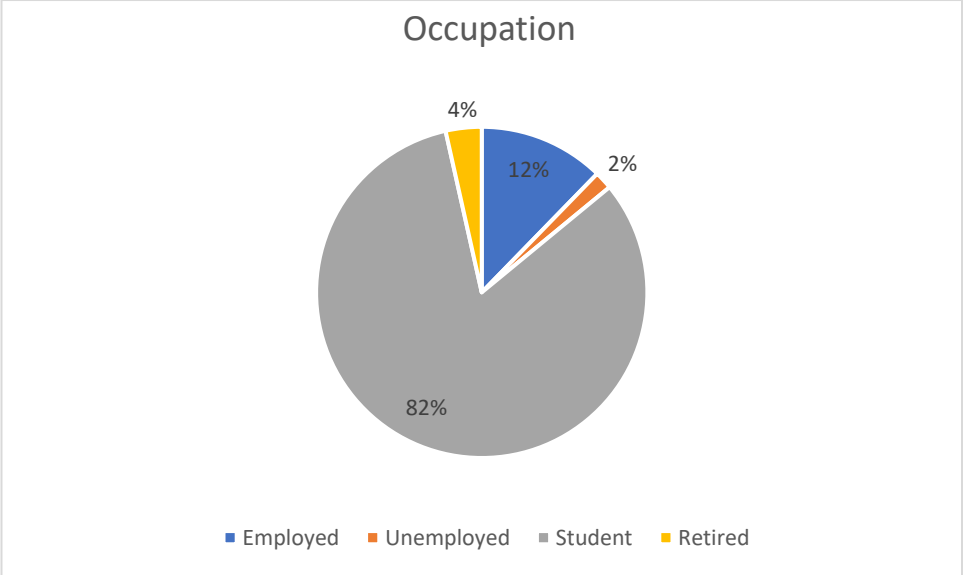


Figure 3.1(c)

The profile of the respondents is shown in table 3.1.

It is shown that out of 116 customers 59.5% falls under the age group ‘18-20’, 23.3% falls under the age group ’21-23’, 3.4% falls under the age group ’24-26’, .9% falls under the age group ’27-29’and 12.9 % falls under the age group of ‘30+’.

Under the gender category 43.1% falls under ‘Male’ category, 56.0% falls under ‘Female’ category and .9% falls under the ‘Non-Binary’ category.

When asked about the occupation 12.1% falls under ‘Employed category’ 1.7% falls under the ‘Unemployed’ category, 81.0% falls under the ‘Student’ category, 3.4% falls under the ‘Retired’ category, .9% falls under the ‘Business’ category and .9% falls under the ‘Faculty’ category.

3.2 Association between years spend on social media and intent to buy

Chi-Square test is a non-parametric test used to examine whether two categorical variables are independent in influencing the test statistic. The 2 variables of chi-square test here are intention to buy and years spend on social media. Hence, the researcher test if there is any relationship between both the variables.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.726[a]	8	.678
Likelihood Ratio	6.887	8	.549
Linear-by-Linear Association	.002	1	.961
N of Valid Cases	116		

Table 3.2 Association between years spend on social media and intent to buy

Since p=0.678 which is >0.05. The test reveals that there is no association between intent to buy and years spend on social media. This test was conducted to understand if there was any relationship between years spend on and intent to purchase from social media. It will help in understanding if more years are spent on social media does the customer purchase more.

3.3 Association between time spend on social media and intent to buy

Chi-Square test is a non-parametric test used to examine whether two categorical variables are independent in influencing the test statistic. The 2 variables of chi-square test here are intention to buy and years spend on social media. Hence, the researcher test if there is any relationship between both the variables.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.714[a]	20	.606
Likelihood Ratio	22.458	20	.316
Linear-by-Linear Association	.001	1	.977
N of Valid Cases	116		

Table 3.3 Association between time spend on social media and intent to buy

Since p=0.606, which is >0.05. The test reveals that there is no association between intent to buy and time spend on social media. This test was conducted to understand if there was any relationship between intent to purchase and time spend on social media. It will help in understanding if more time is spent on social media does the customer purchase more. The use of this test was if there was any relationship between the both then to take necessary steps to make customers use social media more.

