

IMPACT OF SOCIAL MEDIA IN CONSUMER BUYING BEHAVIOUR

*Dissertation submitted to the University of Kerala in partial fulfilment of the Requirements for the
degree of Bachelor of Arts*

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DEPARTMENT OF JOURNALISM & MASSCOMMUNICATION

SREE NARAYANA COLLEGE KOLLAM

2019-2022

A Critical study about the Impact of Social Media in Consumer Buying Behaviour

Career Related First Degree Programme in Mass Communication and Journalism Under CBCS (2a)

Year:2019-22

DECLARATION

We here by declare that the project entitled, “**Impact of Social Media In Consumer Buying Behaviour.**” is submitted to the Department of Mass Communication and Journalism, Sree Narayana College, Kollam in partial fulfilment of the requirements for the Degree of BA Mass Communication and Journalism. This is a record of original work done by us and that it has not formed the basis for award of any other degree/diploma / fellowship or any other similar titles

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CERTIFICATE

This is to certify that the project entitled “**Impact of Social Media in Consumer Buying Behaviour**”.” submitted for the award of degree of BA Mass Communication and Journalism, university of Kerala, is Bonafede research carried out Sandra SL, Nidhi Prem, Malavika J.R, Sajith . M , Manikandan. M, Sreejith SV, Femina Thomas under our supervision. No part of this dissertation has been submitted for the award of any other degree before.

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ACKNOWLEDGEMENT

We wish to offer our heartfelt thanks to our principal Dr Nisha J Tharayil whose kindness and endless encouragement guided us throughout our period at Sree Narayana college Kollam.

We are grateful to Radhika B, Head of the Department of Mass Communication for her valuable consent and encouragement.

We would also like to extend our sincere gratitude to Sri Vaishnav V.S., our guide, for his valuable suggestions and guidance in completing this project. We extend our thanks to Sri. Vaishnav V.S, Smt.Siva Mol,and Dr.Priyanka M.C for their valuable, sincere and pleasant guidance throughout the span of study.

We express our sincere thanks to all teaching and non-teaching staff and friends for their valuable support and encouragement throughout the completion of the work

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ABSTRACT

The goal of this paper is to research empirically the role of social media in consumers' decision-making processes. A survey investigates up to what degree experiences are altered by the use of social media. Customer sentiments on items and administrations are currently progressively overwhelmed by outsiders in advanced spaces, which thusly impact conclusions in the disconnected space. Web-based social networking has engaged purchasers, as advertisers have no control over the substance, timing, or recurrence of online discussions among shoppers. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision .

Key words: Consumers, Social media ,Advertisement

INDEX

- 1. ABSTRACT**
- 2. INTRODUCTION**
- 3. REVIEW OF LITERA**
- 4. METHODOLOGY**
- 5. OBJECTIVES**
- 6. ANALYSIS OF RESULT**
- 7. FINDING AND CONCLUSIONS**
- 8. LIMITATIONS**
- 9. APENDIX**
- 10.BIBLIOGRAPHY**

CHAPTER-1
INTRODUCTION

CHAPTER-1

INTRODUCTION

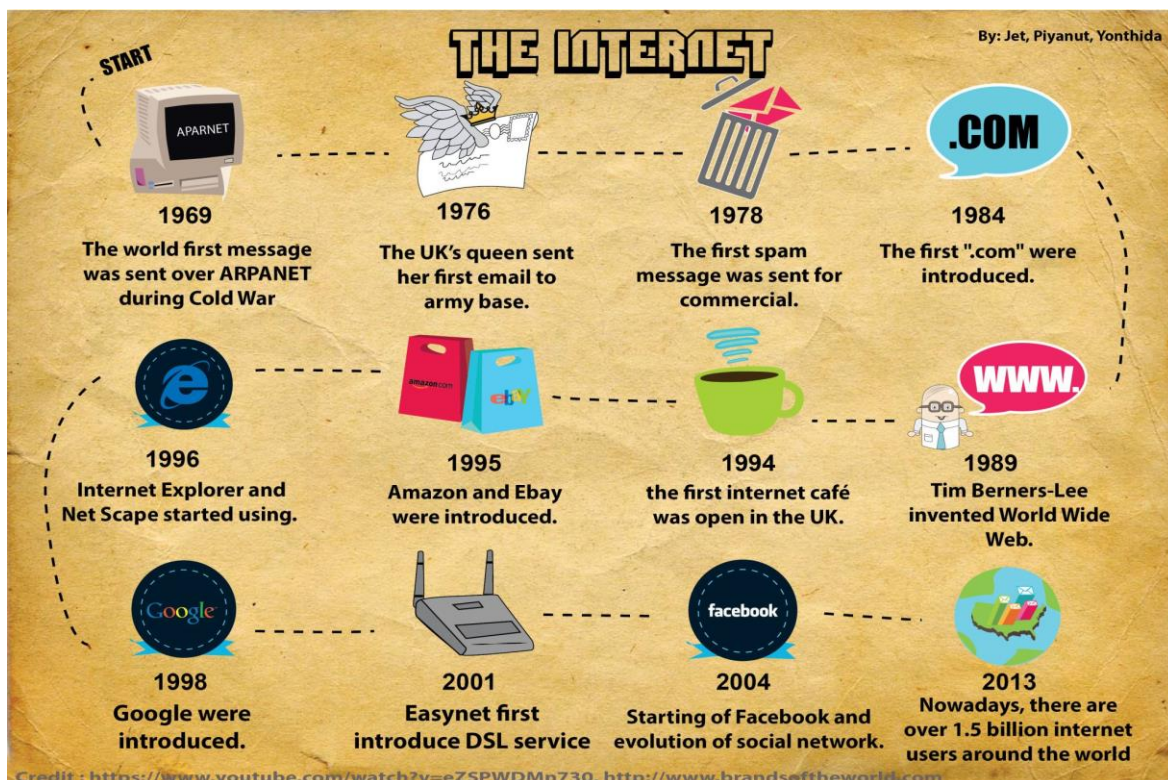
A study based on the decision process of consumers for purchases widely influenced by social media. Life has involved a significant situation as a specialized device. Individuals over the globe utilize online life to interface. Internet-based with others or associations. Individuals have a great deal of associations via web-based networking media, in this manner data is devoured by numerous individuals. This data turns into a wellspring of effect on shoppers and their purchasing conduct. From all around the world people begun to utilize online networking, for example, Facebook, Twitter, Instagram, and LinkedIn to share their encounters. As clients, individuals share item audits, data about a help, exhortation on food or wellbeing, admonitions about items, tips on utilizing certain items, and substantially more. In the course of the most recent decade, the World Wide Web has seen a multiplication of client-driven web advancements, the course of the most recent decade, the World Wide Web has seen a multiplication of client-driven web advancements for example, web journals, informal communities, and media sharing stages. By and large, called web-based life, these



1.1 HISTORY OF INTERNET

Internet started in the 1960s as a way for government researchers to share information. computers in the '60s were large and immobile and in order to make use of information stored in any one computer, one had to either travel to the site of the computer or have magnetic computer tapes sent through the conventional postal system.

Another catalyst in the formation of the Internet was the heating up of the Cold War. The Soviet Union's launch of the Sputnik satellite spurred the U.S. Defence Department to consider ways information could still be disseminated even after a nuclear attack. This eventually led to the formation of the ARPANET (Advanced Research Projects Agency Network), the network that ultimately evolved into what we now know as the Internet. ARPANET was a great success, but membership was limited to certain academic and research organizations who had contracts with the Defence Department. In response to this, other networks were created to provide information sharing.



January 1, 1983, is considered the official birthday of the Internet. Prior to this, the various computer networks did not have a standard way to communicate with each other. A new

communications protocol was established called Transfer Control Protocol/Internet Protocol (TCP/IP). This allowed different kinds of computers on different networks to "talk" to each other. ARPANET and the Defence Data Network officially changed to the TCP/IP standard on January 1, 1983, hence the birth of the Internet. All networks could now be connected by a universal language

The image above is a scale model of the UNIVAC I (the name stood for Universal Automatic Computer) which was delivered to the Census Bureau in 1951. It weighed some 16,000 pounds, used 5,000 vacuum tubes, and could perform about 1,000 calculations per second. It was the first American commercial computer, as well as the first computer designed for business use. (Business computers like the UNIVAC processed data more slowly than the IAS-type machines but were designed for fast input and output.) The first few sales were to government agencies, the A.C. Nielsen Company, and the Prudential Insurance Company. The first UNIVAC for business applications was installed at the General Electric Appliance Division, to do payroll, in 1954. By 1957 Remington-Rand (which had purchased the Eckert-Mauchly Computer Corporation in 1950) had sold forty-six machines

The internet has revolutionized the computer and communications world like nothing before. The invention of telegraph, telephone, radio, and computer set the stage for this unprecedented integration of capabilities. The internet is at once a world-wide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard for geographic location. The internet represents one of the most successful examples of the benefits of sustained investment and commitment to research and development of information

The internet today is a widespread information infrastructure and makes so many changes towards them.

The Internet is a short form for an interconnected network. It has become a vital part of our lives, helping us connect with people worldwide. The Internet is made of a large number of independently operated networks. It is fully distributed with no central control. Each independently operated system is motivated to ensure that there is end-to-end connectivity of every part of the network.

The first question that pops into your mind is probably, "Who started the internet?". The Internet was developed by Bob Kahn and Vint Cerf in the 1970s. They began the design of what we today know as the 'internet.' It was the result of another research experiment which

was called ARPANET, which stands for Advanced Research Projects Agency Network. This was initially supposed to be a communications system for the Defence Team of the United States of America - a network that would also survive a nuclear attack. It eventually became a successful nationwide experimental packet network. But when was the first Internet started? It is believed that on 6 August 1991, when the World Wide Web opened to the public.

1.2 HISTORY OF SOCIAL MEDIA

Social media's birth dates back to the 24th of May 1844, when the telegraph machine was invented. Samuel Morse sent a message from Baltimore to Washington D.C. The rise of social media began in 1969 when the ARPANET (Advanced Research Projects Agency Network) has emerged. This newly emerged digital network allowed the scientists from four renowned universities to interconnect and share their software, hardware, and other resources at the ease of sitting at their offices. While in 1979, social media became more robust when NSF launched a vibrant, fast, and more digital network named NSFNET. A decade after, the first true social media platform was launched.

Today, everyone knows and uses social media. Even the most remote parts of the world have heard about Facebook and Twitter, and they probably use it every day too. However, it wasn't like this a decade ago. Not as many people had internet access at that time, and smartphones were not even introduced in the market. Today, most of us can't live without social media. In fact, we scroll through Facebook, Twitter, Instagram, or Pinterest at least thrice every hour.

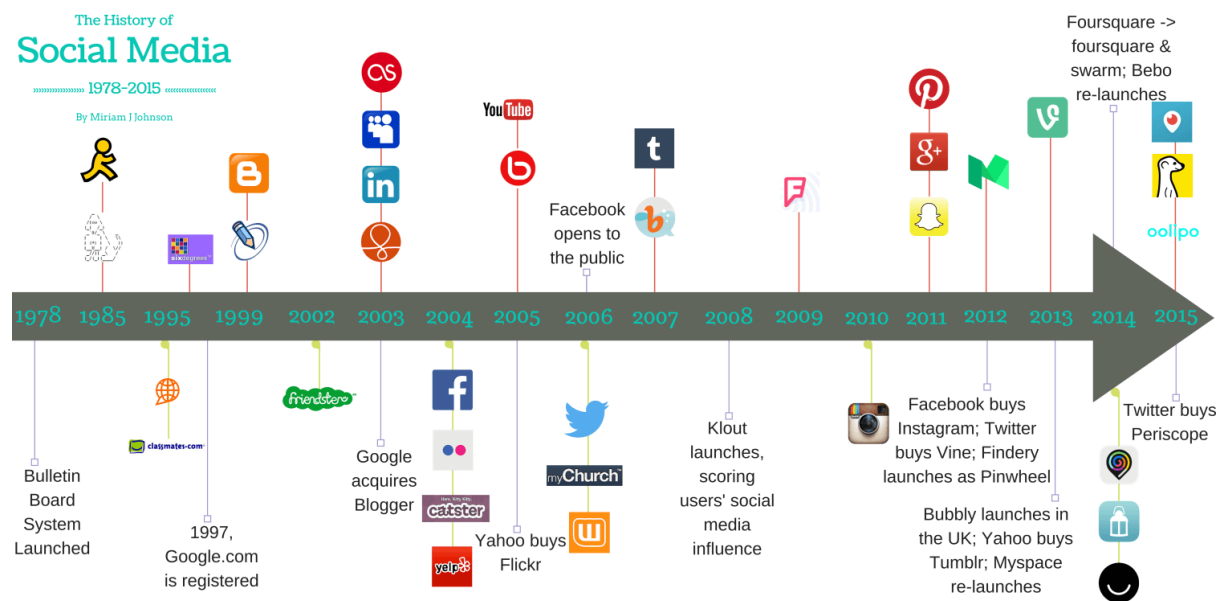
Most people define social media as the ability to use the internet to share and connect with others almost instantly. If we go by this definition, social media can be traced back to one website alone – no, it's not Facebook. The first social media site was a website called 'Six Degrees' that was launched in 1997. It allowed its users to create a profile and then befriend other users. From Six Degrees, the internet emerged into the era of instant messaging and blogging.

As the millennium changed, almost 100 million people had access to the internet. At that time, however, social media was looked upon as an unusual hobby. Nevertheless, people all across the world began to use chat rooms to make new friends, to date, and to discuss topics with other like-minded people. However, the huge boom of social media was yet to come.

LinkedIn was yet another website that was one of the very first social media websites. A lot of social networking sites we have today are inspired from and are similar to LinkedIn. Even back in 2002, when LinkedIn was founded, it was aimed towards professionals who wanted to network with one another, and functions the way even today

In 2004, Mark Zuckerberg launched Facebook, which went on to become a social media giant. Even after all these years, Facebook is the number one social networking site there is,

boasting over a billion users. In 2006, the popularity of SMS and text messaging inspired Jack Dorsey, Biz Stone, Noah Glass, and Evan Williams to create Twitter. Today, Twitter has a staggering 500 million user-base, a number that is growing even as you read this article.



Before long, several other websites came into being. Instagram was launched in 2010 for iOS users and in 2012 for Android users. Today, it is one of the top-most social media sites for photo sharing. At the close of the 2000s, social media was not only widely used, but it also became widespread in business. Today, almost all brands are present on social media, and it is unusual when you come across a business that doesn't have a strong social media presence.

As of 2017, there are thousands of social media platforms. Some platforms are more popular than others, but each platform has a loyal audience, no matter however small. For example, Instagram caters to an audience that communicates through photographs while Twitter is perfect for those who like to keep their communication to the point. With innovative and exciting technology just around the corner, the further evolution of social media will be interesting to witness.

1.3 Consumers

Any individual who purchases products or services for his/her personal use and not for manufacturing or resale is called a consumer. A consumer is the one who decides whether or not to buy an item at the store or someone who is influenced by advertisement and marketing. They are the end-users in the distribution chain of goods and services. Buyers are the people who buy the product or service and might or might not use it. The person who ultimately uses the product or service is the consumer. A consumer is the one for whom the services or products are ultimately designed for



public. Nature of Consumer Behaviour: It is important to learn about consumer behaviour the consumer behaviour is the study of how an individual decides to purchase a particular product over the other and what the underlying factors that mould such behaviour are. Most of our time is spent directly in the marketplace, shopping or engaging on social media, we spend large time about thinking about products and services while talking to family and friends and watching advertisement and now a days most of the people (consumers) spend their valuable time on social media, which affect their buying behaviour 1. Influenced by various factors: The various factors that influence the consumer behaviour are as follows a. Marketing factors such as product design, price, promotion, packaging, positioning and distribution. Personal factors such as age, gender, education and income level .c. Psychological factors such as buying motives, perception of the product and attitudes towards the product .d. Situational factors such as physical surroundings at the

time of purchase, social surroundings and time factor .e. Social factors such as social status, reference groups and family Cultural factors, such as religion, social class—caste and sub-castes. Consumer behaviour model includes various motivational factors such as marketing and environmental forces, consumer buying process, buyer's characteristics buying decision process and buyer's response .The knowledge of consumer behaviour enables marketers to take appropriate marketing decisions in respect of the following factors :a. Product design/mode lb. Pricing of the product. Promotion of the product. Packaging. Positioning. Place of distribution Positive consumer behaviour leads to a purchase decision. A consumer may take the decision of buying a product on the basis of different buying motives. The purchase decision leads to higher demand, and the sales of the marketers increase. Therefore, marketers need to influence consumer behaviour to increase their purchases. Consumer behaviour is different for different products. There are some consumers who may buy more quantity of certain items and very low or no quantity of other items. For example, teenagers may spend heavily on products such as cell phones and branded wears for snob appeal, but may not spend on general and academic reading. A middle- aged person may spend less on clothing, but may invest money in savings, insurance schemes, pension schemes, and so on. The consumer behaviour is not only influenced by the status of a consumer, but it also reflects it. The consumers who own luxury cars, watches and other items are considered belonging to a higher status. The luxury items also give a sense of pride to the owners. Some of the most important factors influencing consumer behaviour are as follows: A. Marketing Mix Factors B. Personal Factors C. Psychological Factors D. Social Factors E. Cultural Factors .The study of consumer behaviour indicates how individuals, groups and organizations select ,buy, use and dispose goods, services, ideas, or experiences to satisfy their needs and desires. Consumer behaviour is affected by several factors. Marketers need to have a good knowledge of the factors affecting the consumer behaviour. In general, the factors that affect consumer behaviour are discussed in following section. The consumer behaviour is not only influenced by the status of a consumer, but it also reflects it. The consumers who own luxury cars, watches and other items are considered belonging to a higher status. The luxury items also give a sense of pride to the owners. Some of the most important factors influencing consumer behaviour are as follows: A .Marketing Mix Factors B. Personal Factors C. Psychological Factors D. Social Factors E .Cultural Factors. The study of consumer behaviour indicates how individuals, groups and organizations select, buy, use and dispose goods, services, ideas, or experiences to satisfy their needs and desires. Consumer

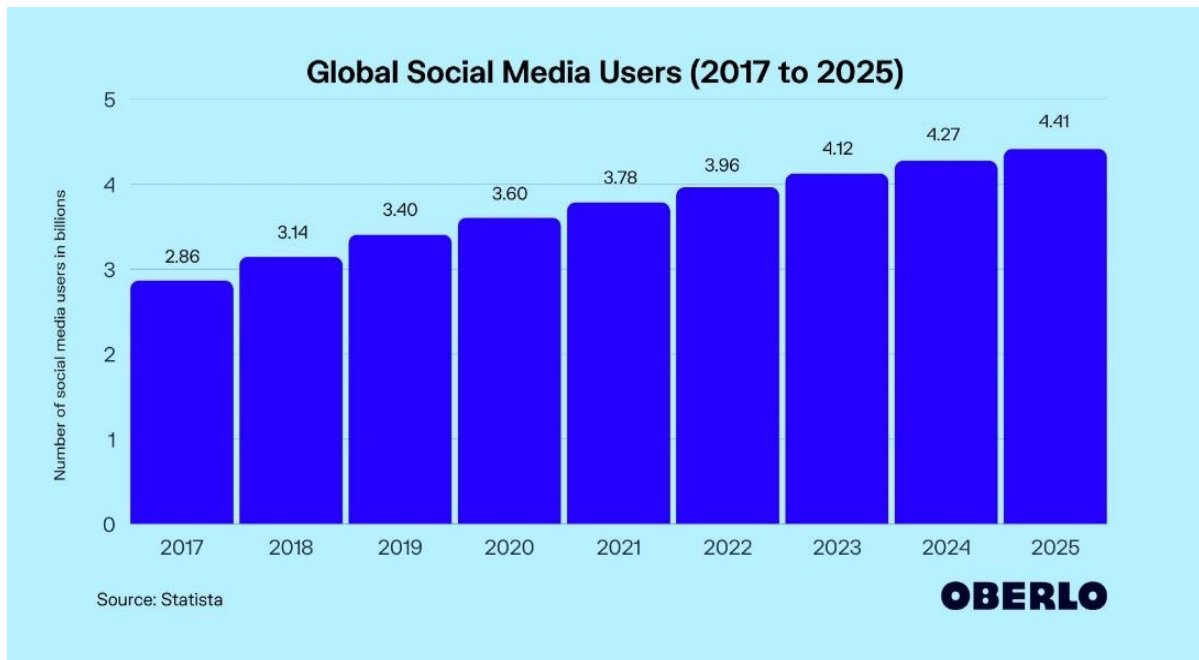
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1.4 SOCIAL MEDIA

Social Media can be defined as a group of Internet-based applications that are built on the ideological and technological foundations of the Web and that allow the creation and exchange of user-generated content. Social media is accessible and enabled by scalable communication techniques. As social media become more and more prevalent, connecting people and facilitating the exchange of information, consumer behaviour is shifting. Through social media, consumers now can easily watch an interesting advertisement on YouTube, while posting their own opinions on Twitter and sharing it with friends on Facebook. Social media differ from paper-based media (e.g., magazines and newspapers) and traditional electronic media such as Radio, TV in many ways, including quality frequency, interactivity, usability, and performance.