3.4 Association between past experience and intent to buy

Chi-Square test is a non-parametric test used to examine whether two categorical variables are independent in influencing the test statistic. The 2 variables of chi-square test here are intention to buy and past experience. Hence, the researcher test if there is any relationship between both the variables.

Table 3.4 Association between past experience and intent to buy

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.395[a]	8	.310
Likelihood Ratio	8.542	8	.382
Linear-by-Linear Association	1.013	1	.314
N of Valid Cases	116		

Since p=0.310, which is >0.05. It reveals that there is no association past experience and intent to buy. The test was conducted to understand if there was any relationship between past experience and intent to buy on social media. It will help in understanding if past experience on social media affects the customers in taking new ones. The use of this test was to find out if there was any relationship between the both then to make the experiences better whenever the customers purchase so that they purchase more.

3.5 Association between refer social media before purchase and intent to buy

Chi-Square test is a non-parametric test used to examine whether two categorical variables are independent in influencing the test statistic. The 2 variables of chi-square test here are intention to buy and refer social media before purchase. Hence, the researcher test if there is any relationship between both the variables.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.321[a]	12	.000
Likelihood Ratio	42.468	12	.000
Linear-by-Linear Association	20.620	1	.000
N of Valid Cases	116		

Table 3.5 Association between refer social media before purchase and intention to purchase

Since p=0.000, which is <0.05. It reveals that there is a very close association between intention to buy and refer social media before purchase. This means that customers often refer social media before making a purchase. Hence, it is important to have good social media profiles and feedbacks on social media. This test was conducted to understand if there was any relationship between intention to purchase and to refer social media before making a purchase. It will help in understanding if referring social media before a purchase affects customers in their decision making.

3.6 Association between trust in social media and leave review on social media

Chi-Square test is a non-parametric test used to examine whether two categorical variables are independent in influencing the test statistic. The 2 variables of chi-square test here are trust in social media and leave review on social media. Hence, the researcher test if there is any relationship between both the variables.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.142[a]	12	.007
Likelihood Ratio	16.868	12	.155
Linear-by-Linear Association	9.595	1	.002
N of Valid Cases	116		

Table 3.6 Association between trust in social media and leave review on social media

Since p=0.007, which is >0.05. It reveals that there is no association between trust in social media and leave review on social media. This means that customers don't actually trust reviews they see social media. This test was conducted to understand if there was any relationship between trust in social media and leaving reviews on social media after making a purchase. It will help in understanding if customers trust the reviews on social media and make choices based on that which pursues them to leave an honest review themselves after purchasing a product.

3.7 Purchase preference of products through social media

Mean is the largest value of a numeric variable. A measure of central tendency. The arithmetic average, the sum divided by the number of cases. Here the researcher aims to find out the purchase preference of the customers in the following products.

Statistics

	Electronics	Clothes	Health and Beauty	Cars	Travel	Entertainment
Valid	116	116	116	116	116	116
Mean	3.37	3.79	3.40	2.60	3.46	3.88

3.7 Purchase preference of products through social media

The table reveals that users prefer social media to enjoy entertainment (Mean=3.88) more than any other factor mentioned above. It is also revealed that users least prefer buying Cars (Mean= 2.60) from social media.

3.8 Difference in following brands on social media and buying products from social media

An independent t test is a statistical test that is used to compare the means of two groups. It is often used in hypothesis testing to determine whether a process or treatment actually has an effect on the population of interest, or whether two groups are different from one another.

This T-test is conducted to understand whether people who follow brands purchase more from social media or people who doesn't follow brands on social media purchase more.

Group Statistics

	Do you follow brands on social media?	N	Mean	Std. Deviation	Std. Error Mean
How likely are you to buy products from social media?	Yes	79	3.33	1.206	.136
	No	37	2.43	1.324	.218

Table 3.8 Difference in following brands on social media and buying products from social media

From this test it is revealed that consumers who follow brands on social media (Mean=3.33, SD= 1.324) purchase more than compared to those who don't follow brands on social media (Mean=2.43, SD=1.206). But the alternate hypothesis is rejected as the significance is greater than 0.05. However, if we consider the mean value, people who follow social media are more likely to purchase from social media.