Social media is a website or application that allows its users to create and share content while engaging with other users (Hudson 2020). Social media allows its users to share content fast and real-time via smartphones, tablets and computers. It has become a big part of people's everyday lives since smartphones have 3,5 billion users all around the world (Statista 2020). Anyone with internet access can sign up for a social media and create an account. Users can share whatever content they choose to, and the content they share reaches anyone who visits their page or profile. (Hudson 2020) Social media has become a place where people and organizations of all kind can interact with each other and share information for wider audience at once. Social media use around the world (Hootsuite 2020)



In the figure above is shown the total number of people who use social media networks and messenger services actively. The research was implemented in 2017 to 2025 which gives actual current information about the world-wide use. Social Media platforms Social media was created long before it came to our smartphones but Facebook, YouTube and Myspace were the big game changers that brought new way of interaction and communication into our knowledge. After the first big steps, many new different social media platforms were created e.g. Twitter, Snapchat, Instagram and TikTok. Social media platform means any social media related service, application or platform. In the past decade, there has been done continuing research of the most used social media platforms. According to Statista (2019) The top five consist of Facebook, YouTube, WhatsApp, Facebook Messenger and WeChat. Three out of five of these named platforms are messenger application.

Most popular social media platforms worldwide (Data portal 2020)

Facebook is nowadays the largest and most used social media platform with its 2,4 billion active monthly users. Facebooks is not only a social media platform with most active users, but it is also the platform on which users spend most time, at 58 minutes per day on average (Ortiz-Ospina 2019). Facebook allows its users to communicate with each other's and share different kind of content e.g. pictures, videos, articles, information etc. As stated by the CEO of Invest website Khalid Saleh (2015), 92% of social marketers are using Facebook for advertising and 18.4% of the global mobile digital advertising is coming from Facebook ads.

Facebook messenger is also one of the most used messenger applicators in 2020 and it was created by Facebook. Presumably because Facebook is the most used social media platform, Facebook messenger is widely used by Facebook users to stay in contact with friends, family and getting assistance from companies as an example.

YouTube is the most popular video sharing service, following as a good second with its 2 billion active monthly users. 1 billion hours of video on YouTube are watched daily and 90 percent of consumers say they discover new brands and products through YouTube (Oberlo 2020). These numbers show the effect of video content marketing and how powerful marketing tool it can be. WhatsApp and WeChat are serving the same features for their users as messenger applications, the only difference is that WeChat is a Chinese version of WhatsApp. WhatsApp is used worldwide and that is why it has approximately 2 billion monthly users, slightly more than WeChat. Instagram was the second most downloaded free app in 2018. A recent statistic shows the number of daily active Instagram Stories users, which has increased from 150 million in January 2017 to 500 million in January 2019 (Statista 2019). Instagram offers possibilities for companies to advertise and do marketing on their social media account or website e.g., storefronts and shopping with AR features (i.e. Augmented reality). Also, social media influencers are a big thing in Instagram and many different brands use them to reach new potential customers. TikTok takes the seventh place on most used social media platform list and for a good reason. TikTok has grown its popularity enormously in a short time. TikTok is the best example of so called “niche social platform” which means new social media platform that has not only emerged, but have significantly risen to fame in a really short time (Influencer Marketing Hub 2020). TikTok was launched in September 2016 and by mid-2018 it had already reached half a billion users which means it gained on average about 20 million new users per month (Ortiz-Ospina 2019). It is famous for its many trend coups, challenges, dances which have spread all around the world and the videos have been shared also in other social media platforms. TikTok has found its place on the top and has gained a popularity among youth. Social Media trends 2020

Over the last decade, the significance of social media grew to become an important part of every business’ marketing strategy (Quadro’s 2020). Every year new trends are born and old ones are forgotten. While social media is evolving, new trends are coming fast and staying updated, the latest social media trends can help brands and companies to improve their social media marketing plan and make them stand out in the crowd (Influencer Marketing Hub 2020). Because of the changing environment of social media,

the trends vary depending on the publishing date and source. Here the author has chosen the most reliable sources and the most recent studies to find out the latest trends of 2020.

1.4.1 Ephemeral content

Ephemeral content signifies temporary content on social media. It is temporary because it is available to other users' maximum 24 hours or even shorter times after it disappears. Ephemeral content is used in many social media platforms e.g. snapchat, Instagram and Facebook. The way users like to consume content has changed and that is why content formats like Stories have become popular (Influencer Marketing Hub 2020).

According to recent report by Hootsuite, 64% of marketers already have included Instagram Stories into their social media marketing strategies or plan to do so in near future (Hootsuite 2019 Social Trends Survey, 12.).

1.4.2 Social commerce

Social media platforms e.g., Instagram, Pinterest and Facebook have been used by brands to enhance their sales on different products and services for a long time already (Sovann 2019). For brands marketing strategies including social commerce has become the new normal and it is only going to get stronger over time (Influencer Marketing Hub 2020). Social media platforms reinforce this trend by introducing new features like shoppable-posts and Instagram's Storefronts and this way social networks are becoming the new retail platform (Sovann 2019). Social commerce is evolving to be a significant part of marketer's sales strategies.

1.4.3 Video content

Video content is the most growing trend in 2020. It has been used creatively before by many brands and the results have been extremely positive. Different kinds of video content such as short-form videos on TikTok or Stories and long-form videos on YouTube are going to be the future of social media content (Influencer Marketing, 2020). According to a Cisco study (Cisco Annual Internet report 2020), 82% of all social media and advertising content will be video content by 2022. This study clearly shows the importance of utilizing video content in brands marketing strategy to keep up in the social media marketing.

1.4.4 Influencer marketing

Influencer marketing is not a new trend, but it has become more important for brands marketing plan and it is not going to fade away any soon. The only difference that has changed in the near past is that mega-influencers (>1 mil. followers) are no longer trusted

and businesses prefer to collaborate with macro influencers (40000-1 mil. followers) because consumers trust them more (Digital Marketing Institute). This is the reason why marketers nowadays prefer working with small, relevant, niche influencers and not just with 1-2 mega-influencers anymore (Influencer Marketing Hub 2020). This kind of influencers get much higher engagement with their followers and cost much less, in addition 49% of consumers claim that they depend on influencer recommendations social media to inform their purchasing decision (Digital Marketing Institute).

1.4.5 Customer service interaction

Social media has traditionally been a place for its user to interact, communicate and share photos and video content. Nowadays the social media is much more, and it has become a retail platform and a product discovery platform and with their side a customer service channel (Influencer Marketing Hub 2020). Brands want to provide better and faster service for their customers since it used to be quite slow back in the day. Now social media platforms offer option for brands to be ready to assist customers nearly 24/7 and since social media has lot of visibility brands need to handle customers well to keep up good reputation (Newberry, 2020).

1.4.6 Social listening

Social media is a perfect place for collecting data and insights that businesses can use to develop their social media marketing strategies (Influencer Marketing Hub 2020). For a brand, it is essential to build a solid reputation and by understanding how people perceive a brand, the company can get a lot of information using social listening. Social listening means monitoring a brand's social media channels for any customer feedback, direct mentions of the brand or discussions regarding specific keywords, topics or competitors followed by an analysis to gain insights (Amaresan 2020).

1.4.7 Social media marketing

The ability to share information in real-time has changed the way of business. Because of the growing usage of social media, many companies have started to increase their social media marketing as an important part of a marketing plan. Social media marketing is an important part of digital marketing nowadays. According to Smart Insight content director Dave Chaffey, the definition of digital marketing is "achieving marketing objectives through applying digital technologies and media". Digital marketing includes managing different forms of online company presences such as company websites, mobile apps, and social media company pages (Chaffey 2020).

In social media marketing the focus is in different social media platforms and finding the best one to support each company and its objectives. Different social media platforms offer different ways for marketing and advertising products or services. Recent study from Simon Kemp and Datare portal (2020) revealed that the number of global social media users have grown rapidly, more than 10% in the past year, and at the beginning of July 2020 there were already 3.96 billion users all around the world. This data states that more than half of the world's population are now using social media regularly (Gilliand 2020). This research has naturally woken up marketer's interest, since we have more people using social media than ever before and it will presumably have impact on brands social strategies. Turns out that 31% of customers use social media to make pre-sale inquiries before a purchase or commitment (Mangles 2017).

The rise of social media usage also has revealed some disadvantages. The amount of content and information available and the competition of visibility is very high, and it can be extremely difficult for companies to stand out from the crowd (Mangles 2017).

Consumer behaviour on social media

People log in to their social media account primarily for fun, relaxation, connect, find information and to entertain them self. As mentioned before social media has become a new retail platform and it is visible on every network. Having all the necessary information in the palm of the hand has changed everything, including consumers behaviour. Actually, according to a study by Global Web Index (2018) 54% of social media users browse social media to research products before making a purchase decision. This points out the fact that the reasons of using social media have changed from interacting with family and friends to product and service hunting.

1.4.8 What exactly has changed?

Consumers today are more conscious and inquisitive than ever before. They are writing reviews to blogs, making videos about purchases on YouTube, unboxing on TikTok and sharing their opinions, warnings and suggestion about products on several different networks. For the first time, consumers are in charge and they are using different social media networks to continually share their views of retailer's service, products and quality. Retailers who use this opportunity and listen their customers, have an excellence chance to engage with their customers and support their needs. (Brennan, Brenna, Schafer & Schafer 2012, 2.)