3.9 Difference in following brands on social media and recommendation to family/friends

An Independent t test is a statistical test that is used to compare the means of two groups. It is often used in hypothesis testing to determine whether a process or treatment actually has an effect on the population of interest, or whether two groups are different from one another.

This T-test is conducted to understand whether people who follow brands on social media recommend those brands to their family/friends.

Group Statistics

	Do you follow brands on social media?	N	Mean	Std. Deviation	Std. Error Mean
After following a brand on social media, how likely are you to recommend them to family/friends	Yes	79	3.63	.989	.111
	No	37	2.49	1.193	.196

Table 3.9 Difference in following brands on social media and recommendation to family/friends

From this test it is revealed that customers who follow brands on social media (Mean=3.63, SD=.989) refer them to their family and friends more than those who don't follow brands on social media (Mean=2.49, SD=1.193). But the alternate hypothesis is rejected as the significance is greater than 0.05. However, if we consider the mean value, people who follow brands are more likely to recommend them to their family/friends.

4.0 Usage of social media

Mean is the largest value of a numeric variable. A measure of central tendency. The arithmetic average, the sum divided by the number of cases. Here the researcher aims to find out for what purpose does customers use social media more.

Statistics

		To learn about new products	Communicate with brands	To purchase a product	To read customer reviews
	Total respondents	116	116	116	116
Mean		3.57	3.09	3.48	3.75

Table 4.0 Usage of social media

The table reveals that users prefer social media to read customer reviews (Mean=3.75) more than to learn about new products, to communicate with brands or to purchase. It is also revealed that customers least use social media to communicate with brands (Mean=3.09).

4.1 Purchase preference

Mean is the largest value of a numeric variable. A measure of central tendency. The arithmetic average, the sum divided by the number of cases. Here the researcher aims to find out from which medium does customer purchase more.

Statistics

	Newspaper ad	Radio	TV	Social media
Valid	116	116	116	116
Mean	2.70	2.48	3.12	3.68

Table 4.1 Purchase preference

The table reveals that users prefer social media more (Mean=3.68) than newspaper ad (Mean=2.70), radio (Mean=2.48) or Tv (Mean=3.12). The users least prefer using radio (Mean=2.48) for purchasing products.

4.2 Perception of social media

Percentage analysis is the process of inspecting, narrowing, transforming, and modelling data from a huge amount of information or data. The percentage is one of the essential components of data analysis, which helps find a value from a huge amount of data and information.

4.2 (a) Positive reviews

Social media reviews are evaluations of products/services based on customer experience shared on social media platforms. Here, the researcher aims to find out the impact of positive reviews on social media and how it affects the customers. Positive reviews can either be valued or ignored.

	Number of respondents	Percentage
Strongly disagree	9	7.8
Disagree	2	1.7
Neutral	26	22.4
Agree	59	50.9
Strongly agree	20	17.2
Total	116	100.0

Table 4.2 (a) Positive reviews

It is shown that out of 116 customers 7.8% falls under “Strongly disagree” group, 1.7% falls under “Disagree” group, 22.4% falls under “Neutral” group, 50.4% falls under “Agree” group and 17.2% falls under “Strongly agree” group.

The table reveals that positive reviews does affect customer purchase decision in social media. As most customers falls under Agree and Strongly agree group. This means that positive

reviews affect customers purchasing decision to choose whether to buy a product or not. Positive reviews mostly affect customers to pursue purchasing a product (Agree=50.9%, Strongly agree=17.2%).