Even though larger percentage of youth use the social media, it is growing rapidly among

older people too. According to Pew Research's most recent social media fact sheet (2019), 69% of adults between 50-64 and 40% of those above 65 use social media. Many every day needed amenities are transferred in to apps e.g. bus tickets, bank services, loyalty programs and grocery stores, and all of them require a smartphone. Even Corona apps demand using smartphone, which explains why owning a smartphone is becoming more common and people of all ages find themselves using social media services. "Mobile devices are being used to provide customers with important information to benefit their shopping experience, regardless of their shopping channel" (Brennan & al. 2012, 48.).

Understanding consumer purchasing behaviour

To understand consumer purchasing behaviour, it is necessary to know what are affecting to it. As stated by FitzGerald (2019) "Three factors can influence consumer buying behaviour: personal, psychological, and social". According to other researchers e.g. Philip Kotler who stated that in addition to those three factors mentioned above, there is fourth factor that effect on consumer purchasing behaviour and it is a cultural factor. The cultural factors have a strong influence on consumers purchasing behaviour. Every country has their own cultures and its influence on the consumer buying decision may vary from one country to another. It comprises all the values, needs, behaviours, preferences and wants that are learned from family members and environment (Kotler 2018, 159.).

Humans are social beings and people close to each other can have an influence on one's behaviour, naturally. Also, humans subconsciously wish to be accepted in to the society (Clootrack 2020). Social factors consist social networks and groups, roles and status.

These factors have a deep influence on purchasing behaviour. (Kotler 2018, 162.)

Personal factors deal with individuals interests and opinions. They differ from person to person because everyone is a unique individual, and consequently produce different perceptions and consumer behaviour (Clootrack 2020). Personal characteristics such as consumers age, income, occupation, personality and lifestyle are influencing on purchasing behaviour (Kotler 2018, 167.). Human psychology is a major determinant in consumer behaviour (Clootrack 2020). The psychological factors can be difficult to measure but they are shockingly powerful influence on purchase decision making (Clootrack 2020). Psychological factors are based on consumers perception, beliefs, motivation and attitude, including their ability to comprehend information and how they see their needs (Kotler 2018, 169.). While all consumers have their own consideration if something needs to be purchased,

everyone is going through a buying process. The process may vary depending on the individual but here are the usual steps that consumers go through (FitzGerald 2019):

1. Need recognition: Consumer realizes a need and makes a decision that it must be purchased.
2. Search for product information: Consumer searches for information of the product/service that is intended to purchase. In this stage online reviews, blog posts etc. have an impact to which product is worth purchasing.
3. Product evaluation: Based on personal criteria based on their own priorities, consumer makes decision what product/service to buy.
4. Purchase decision: once the right product/ service is found, is time to make decision whether to buy it now or not.
5. Purchase making: The payment process and receiving the product. In this stage, it is important for business to have easy payment process and keeping the whole process convenient.
6. post-purchase use and evaluation: After receiving and using the product/service consumers consider the level of satisfaction. Usually in this stage customer receives post-purchase survey or thank you email from the company, which is a great way to find out if the customer was satisfied.

The four types of buying behaviour

A consumer's behaviour while purchase decision making depends on the type of products that they are planning to purchase (Clootrack 2020). As an example, the behaviour of a consumer buying food at grocery store is presumably a lot different than a consumer buying a boat. Kotler (2005) has defined four different types of customer behaviour based on different levels of brand's distinction and customer's involvement before and during the purchase making. These four different types of customer purchase decision behaviour are: complex buying behaviour, variety-seeking buying behaviour, dissonance-reduction buying behaviour, habitual buying behaviour. Four types of buying behaviours (Clootrack 2020)

Complex buying behaviour means when customer is highly involved in the purchasing process (Shma 2012). The customer is eager to gather all needed information about the product's features and function and does not hesitate to put time for searching this information. In addition, for a customer who have complex buying behaviour the brand image is very important. This type of behaviour often applies when customer wants to purchase an expensive product or service with high value or for a long-term.

Other type of customer buying behaviour is dissonance-reduction buying behaviour. In

dissonance-reduction buying behaviour customer is also highly involved, but one has no interest in brands differentiation (Shma 2012). This kind of customers want to be very aware of the product's features and know all the details. For customers with dissonance-reduction buying behaviour is relevant to settle for one good option and comparing between different brands is not necessary. This behaviour can apply when customers are buying easily available products.

Variety-seeking buying behaviour takes place when customer is less involved in purchase process but are carefully comparing between different brands (Shma 2012). This type of behaviour usually applies while purchasing low price products or services. Variety-seeking behaviour is difficult to manage for brands because customers easily change their mind about the brand if they are not satisfied to the quality of the product or services, they purchased.

The fourth buying behaviour is called habitual buying behaviour. This behaviour applies when customers are doing daily purchases e.g. in a grocery store. These type of customers are not particularly involved in the process and do not actually care about the differences between different brands (Shma 2012).

1.4.9 Social media as influencer

Social media can play a huge role on consumers decision making. The web is full of opinions and reviews about different brands and products. Here are some the most recognized influence factors on social media: reviews from influencers and social media connections, brands social media presence and social media advertising (FitzGerald 2019).

Social influencers refer to individuals with a significant number of followers on social media (FitzGerald 2019). Influencer marketing is used a lot and is visible specially on social media platforms like Instagram and TikTok. Social influencers advertise products by specific brands and this way share their opinions with their followers.

The original purpose of social media in the beginning was to connect people and enable them to share information for each other. Nowadays, social media users are able to give out their opinions about products, services and bands for a wider crowd through different social media platforms. (FitzGerald 2019)

Nowadays It is not enough to only sell products and services online. A brand must stand out, be recognizable and the information must be available to all social media users. By paying attention on active social media behaviour and producing high value content for

followers i.e. consumers, brands can boost their image and credibility and gain new followers in the process. “As social media continuously reaches a wider audience, its advertising has made it possible for hyper focused targeting and retargeting. This allows brands to make more strategic moves that help reach their marketing goals while maximizing their resources” (FitzGerald 2019).

Cross-Channel shopping

Cross-channel shopping is a growing phenomenon, where the majority of online consumers prefer to browse online and purchase offline (Brennan & al. 2012, 49.). By online being e.g. brands website and offline being a brands physical store. Consumers are seeking information, comparing prices and competitors online and even making purchasing decisions. But instead of ordering online they prefer going to physical store. The benefits of cross-channel shopping for business is the ability to offer all needed information for the consumers and this way gaining their loyalty for the brand (Gilliland 2017). Cross-channel shopping is a great way to provide added value for the customers shopping experience (Gilliland 2017). Many bigger companies have taken new practices in use e.g. where their customers can shop and make their purchases online and then go to their nearest store to pick up their purchases, same-day in-town delivery service and customer being able to return item in the store even though it was ordered online. These examples are exquisite ways to build engagement with customers and by offering different options regarding payment options or returns it makes consumer decision making easier. Consumers who visit a retailer's website and shop at physical stores spend a good deal more than average shoppers, in some cases 50 percent more or higher. (Csek Creative)

1.5 INFLUENCE OF ADVERTISEMENTS ON BUYING PRODUCTS

Advertising is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses. Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media such as blogs, websites and text messages. Marketers have always adapted to changing business demands when it comes to creating new advertisements. The use of advertisements has significantly increased in the 20th Century as industrialization expanded the supply of manufactured products. However, not many businesses practiced advertising at the time. During the late 80s advertisements were fairly limited to television, radio, billboards and newspapers. In the modern times, businesses are leaning towards Digital Advertising. Companies are so focused in social media and mobile advertisements that they may take over Television advertisement very soon. In Bangladesh, the trend of Digital Marketing is just on the bloom. Most large local and multinational giant companies are now practicing digital marketing in full swing.



The major aim of advertising is to impact on buying behaviour; however, this impact about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind. These brands continuously influence consideration, evaluation and finally purchases. Consumers buying behaviour has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness (Ajzen, 2002). Most of the time consumers buying behaviour depends on liking or disliking of consumer towards the advertisement of the product advertised. A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite.

Previous studies have been conducted on effectiveness of advertisement and on advertisement's impact on consumer buying behaviour which depicted positive relationships. However, in this paper we have introduced a combination of different variables and attempted to examine their influence on consumer behaviour. This paper aims to determine which of these variables carries the most importance in terms of effecting consumer behaviour and which of these variables carries less significant impact. This will help marketers to focus on the right factors and achieve maximum benefit from their advertisement.

We believe that the study will offer useful insights for both advertising scholars and executives to understand the ins and outs of advertising and to assist marketers in introducing better approaches to advertising.

1.6 CONSUMER BUYING PATTERN INFLUENCED BY ADVERTISEMENTS(OLD/MODERN)

Consumer behaviour encompasses mental and physical activities that consumers engage in when searching for, evaluating, purchasing, and using products and services. In the marketplace, consumers exchange their scarce resources (including money, time, and effort) for items of value. A consumer researcher studying how consumers buy long-term care insurance might investigate (1) the characteristics of consumers who buy this type of insurance (e.g., income, age, lifestyle), (2) where they buy it (e.g., from an agent vs. from an 800 number listed in an advertisement), (3) when they buy it (e.g., after a critical event such as a parent's illness or after seeing an ad), (4) how they buy it (e.g., comparing many policies vs. selecting the same one that a friend has), (5) why they buy it (e.g., fear of depleting life savings vs. desire for excellent care in old age), and (6) what happens after they buy it (e.g., satisfaction with the decision and the company). Out of the total cost of a product, 34 per cent is attributed to advertising expenses. This is important because through advertisements, marketers aim to achieve high top.

In old times the consumer buying pattern is while they are watching movies the advertisements of every brand should be shown there with our favourite celebrities and only limited number of products and advertisements. Its brand names will not forget in our mind to and while we enjoying the advertisements and study its tagline and the songs to.



TODAY: THE PRODUCT HAS GAINED IN SIZE AND CENTRALITY, BUT THE STAR IS STILL THE WOMAN

THINK. CREATE. INNOVATE. ritz@creativethinkmedia.com

The year 2022 has been one of the most unpredictable years for the retail sector with Covid-19 wreaking havoc across the globe. Even before the pandemic hit us, the retail sector was wading through choppy waters with US President Trump imposing tariffs on international goods, potential recession looming over us and Millennials and Gen Z increasingly shifting buying preferences to e-commerce and socially conscious shopping. With so much to withstand and more, retailers and brands are desperate to understand online consumer behaviour and grasp the changing purchase sentiments and rapidly evolving buying habits of the online customer behaviour and shopper sentiments in the US market during pivotal events and occurrences to better understand and cater to the evolving consumer expectations. We have addressed the consumer survey results through a series of graphs with their in depth analysis, quick facts and key take ways for every section, interesting statistics emphasizing the consumer buying patterns, and expert predictions for 2022.

In present scenario, the study of consumer buying behaviour has pivotal role from marketer point of view. This article reviewed the literatures with regard to the changing pattern of consumer buying behaviour at two points of times. Significant changes have been taking place in Indian market during Pre and post liberation period. The delivery of goods and services has been extensively increased during post liberalization period due to the entrance of many foreign companies in India. The concept of consumer buying behaviour have been strongly associated with their society, economic status, psychological and social set up during pre-liberalization period i.e. the period from 1970-1993. But the concept of consumer buying

behaviour has drastically changed and more efforts were made to identify the desires, wants and satisfaction of the customers after liberalization period i.e. 1993 onwards. Marketers were interested to find out the answer of questions like why consumer opposed to buy the product, why the consumer shown attitude while purchasing etc. The researcher has developed more rational models of consumer behaviour and recent developed model composed of all important components by taking into account the consumer's attitudes, preferences, intentions, and decisions of consumers in the market place when purchasing a product or service, etc. Early models of consumer buying behaviour was based on the decision making aspects of the consumer in the context of their social, economic, psychological condition, while the recent model was more comprehensive and includes market aspects of the product also. The role and implications of these models have been highly recognised by different organizations, marketers, traders etc. for setting up new avenues for economic and social growth of economy in the context of Indian perspectives. The present study aims to integrate the different paradigms of thoughts with regard to consumer buying behaviour that could be helpful for future research. Keywords: Consumer buying behaviour, decision process, pre and post liberalization period, factors affecting consumer buying behaviour, models



1.7 ADDICTION TOWARDS SOCIALMEDIA DURING COVID TIME

The ongoing global pandemic of COVID-19 caused by a novel coronavirus. has a significant impact on individual lifestyle. Due to policies to limit the spread of the virus, such as the “shelter-in-place” order people, willing or not, are undergoing a transition from offline to online activities In addition to remote work or remote learning, many people spent increased time on social media (SM), such as Facebook and Twitter, which could satisfy their need for disaster-related information, entertainment as well as interpersonal communication . Despite the undeniable advantageous role that SM plays in an emergency like COVID-19 , escalations in the use of SM are likely to bring about addictive social media use (SMU). According to Andreassen , addictive SMU is defined as excessive and compulsive use of social platforms. As a specific form of Internet addiction, addictive SMU entails six core components of a behavioural addiction model including being unduly concerned with or spending too much time on SM (salience), using SM to regulate negative emotions or forget personal problems (mood modification), feeling an urge to invest more time on SM to attain the same level of pleasure (tolerance), feeling uncomfortable, restless, and irritable when prohibited from SM for a time (withdrawal), causing harm to work, life and interpersonal relationship due to SMU (conflict), trying to give up SMU but cannot manage it (relapse). It should be noted that additive SMU has not been formally recognized as a psychiatric disorder, though its definition is in line with diagnostic addiction criteria . Recent studies have suggested the increased tendency of Internet addiction following the pandemic onset. However, little is known about the influence of COVID-19 on the development of addictive SMU as well as the underlying mechanisms.

People often resort to media use in response to daily hassles and stressful life events In their stress and coping theory, Lazarus and Folkman differentiated two types of coping strategies that people normally adopted to manage stress. One is problem-focused coping (i.e., engage in behaviours that could help solve problems) and the other is emotion-focused coping (i.e., regulate emotional responses to the problem without affecting the actual presence of stress). When confronted with challenges created by COVID-19, people are likely to turn to SM for both problem-focused coping (e.g., browsing health-related information) and emotion-focused coping (e.g., venting emotions for mood management, joining online communities for social support) SM also promoted collective coping by becoming a venue for survivors to express feelings, document traumatic events, and reconstruct meaning in the aftermath of

natural disasters . However, the reliance on SM for coping is not only associated with benefits. For example, recent research described that increased Internet use when coping with stress posed by the COVID-19 pandemic did not effectively enhance well-being among older adults . Although trauma-induced stress could be temporarily alleviated by certain online activities, it has the potential to lead to excessive SMU. Both cross-sectional and longitudinal studies have established a positive link between daily stress and addictive Facebook use . So far, however, there has been little discussion about the relationship between disaster-specific stress and addictive SMU. Along with the above theories and findings, it is therefore hypothesized that people who experience greater stress related to COVID-19 are at greater risk of addictive SMU.

Active use is a potential mediator explaining the effect of COVID-19 related stress on addictive SMU. Active use refers to activities that facilitate direct exchanges with others (e.g., commenting on posts of friends, tagging, “liking,” posting a status update, sharing pictures or videos), while passive use involves activities, such as browsing news feeds or viewing posts of others without any direct exchanges. By differentiating the two types of SM activities, prior research suggested that active use could be beneficial in terms of enhancing social connectedness, subjective well-being and reducing loneliness . However, active use could be excessive when it is motivated to compensate for psychosocial problems. Following the theory of basic psychological needs , it might be possible that individuals who experience considerable stress related to COVID-19 (e.g., infection, quarantine) may feel that their basic psychological needs (i.e., autonomy, capacity, and relationships) are not satisfied and thus turn to active use of SM to compensate for their unmet needs. On the other hand, active SMU, such as broadcasting has been proved to be positively associated with addictive Facebook use . However, there are no studies that directly tested the mediating role of active use in the relationship between COVID-19 stress and addictive SMU.

Flow could be another antecedent of addictive SMU. Flow is a concept of positive psychology, which refers to a state of concentration that is so focused that people find themselves deeply absorbed in that activity . The state of flow is intrinsically self-reinforcing, in which people can experience feelings of joy, pleasure, and satisfaction and therefore can be motivated to repeat the ongoing activities . Researchers integrated the concept of flow into online activities . Specifically, Kwak et al. proposed six elements to characterize the flow experience on SM: focused attention (i.e., high concentration on SM), enjoyment (i.e., pleasant experience due to SMU), curiosity (i.e., desire to know things happened on social media), telepresence (i.e., feeling the world created by SM is real), time-distortion (i.e., loss

of a sense of time during SMU) and self-disclosure (i.e., revelation of personal information during SMU). In the media context, it has been suggested that flow experience resulted from repetitive behaviours through a desire to maintain positive feelings could raise the frequency and intensity of media consumption, and therefore, results in addictive behaviours . In line with this notion, previous studies proved that flow was a positive predictor of Internet addictive symptoms , Internet gaming disorder , and addictive Facebook use . Therefore, it seems plausible to hypothesize that flow is positively associated with addictive SMU.

As reviewed above, both active use and SM flow are associated with addictive SMU.

Moreover, it is suggested that flow appears when people are engaged in SMU activities with characteristics of social interaction, such as communicating with others and receiving instant feedback Therefore, it is reasonable to posit that SM flow mediates the relationship between active use and addictive SMU (i.e., active use → SM flow → addictive SMU). Previous studies on narcissistic individuals indicated that this pathway might possibly exist.

Brailovskaia and Margraf found that narcissistic individuals, driven by a need for self-representation, actively engaged in SM (e.g., uploading attractive photos, writing updates, and joining online discussion groups) to maintain a positive impression. However, this process involving active use further contributed to the risk of Facebook addiction through increasing flow experience. In the context of COVID-19, one of the antecedents of active use might be COVID-19 stress given that people who experienced more disaster-related stressful events may resort to active SMU for coping. Therefore, it is reasonable to assume that the serial mediation effect of active use and flow may exist between the relationship of COVID-19 stress and addictive SMU (i.e., COVID-19 stress → active use → SM flow → addictive SMU). However, this underlying mechanism has not been empirically tested to date.

The present study aims to clarify the relationships between COVID-19 stress, active use, SM flow, and addictive SMU illustrated the hypothesized model. To be specific, it is hypothesized that COVID-19 stress (Hypothesis 1a), active use (Hypothesis 1b), and flow (Hypothesis 1c) are all positively associated with addictive SMU; active use mediates the relationship between COVID-19 stress and addictive SMU (Hypothesis 2); active use and flow sequentially mediate the relationship between COVID-19 stress and addictive SMU



**Kids Spent 76%
Longer on Social
Media Apps in
2020 Than in 2019**

**Influencer
MarketingHub**

CHAPTER-2
REVIEW OF LITERATURE

CHAPTER-2

LITERATURE REVIEW

1. Nasir, S., Vel, P., & Mateen, H This article says that Social media doesn't always need some language or the words to spread the message to the consumer. When a product and the services is marketed then the context can be interpreted by the potential buyer. On the basis of that, the buyer gives the response. It can be in the way of purchasing a product, repurchasing a product or it can be in the form of not purchasing a product. So, this process is based on the customer need, his knowledge and liking towards the product, brand loyalty & brand value, word of mouth and its demand.
2. Nima Barhemmati et al., 18 founds that the best and the successful way of advertising is Social Media Marketing. The study focuses on knowing the factors how the buying pattern of those consumers change who are on Social media through Social Network Marketing. This study also finds the relationship between the selling activities of the companies and the customer engagement and their purchase behaviour. In this, a survey was conducted among the 50 students in Malaysian National University. The result of the study shows the positive relation in between consumer buying behaviour and Social media engagement.
3. Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R According to this article, the use of Social media is increasing rapidly. For the businesses and the Marketing professionals, Social media can be used to increase the awareness about a product and the services. In this research paper, a survey has been done to interpret and analyze the connection between Social media use, Social media Marketing and the consumer buying behavior. The key question also included the membership status in different Social media sites and the generated content by them on those sites. The analysis of the research gives the statistical evidence of how Social media makes a higher impact on consumer buying behavior. This research also shows whether the investment on Social media marketing is impactful or not and if it is, which ones?
4. Gupta, S., Agarwal, A. K., & Chauhan, A. K The article talks about the past and the future impact of Social media because the fifth Social media week held in September 2011. Toby Daniels, the founder of Social media week found the increase in role of

Social media in the lives of people. SMW is there in 21 cities in the world, because of increase in use of Social media in Middle east and how it is completely changing the business models too

5. Liu, Q., Zhang, X., Huang, S., Zhang, L., & Zhao, Y Social media is giving an opportunity to the consumers to get the feedbacks and reviews about a product and services. Result from the primary and the secondary data shows that the product recommendations can lead to an impulse buying behaviour. This impulsive buying behaviour is decided on the basis of the trust on the recommender and an affection towards that particular product. In simple words, it is influenced by both the recommender and the product itself
6. Varghese, S., Nandhini M in their article speaks about the influence of demographic factors towards the purchase intention of customers. Article also reveals about the internet usage pattern among the customers. This can be related as an opportunity for the increased engagement of companies with customers through social media.
7. Effects of Social Media Advertisements on Buying Behaviour by Dr.Supriya Pathak The new era of social media advertising is here. It has created powerful opportunities to tell brand stories at scale, in context and direct to your target audiences online in a meaningful way.Globally, social media ad spending is estimated to rise 21 percent to \$58 billion while video ad spending is rising 19 percent to \$32 billion in 2018 and Mark Zuckerberg has created the most preferred social media platforms by advertisers. Digital ad spend is only going to continue to grow. It is no longer optional but now essential to leverage your marketing spend with targeted ads and digital campaigns across all social platforms.Social media is rapidly developing and increasingly assuming a significant role in the lives of consumers, especially the youth. Since the youth are growing up in a world of new and rapidly changing technologies, they are more likely to make use of the new media in their daily activities. Over the past decade, marketers have been actively targeting the youth market, since this market is a demographically and economically more attractive and rewarding market.Despite the enormous marketing potential, growing usage and widespread progression of social media, it is apparent that marketers have not fully capitalized on this opportunity and are hesitant to using social media as a medium for influencing purchasing behavior and conducting marketing .This book explains how to social media advertisement, influence the customer behaviour. The book explains when and why social media advertisement is necessary and then the strength of social media: likability, trustworthiness, and a great cause.

- 8. Impact of social media on consumer behaviour article by Sachin Gupta and Chahat Chopra** The goal of this paper is to research empirically the role of social media in consumers' decision-making processes. A quantitative survey investigates up to what degree experiences are altered by the use of social media. Customer sentiments on items and administrations are currently progressively overwhelmed by outsiders in advanced spaces, which thusly impact conclusions in the disconnected space. Web-based social networking has engaged purchasers, as advertisers have no control over the substance, timing, or recurrence of online discussions among shoppers. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation.
- 9. Social Media Marketing and Consumer Behaviour article by Dr. Vinod .S** Social Media Marketing is very important and it is amongst the most successful tool and technique in the field advertising. It is already known that how various marketing tools and techniques are used to increase the sale of goods and services by every businessman. No doubt it can raise the profit of a various companies exponent. The main aim of this study is to examine how social media marketing will affect the final consumer behavior among person who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behavior of the consumer The implementation of Social Media websites is emerging continuously to give the satisfaction of the social needs of websites users, at the same time it has also increased the opportunities for corporate to advertise their products and services in a personalized way. The past, record shows that social media has contributed significantly in changing the thinking of customers in the buying process. Organizations can't under estimate the growing importance of social Networking sites with reference to consumer behavior and how it is effecting consumer behavior
- 10. Effects of social networks on consumer behaviour article by Jonida Xhema** onsidering that day-by-day consumers have become part of not only the buying process, but also the design and distribution, it has become a challenge to develop products/services that meet differentiated consumer demands. Usage of Social Networks has redefined lifestyle and culture, and firms are finding it difficult to understand their customers. The interactive nature of social networks has established a two-way communication among individuals and firms. The main objective of this study is to understand the effect of Social Networks (Digital Marketing) on Customer Behavior, meanwhile analyzing customer loyalty,

tolerance and experimenting in complex buying. This research suggests that companies should focus on customer engagement and online presence in order to serve customers and satisfy their needs. The study has been conducted by collecting primary data through questionnaires. Statistical analysis, correlation and regression, with SPSS Statistics were used during the researches

CHAPTER-3
METHODOLOGY

CHAPTER-3

METHODOLOGY

RESEARCH

Research is a scientific and systematic search for relevant information. It's an art of scientific investigation. Research involves collection, organization and a systematic analysis of information to increase our understanding of a topic or issue. There are two basic approaches for research, quantitative approach and qualitative research.

Quantitative research from the name itself can be identified that it is the research that is Expressed using quantities. It is the generation of a data in quantitative form. This method Emphasizes the statistical, mathematical or numerical analysis of data collected through polls, Questionnaires and surveys.

Qualitative research is concerned with subjective assessment of attitude, opinion and Behaviour. Generally, the techniques of Textual Analysis focus groups interviews, projective techniques and Depth interviews are used.

Textual analysis is a methodology that involves understanding language, symbols, and/or pictures present in texts to gain information regarding how people make sense of and communicate life and life experiences. Visual, written, or spoken messages provide cues to ways through which communication may be understood.

3.1 RESEARCH DESIGN

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research question(s) through the collection, interpretation, analysis, and discussion of data. . Quantitative research, from the name itself can be designated that of analysing research using quantities. Studying and emphasizing the statistical, Mathematical or numerical analysis of data collected through polls, questionnaires and surveys. Qualitative research on the other hand is an assessment of analysing attitude, opinion and Behaviour.

3.2 METHOD OF STUDY

Here we conducted a online survey method from the age category 18-35 and their opinions about the topic

3.3 FIELD OF STUDY

The survey is conducted among different age categories but mainly focused on the youth of Kerala. Total of 117 responses had been recorded which 84.6% are from the age group 18-25 age category

3.4 PERIOD OF STUDY

The study was conducted from 1st March to 12th April 2022, mainly focused to collecting data from others research papers. The study is conducted among different age groups of Society in Kerala via online through Google form and response is recorded and interpreted using visual infographic tools and software

3.5 HYPOTENSIS

A Hypothesis is a statement that introduces a research question and proposes an expected result. It is an integral part of the scientific method that forms the basis of scientific experiments

- Most peoples are aware about the brands and the products through the social media
- During the covid pandemic its increased and it's a new beginning to.
- Customers were satisfied in online shopping

CHAPTER-4
OBJECTIVES

OBJECTIVES

Social media has become a crucial instrument for online consumers in this day and age. It's no surprise that all kinds of businesses have turned to social media to find and connect with their target market. There's a 71% more chance of users buying a product when it is referred to them through social media. The generation born in 2000s is considered as the generation that spends most of their time on social media websites/apps, more than 50% of their purchases are influenced by social media. Social media websites/apps are the foremost platforms for executing successful digital marketing campaigns. Changes in consumer behaviour due to social media are one of the most fascinating aspects in modern marketing. The objective of this research is to explain why, when, and how social media has impacted the consumer decision process

- To study the impact of social media on consumer buying decision process
- To measure the change the perception of the consumer through content and engagement on social media
- To understand how business can engage more customer to increase the brand value
- Build product awareness
- Social proof as a greater force of buy decisions
- Discounts and deals on social media
- Social media influence



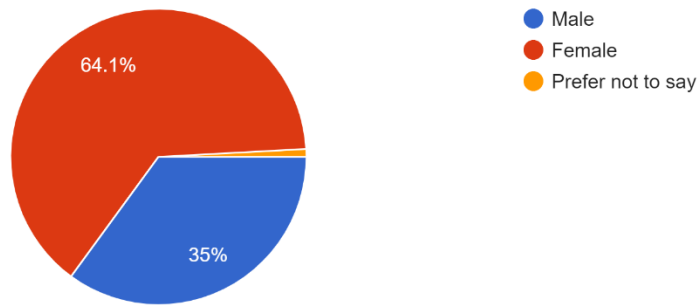
CHAPTER-5

ANALYSIS

ANALYSIS

1. Gender

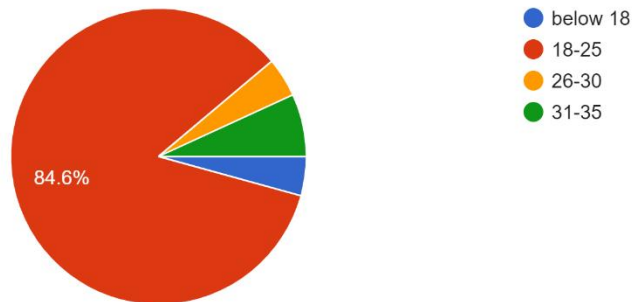
117 responses



Out of the 117 responses received, 63.7 % of them were females, 35.4% of them were males and a least number of people prefer not to specify their gender.

2. In which category is your age limit

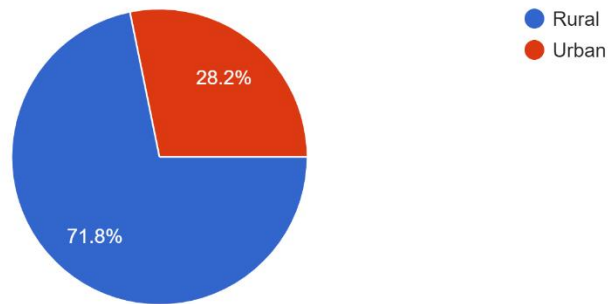
117 responses



Out of the total responses received, about 84.1 % of responses were from an age group of 18 – 25, 7.1 % of responses were from an age group of 31 – 35 and the least number of responses were received from age group below 18.

3. Which area you belong to?

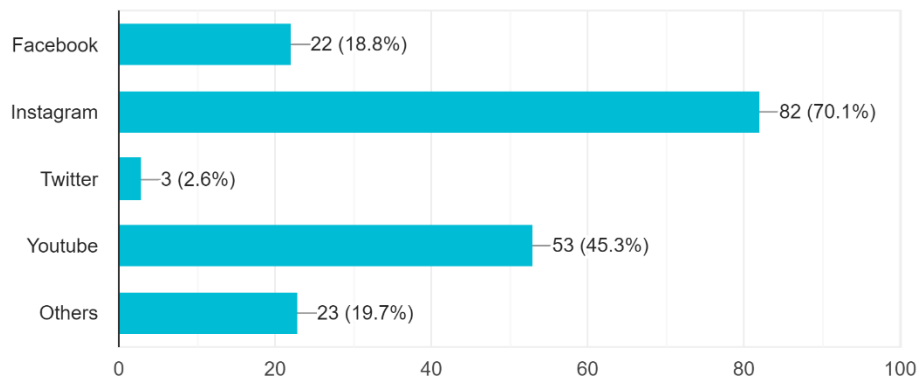
117 responses



Out of all responses, about 70.8% of people belong to rural area and 29.2% belongs to Urban area.