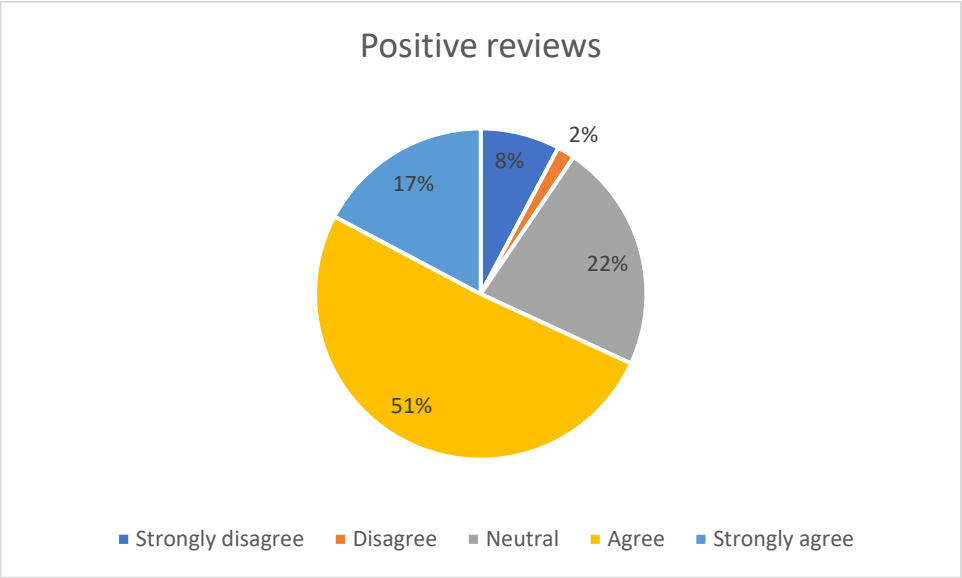


Figure 4.2(a)

4.2 (b) Negative reviews

Social media reviews are evaluations of products/services based on customer experience shared on social media platforms. Here, the researcher aims to find out the impact of negative reviews on social media and how it affects the customers. Negative reviews can either be valued or ignored.

	Number of respondents	Percentage
Strongly disagree	9	7.8
Disagree	4	3.4
Neutral	23	19.8
Agree	49	42.4
Strongly agree	31	26.7
Total	116	100.0

Table 4.2(b) Negative review

It is shown that out of 116 customers 7.8% falls under “Strongly disagree” group, 3.4% falls under “Disagree” group, 19.8% falls under “Neutral” group, 42.4% falls under “Agree” group and 26.7% falls under “Strongly agree” group.

The table reveals that negative reviews does affect customer purchase decision on social media. As most customers falls under Agree and Strongly agree group. This means that negative reviews affect customers purchasing decision to choose whether to buy a product or not. Negative reviews mostly discourage a customer to purchase a product (Agree=42.4%, Strongly agree=26.7%)

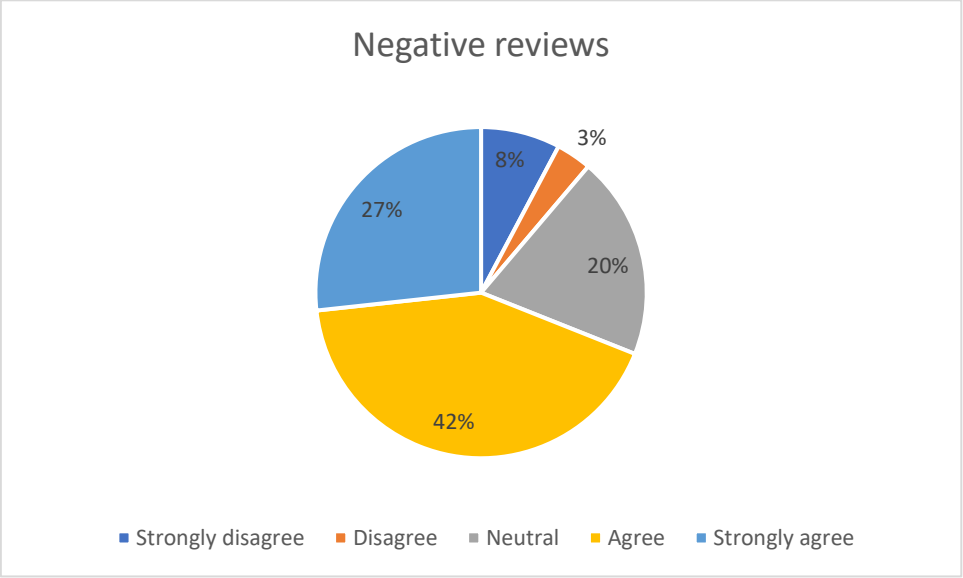


Figure 4.2(b)

CHAPTER FOUR

FINDINGS, SUGGESTIONS AND CONCLUSIONS

4.1 LIST OF FINDINGS

1. Table 3.1 shows the respondents characteristic details. Majority of the respondents were in the age group 18-20 and least were from the age group 27-29.