4. Which social media application you used more?

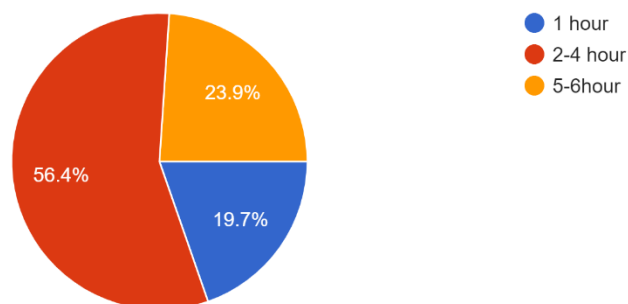
117 responses



Out of the received responses the least number of people uses twitter (2.7%) and most of the respondents use Instagram and YouTube i.e. 69% and 51% respectively. Only 19.5% of the people use Facebook and other applications.

5. How much time do you spend on social media?

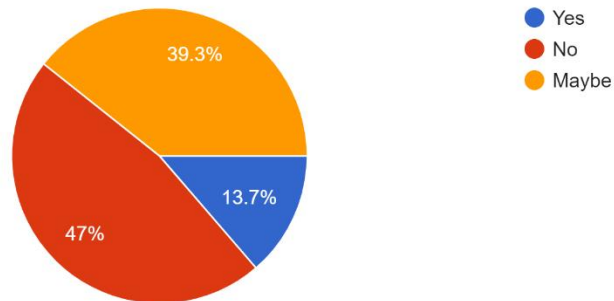
117 responses



Out of the total respondents 57.5% of people spend 2 – 4 hours on social media. About 23.9 % of people spend 5 – 6 hours and 18.6 % spend only 1 hour on social media.

6.Does you like to watch haul videos?

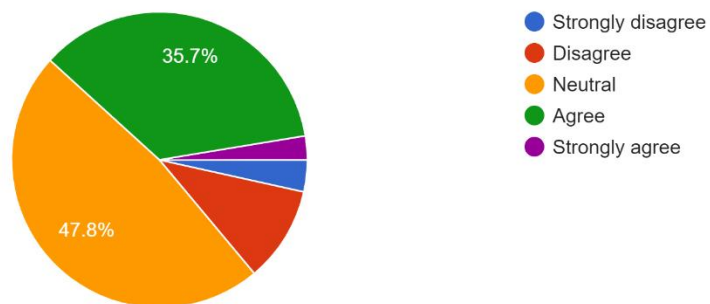
117 responses



In this survey most of the people are not really interested in haul videos. 46.9% of people do not like to watch haul videos, 39.8% of people are somewhat confused about their preference to watch these kinds of videos and about 13.3% of people likes haul videos.

7.Social media influenced my purchase

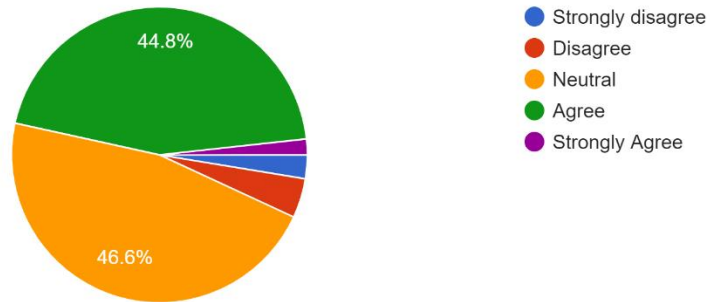
115 responses



Based on the survey it is clear that most of the people purchase products based on their needs, but at the same time they are also influenced by social media advertisements. Surprisingly 36% of people are influenced by social media.

8.It helps into making the purchasing decision

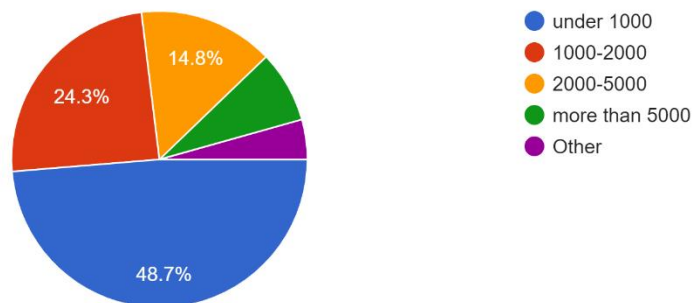
116 responses



44.6% of the people found social media as a helpful tool to make a decision for their purchase, but most of the people are in confusion whether they will make a purchase decision based on social media or not. Only a very small number of people are not depending on social media to make a proper decision for their purchase.

9.What is the total amount you spend in online purchase?

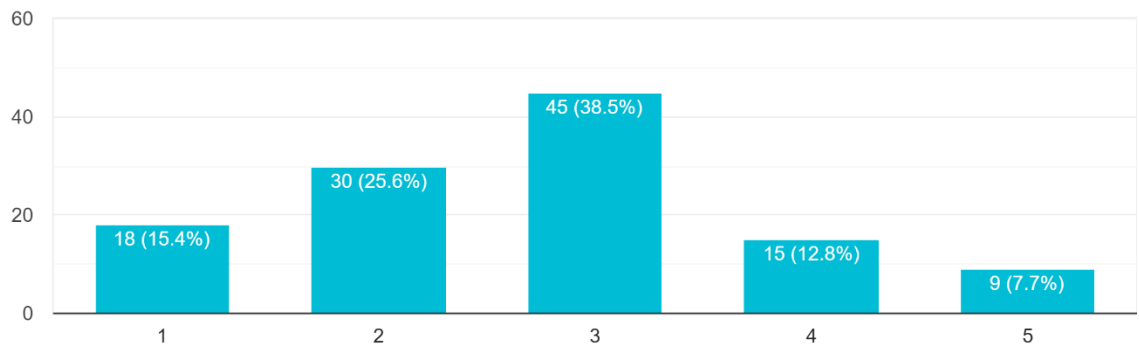
115 responses



About 47.7% of people spend below 1000 rupees for online purchase. 25.2% of people spend 1000-2000 Rs for online purchase and 14.4% spend 2000 – 5000 Rs on online purchase. A smaller number of people spend beyond Rs. 5000.

10.How much of the purchase do you feel was influenced by Social Media?

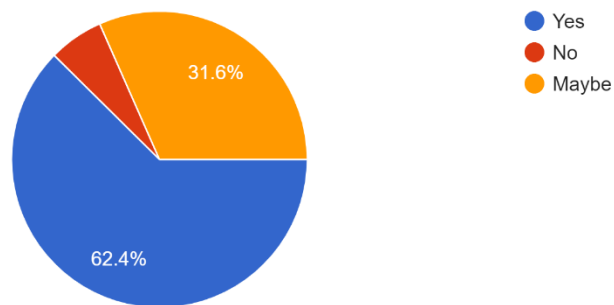
117 responses



About 38.9% of people feel that only 3 number of their purchase are influenced by the social media. None of them feels that all their purchase is influenced by social media, ie ; zero percent of people are depending completely on social media for their purchases.

11.Are you satisfied in online platform?

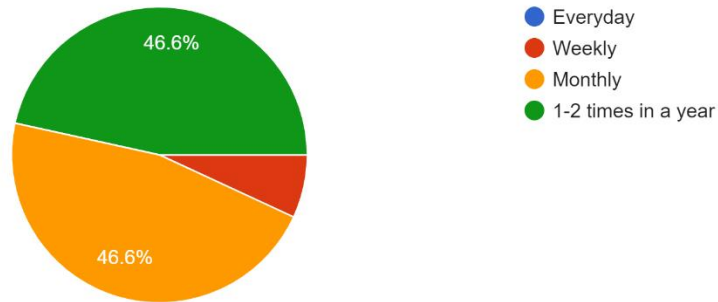
117 responses



About 62% of the consumers are satisfied in online platforms and only a very small number of people are unhappy with online platforms.

12.How often do you do online shopping?

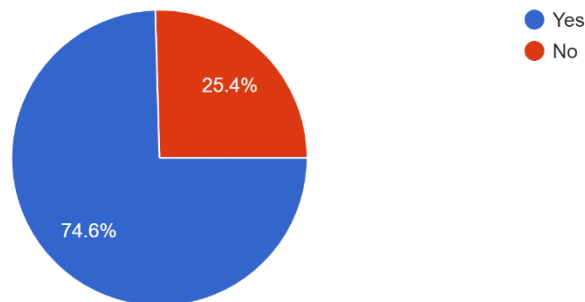
116 responses



Most of the people shop online only 1 – 2 times in a year, nearly 45% of people shop online on a monthly basis. Least number of people do online shopping weekly.

13.Do you mention your satisfaction or dissatisfaction to inform others about your experiences?

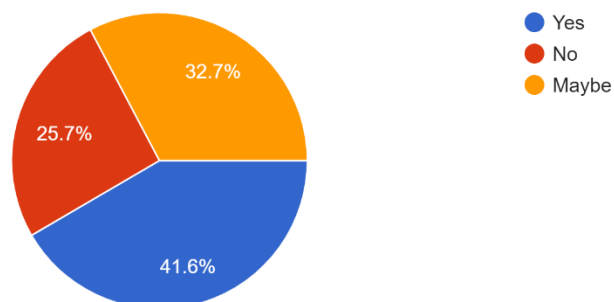
114 responses



About 74% of people review their experience to make other people informed about their satisfaction and quality of the product.

14.Do the contents, comments or shares related with the brands on social media cause a change in your perception?

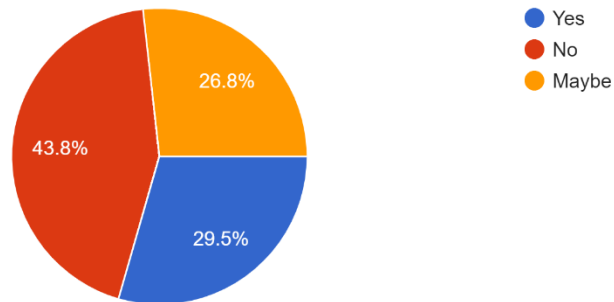
113 responses



Most of the people are convinced by contents, comments or shares related to various brands on social media.