2. Table 3.2 shows the chi–square test performed to find association between years spend on social media and intent to buy. The test reveals that there is no association between years spend on social media and intention to buy.

3. Table 3.3 shows chi–square test performed to find association between time spend on social media and intention to buy. The test reveals that there is no association between time spend on social media and intention to buy.

4. Table 3.4 shows chi-square test performed to find association between past experience and intent to buy. From the table it reveals that there is no association past experience and intent to buy. This reveals that past experience does not affect customers purchase decision.

5. Table 3.5 shows chi-square test performed to find association between refer social media before purchase and intention to buy. From the table it reveals that there is a very close association between refer social media before purchase and intention to buy. That means customers tend often refer social media before purchase.

6. Table 3.6 shows chi - square test performed to find association between trust in social media and leave review on social media. From the table it reveals that there is no association between trust in social media and leave review on social media. This means that customers do not trust reviews they see on social media.

7. Table 3.7 shows mean performed to find the purchase preference through social media. From the test it is revealed that users prefer social media to enjoy entertainment (Mean=3.88) more than any other factor mentioned above. It is also revealed that users least prefer buying Cars (Mean= 2.60) from social media.

8. Table 3.8 shows T-test performed to find difference in following brands on social media and buying products from social media. From this test it is revealed that consumers who follow brands on social media (Mean=3.33, SD= 1.324) purchase more than compared to those who don’t follow brands on social media (Mean=2.43, SD=1.206).

9. Table 3.9 shows T-test performed to find the difference in following brands on social media and recommendation to family/friends. From this test it is revealed that customers who follow brands on social media (Mean=3.63, SD=.989) refer them to their family and friends more than those who don’t follow brands on social media (Mean=2.49, SD=1.193).

10. Table 4.0 shows mean performed to find out the usage of social media. From the test it is revealed that users prefer social media to read customer reviews (Mean=3.75) more than to learn about new products, to communicate with brands or to purchase. It is also revealed that customers least use social media to communicate with brands (Mean=3.09).

11. Table 4.1 shows mean performed to find out the purchase preference of customers. From the test it is revealed that users prefer social media more (Mean=3.68) than newspaper ad (Mean=2.70), radio (Mean=2.48) or Tv (Mean=3.12). The users least prefer using radio (Mean=2.48) for purchasing products.

12. Table 4.2 (a) shows the affect of positive reviews on customer decision making. It is revealed that most of the people agree that positive reviews affect customer buying decision. (Agree=50.9%, Strongly agree=17.2%)

13. Table 4.2 (b) shows the affect of negative reviews on customer decision making. . It is revealed that most of the people agree that negative reviews affect customer buying decision. (Agree=42.4%, Strongly agree=26.7%)

4.2 SUGGESTIONS

1. The social media is used least by the age group of 27-29, there should be significant steps taken for the same age group to increase social media usage.

2. There is a negative relationship between years spend and intent to buy so there should be more appealing advertisements and offers on products.

3. There is a negative relationship between past experience and intent to buy, the necessary steps have to be taken for good quality products to be delivered so that people intent to buy regularly.

4. The findings reveals that customers don't purchase from social media, so social media have to build the trust in customers through various exciting schemes.

5. Users prefer to spend time on entertainment more than purchasing products from social media, so there should be significant steps taken for pursing them to purchase from social media more.

6. Customers tend not to leave reviews on social media, but it is important to make customers leave review because new customers searching for a product/service always reads reviews and this affects their purchasing decision.

7. Various techniques by which reviews can be encouraged are through being responsive and giving constant feedback, make the site easy for customers to leave review etc.

8. It is also important to make customers follow brands to increase the sales because it is revealed that customers who follow brands are more tend to purchase products than customers who don't follow brands.

9. Brands should take necessary steps for people to recommend them to their family or friends which would intern increase their reach.

10. Brands should invest more in these activities so that they can attract more customers into following their brands.

11. Many techniques can be used to pursue customers to follow brands some of them are give-aways, more exciting offers for people who follow, exclusive offers etc.

12. Brands should try and provide good services and encourage customers to provide positive reviews on social media so that it influences new customers to purchase.