15. Does the social media page of the brand affect your vision ?

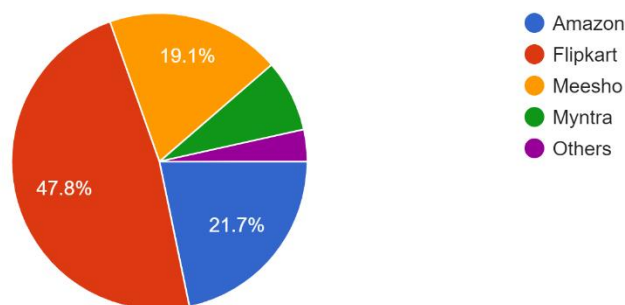
112 responses



Most of the people are not affected by the social media page of brands. About 30% of people are affected by social media page of brands.

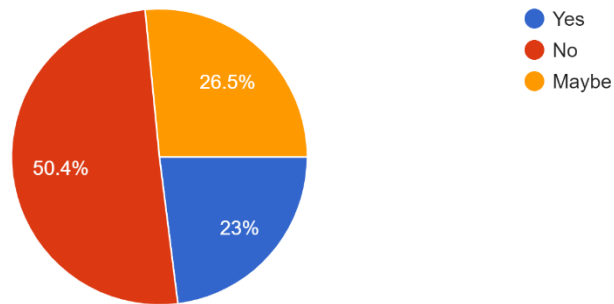
16. Which social media application you used for shopping

115 responses



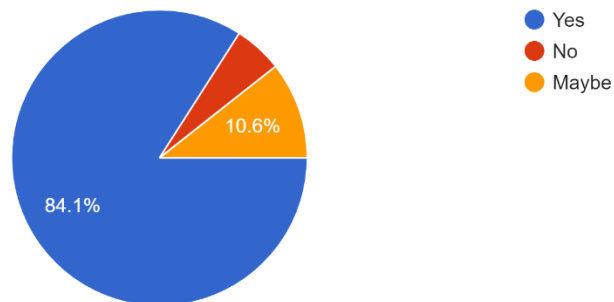
A very large percentage of people are using Flipkart for online shopping. About 21% of people use Amazon and 18.9% uses Meesho. Rest of them uses other online shopping sites.

17. Does you are influenced by any social media influencers or others?
113 responses



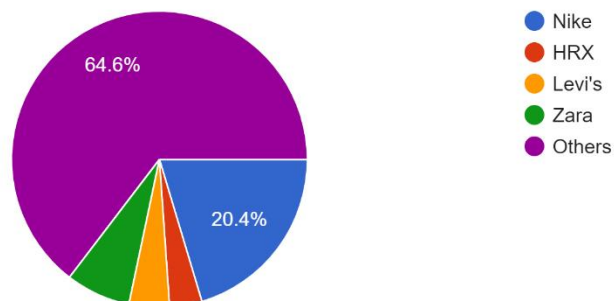
About half of the population are not influenced by social media. About 22% of people are influenced by social media.

18. Does you browse the review of the product before buying?
113 responses



About 83% of people browse the review of product before buying.

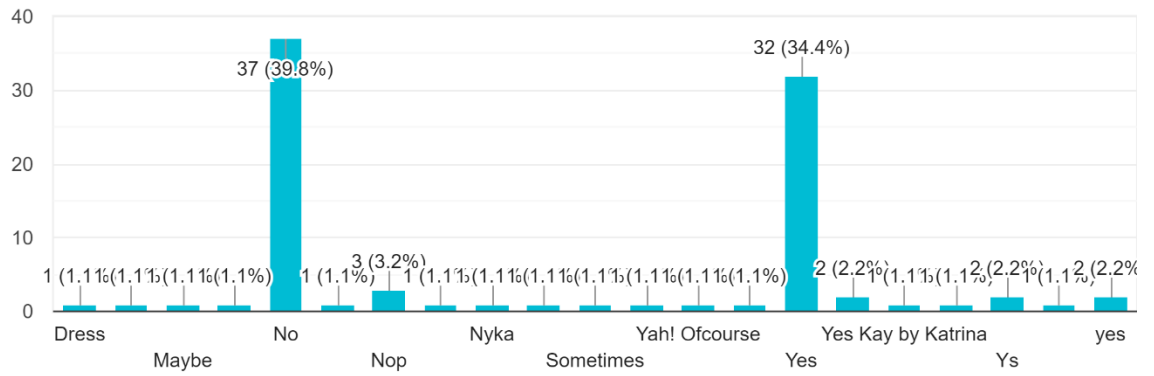
19. Which brand does you buy?
113 responses



Most of the people are buying non- branded items and the rest are relying on Nike, Lavis and Zara.

20. Did you try any trending products?

93 responses



Based on the survey, about 38% of people did not try any trending products till now, but 32% of them tried any one of them.

CHAPTER:6
FINDINGS AND CONCLUSION

FINDING AND CONCLUSION

1. Based on the survey statistics, it is evident that more than half of total people spend 2-4 hours on social media. Social media plays an important role in building a community that connects students and help them to learn new digital literary skills.

2. The survey shows that a very large percentage of people are using flipkart for online shopping when compared with other shopping sites because flipkart comes with very easy checkout and faster delivery options which will ensure that we will be saving a lot of time and effort in the whole system without any kind of hassle. The online retailers on Flipkart provide people with quicker delivery options along with different other kinds of discount.

3. Based on the survey about 83% of people browse the review of product before buying. A product review helps other users get a clear idea of the product before purchasing it. They can read the reviews and make their mind clear, and decide whether the product is worth purchasing or not.

4. In this survey, 74% of people review their experience to make other people informed about quality of the product. Customers write reviews mainly to help others in making a better buying decision, to share an experience and to reward a product based company for their good performance.

5. According to this survey, most of the people are convinced by contents, comments or shares related with brands on social media. Most of the customers and people share product reviews, information about a service, advice on food or health, warnings about products, tips on using certain products, and much more. This information becomes a source of influence on consumers and their buying behavior. Many people rely on the information and reviews on social media as a guide for planning their future purchases.

6.The survey shows that most of the people shop online on a monthly basis. This is because most of the people who depend on social media for their purchase belongs to working employees ,so they donot have lot of time to spend on purchase.

7.Based on the survey, 62% of consumers are satisfied in online platforms.This is because shopping through online channels is actively progressing and it also provides the opportunity to save time and effort.

8.The survey shows that 45% of respondents found social media as a helpful tool to make decisions for their purchase.Customers write reviews mainly to help others in making a better buying decision, to share an experience and to reward a product based company for their good performance.

9.The maximum number of the respondents were from the age group of 15-25 as this is the age group which spends maximum number of hours on Social Media.

10.Data from survey shows that nearly half of the people tend to do online shopping once or twice in a month. This may suggest that they belong to working class which do not have a lot of free time and they tend to buy in large quantities but less frequently from Online platforms.

11. The data from the survey shows that almost half of the people spend 0-2 hours every day on Social Media Platforms. Social Media plays a crucial role in connecting people and developing relationships which enables us to grow in our careers and have more opportunities.

12. The data from the survey shows almost 60% of the respondents follow brands on Social Media. People follow brands on Social Media as they want to know about sales, new products etc.

13. The data from the survey shows that almost 61% take Social Media as the Electronic word of mouth as many people make purchase related decisions according to Social Media referrals.

14.The data from the survey suggests that almost 47% of the respondents believe that Social Media page/website affected their vision of the brand. As most of the consumers who

shop online read reviews about the brands of the products, they are buying which might affect their vision of that particular brand.

15.The data from the survey shows that 46% of the respondents believe that their decision was influenced by Social Media. It is because many people tend to see online reviews and comments about that particular product to choose the perfect brand and price

16.The data from the survey shows that almost 88% of the respondents believes Social Media plays an important role in promoting a brand as it helps increase the amount of exposure which enables the brand to generate leads and increase sales.

CHAPTER:7
LIMITATIONS

LIMITATIONS

- Social media marketing is not a new aspect and it is always changing and evolving. There are many journals/articles on this topic but very few link social media with changes in consumer behaviour. The study is presented in a general manner
- Data sample was quite small that shows limited generalizability of the study conducted. Sample size should be increased as it would cover more people in the society and help create a better and accurate set of results
- The people who participated in the survey were mainly from Delhi, but the study can be conducted on a broader scale by collecting data from different parts of the world to get a better picture of the impact social media is having on consumer buying process
- As cultures and values change from country to country, consumers buying behaviour may also vary. A study involving many countries should be conducted on this topic for more accurate and generalized results
- As the study was limited to a specific time period may 2020. Thus, it cannot be used to analyse behaviour over a period of time as the timing is not guaranteed to be representative
- Social media marketing is not a new aspect and it is always changing and evolving

CHAPTER-8
APPENDIX

APPENDIX



Figure:1



Figure:2



Figure:3



Figure:4



Figure:6



24 HOURS SHOPPING

Shop Online
www.myg.in

- DELIVERY WITHIN 24 HOURS
- ASSURED SERVICE ASSISTANCE

9249 001 001

*T&C Apply



MOBILE PHONES | LAPTOPS | TABLETS
TV | AIR CONDITIONERS | DESKTOPS
ACCESSORIES

Figure:7



Figure:8

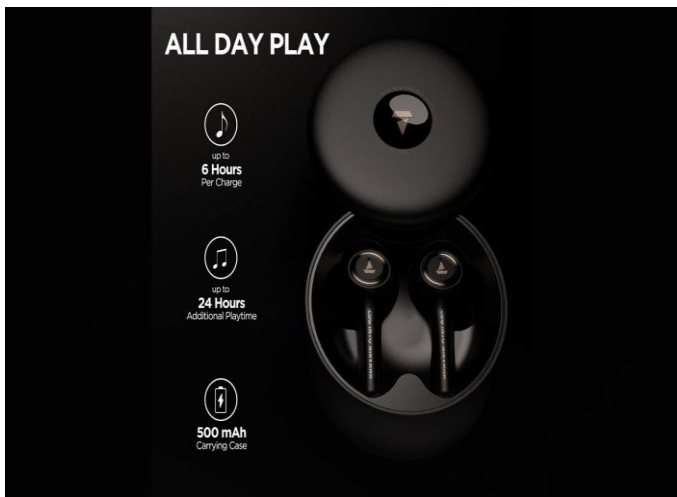


Figure:9

CHAPTER:9
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