13. Brands should also try and reduce negative reviews because they negatively affect customers buying decisions.

14. This can be done by providing proper customer care to customers who are facing issues with the product.

15. Customers also tend to know about the brand more from social media advertisements when compared to newspaper, radio or TV. So, it is important for the brands to provide more interesting advertisements to customers on social media rather than any of the other way.

16. Brands should invest more in social media advertisements.

17. Brands should be active on social media and be aware of the recent trends.

18. There should be efficient and effective teams to manage social media.

19. Brands can even work with social media influencers to advertise their product/service in order to create more brand awareness.

20. Share customer experiences on social media to encourage sales.

4.3 CONCLUSION

The best way to evaluate the importance of applying social media in marketing is to realize the importance of social media in everyday life of people who are likely to become your customers. Social media marketing has become a necessity, one that is imposed to the business by the overall presence and impact social networks have on the users.

This study was conducted to find the role of social media in pursuing customer buying behaviour. The chi- square analysis and T-test shows that there is a negative relationship and customers do not or refer social media for learning about new products, communicate with brands, purchase a product or leave customer review. It was also evident that customers like to spend time on entertainment on social media.

But when compared with newspaper ads, radio or TV people purchase from social media more. This means that people are moving towards the new advanced world and prefer social media for purchasing more than traditional ways.

From this study we can also infer few suggestions through which social media can bring in more customers.

We are also able to understand various areas in which brands can increase their sales through social media. Therefore, the study was successful in analysing various positive effects of social media and the areas of improvement

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ANNEXURE 1

Questionnaire

1. Age *

Mark only one oval.

- 18>
- 18-20
- 21-23
- 24-26
- 27-29
- 30+

2. Select your gender *

Mark only one oval.

- Male
- Female
- Non-Binary
- Prefer not to say

3. Do you use social media? *

Mark only one oval.

- Yes
- No

4. Occupation *

Mark only one oval.

- Employed
- Unemployed
- Student
- Other:

5. How long have you been using social media? *

Mark only one oval.

- Less than a year
- 1-2 years
- 3-4 years
- 5 years and more

6. On an average how much time do you spend social media weekly? *

Mark only one oval.

- Less than an hour
- 1-3 hours
- 4-6 hours
- 7-10 hours
- 11-15 hours
- More than 15 hours

7. How likely are you to buy products from social media? *

Mark only one oval.

	very unlikely				very likely
1					
2					
3					
4					
5					

8. How likely are you to buy a product based on the following media? *

Mark only one oval per row.

	Very Likely	Likely	Neutral	Unlikely	Very Unlikely
Newspaper ad					
Radio					
TV					
Social media					

9. How often do you refer social media before purchase? *

Mark only one oval.

- Very often
- Often
- Neutral
- Less Often
- Never

10. Do you follow brands on social media? *

Mark only one oval.

- Yes
- No

11. How likely are you to follow a brand if your family/friends are already followers? *

Mark only one oval.

very unlikely

1

2

3

4

5

very likely

12. After following a brand on social media, how likely are you to recommend them to family/friends *

Mark only one oval.

very unlikely

1

2

3

4

5

very likely

13. How likely are you to use social media for? *

Mark only one oval per row.

	Very Likely	Likely	Neutral	Unlikely	Very Unlikely
To learn about new products					
Communicate with brands					
To purchase a product					
To read customer reviews					

14. How likely are you to buy the following category based on social media? *

Mark only one oval per row.

	Very likely	Likely	Neutral	Unlikely	Very Unlikely
Electronics					
Clothes					
Health and Beauty					
Cars					
Travel					
Entertainment					

*

15. Do you seek opinions about a product/service/brand on social media before making a purchase?

Mark only one oval.

- Never
- Rarely
- Sometimes
- Often
- Always

16. After purchase do you leave your review on social media? *

Mark only one oval.

- Never
- Rarely
- Sometimes
- Often
- Always

17. Do you trust product/service/brand reviews on social media? *

Mark only one oval.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

18. Mark according to your preference *

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Positive reviews on social media affect your purchase decision					
Negative reviews on social media affect your purchase decision					

19. Do you believe that social media is more influential than traditional media when making purchase decision? *

Mark only one oval.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree