

Effects of Social Media Campaign on the Purchase Choices of Consumers

Dr. Veni Nair¹ Dr. Sarit Prava Das²

¹Faculty ²Dean

^{1,2}Department of Marketing

^{1,2}Institute for Technology & Management, India

Abstract— The advent of social media has created a replacement landscape for brands that try to attract consumers. The objective of the study is to clarify why, when, and the way social media has impacted the consumers. The theoretical framework rests on consumer's decision making process. Quantitative analysis technique was incorporated for analysis. The findings indicated that people pursue an energetic role in information search on social media comparison to mass media, nonetheless information exposure is selective and subjective throughout the course of data search.

Key words: Online Purchase, Consumer Choice, Social Media Platform

I. INTRODUCTION

The emergence of internet 2.0 is one of the most formidable development within the history of marketing. Within the new promoting era, the social media has made it possible to revolutionize the relationships marketers have with retailers, channels of distribution, their final shoppers. It's an modern era, and shoppers are inundated with overwhelming quantities of data every and each day. Based on the findings from McKinsey (2011), it's disclosed that once corporations act their business and act with people, they're generating an amazing quantity of digital "exhaust information," i.e., information that are created as a by-product of alternative activities. Social media puts shoppers back to the middle of the business world and provides marketers a brand-new set of tools to act with shoppers and to integrate them into the brands through innovative ways that stimulate them. Changes in shopper behavior because of social media one among the foremost intriguing aspects within the modern selling.

A. Objectives of the research

1) Research Questions:

- 1) Which social media platform is frequently used by consumers?
- 2) Which products do they buy more frequently online?
- 3) What influences them to purchase products online?
- 4) Does gender play any significant role in the choice of products?

2) Objectives:

- 1) To study the factors that influence the choice of social media.
- 2) To find out the reasons for preferring to purchase certain products through social media.
- 3) To study the influence of demographics on the purchase decisions.

II. LITERATURE REVIEW

Consumers, in general, may be referred as people who purchase or consume merchandise and services; but, in

terms of customer and shopper, there's a small distinction. consumers area unit the folks that area unit acting either as final, industrial, or institutional purchasers. The latter one, consumer, refers to people who purchase for just final use, that is additional restrictive in terms of that means (Sterthal and Craig 1982); that's, the end-users for whom the merchandise or services area unit ultimately designed for.

A. Consumer Decision Method

Inevitably, businesses encounter bottlenecks wherever the message isn't reaching their customers and prospects, with the very fact that, at times, customers and prospects face important blocks in their call method. If not, every of them ought to be absolutely committed, loyal, crazy, continual consumers; but, this can be not the case. these days the accessibility and transparency of knowledge has deeply influenced the choice creating process; thus, it's necessary to look at what area unit the hurdles and fiction points that hold prospects turning into customers, or keeps customers irresolute from repurchasing. (Silverman 2001.)

Problem recognition takes place whenever a shopper acknowledges a major distinction between the required and therefore the actual state of affairs, that is in sufficient magnitude to arouse and activate the choice method (Solomon, Bamossy and Askegaard 2002), or would like triggered by internal or external stimuli. when the conclusion of a tangle, it initiates the hunt for data before any typical shopping for action.

When a private is triggered outwardly, for example, an individual might even see a TV promotional material for a vacation, the stimuli triggers thoughts or ideas regarding the chance of creating a buying deal (Kotler and Helen Keller 2009). Nowadays, the mass media is not any longer the sole supply of knowledge, which can function a trigger of a buying deal to people.

The final purchase call won't be created promptly, even once people acknowledge, acknowledge their issues, and listen to the offered products; likewise, once prospects have a precise interest in an exceedingly product or service, they have an inclination to travel through the subsequent steps before concluding any action – distinctive offered choices, learning data of hand-picked choices, and eventually judgment that of those choices will presumably deliver the simplest outcome (Silverman 2001).

Once associate choice is known because the best/suitable answer consistent with the individual's wants when accumulating sufficient data, they undertake different analysis (Sterthal and Craig 1982, 46). betting on their motives or goals, customers establish a criteria for evaluating selection alternatives (Sterthal and Craig 1982, 46). Most often, if negative experiences occur, they're presumably to be pricey (both financially and time), risky, or maybe damaging to name. (Silverman 2001.)

After the assessment of the selection alternatives, customers formulate beliefs relating to the alternatives, that guide their attitudes, intentions, and ultimately their selection among alternatives (Sternthal and Craig 1982, 46). Besides, many studies have provided evident findings that the choice maker can increasingly look for ways that to modify the analysis method once a choice becomes more advanced (Bruner, Goodnow and Austin 1956; Association for scientific discipline 2008).

In general, call method takes place throughout the course of choosing data and scrutiny purchase alternatives. Bettman (1979) has indicated that the choice method doesn't follow a sequent flow, however rather a athletics procedure; that's, if conflict arouses, attention and sensory activity cryptography could also be redirected concerning the answer of the conflict, eventually it should lead to a modification of call selection.

III. SOCIAL MEDIA

Many researchers have bump into the interchangeable usage of the terms "social media" and "Web2.0" (Safko and Brake 2009, 6; Kaplan and Haenlein 2009, 60); but, Safko and Brake (2009, 6) have expressed out that these 2 terms area unit closely connected however not precisely substitutable, and that they take issue in terms of usage. For the aim of this analysis, and so as to avoid any confusion, the higher than mentioned terms are going to be outlined, despite the actual fact that social media is that the central gravity of the analysis.

In regards of the term net 2.0, Tim O'Reilly, the founding father of O'Reilly media, has coined that "Web two.0 is that the business revolution within the industry caused by the move to the net as platform, and a trial to grasp the foundations for achievement on it new platform." He has more provided a general business side in relations of net two.0 because the "harnessing of collective intelligence", during which net two.0 provides platforms and fills the net with user-generated content wherever all people – the previous audience area unit able to participate in rather than vital selections created by a number of individuals. (O'Reilly 2006.) instead, Web 2.0 may be a platform whereby content and applications area unit ceaselessly changed and changed by all users in democratic and cooperative manner, and now not simply created and revealed by people (Kaplan and Haenlein 2009).

There area unit still several in progress debates and discussions relating to social media's universal definition; as social media has been reworking and merging into the evolving development of latest Media (Solis 2010). despite what the standardized definition in and of itself would be, several of the prevailing studies and articles have expressed out the common core purpose of social media.

According to figure three, Dann and Dann (2011) have incontestable however social media is made primarily based upon the interconnected components – social interaction, content, and communication media. media has created a brand new landscape in supporting the socialization of data (Solis 2007), as a result it's expedited and increased communication flow by creating it easier and to a lot of individuals, and to unfold helpful info with

doubtless large on-line audiences (Smith and Zook 2011, 10), during which the speech is also taken place on media domestically however cause a world impact.

Safko and Brake (2009, 6) have supported the construct projected by Kaplan and Haenlein (2009), as they need referred social media to "activities, practices, and behaviors among communities of individuals World Health Organization gather on-line to share info, knowledge, and opinions victimization colloquial media". however, social media expedites the flow of communication by encouraging contributions and feedback from everybody World Health Organization is interested, and it's a two-way speech once examination to the standard media as a result of social media shops are open up to feedback and participation (Mayfield 2008).

At its essence, social media describes the powerful new ways that people are participating with content on the net, and vice versa; that's, as several have observed, social media is user-centric within which it emphasizes and facilitates the method of making, commenting, written material and sharing additional significantly, social media is that the group action of content. (Solis 2007.)

In the discussion concerning totally different classes of social media, 5 distinct styles of social media shops are centered on – 1) social networking sites, 2) social news, 3) media sharing, 4) blogs, and 5) micro-blogging. every of those social media platforms has provided distinctive options and experiences to people and entities, as an example marketers and shoppers, within the social media sphere.

Social Networking Sites (SNSs) are platforms wherever people are ready to connect with others, as an example Facebook and MySpace. Social networking sites, as physicist (2009, 149) states, "are generic terms for sites that are accustomed connect users with similar backgrounds and interests".

To shoppers, they're the shops, that gift wealth opportunities for establishing a more in-depth relationship with the complete via many functions – fan pages, plug-in applications, and groups.

Social Media promoting is associate degree umbrella term that may be delineate because the utilization of social media platforms as promoting tools. consistent with physicist (2009), he refers social media promoting as investment the 'social' through the 'media' to 'market' businesses' constituents; in different words, it's a method in empowering people to market their websites, products, and/or services through on-line social channels, to act with and to faucet into a far larger community that will not be accessible via ancient advertising channels.

Upon the short advertising budget that firms often encounter via the standard channels, social media promoting may be, notably, easier and simpler for little and medium-size firms to require most advantage of it. whereas social media promoting is associate degree evolving technology with a lot of potential, nevertheless marketing's role still reminds identical – process the target market, human action with prospects, building loyalty, client engagement so on. (Weber 2009.)

'Mass media audience become additional and harder to shop for,' aforementioned Martin Sorrel (1996) of

WPP (see Smith and Zook 2011, 282). The fortunes of advertising have grown up aboard with the expansion of mass media, but this growth has stopped these years. (Smith and Zook 2011.) In fact, there are several sport brands within the marketplace are taking social media promoting as a significant part in their businesses, within which they give the impression of being at effective ways that to realize a additional elaborate understanding of their social media fanbase. Nike has been golf stroke additional promoting muscle behind its digital initiatives, as an example by taking social media promoting in-house, claiming that on-line channels are additional valuable to its business strategy than ancient advertising. (Joseph 2013.)

Having explained the attainable elements concerned within the client call method, the character and also the essence of social media, yet as having a quick discussion of the distinguished options in several social media shops, the research worker believes that social media is an important bit purpose in today's client call method, from stage qua to the stage of post purchase; likewise, firms are partaking with the aim of making complete awareness, partaking their existing customers, driving traffic to alternative promoting properties and growing channel range (Zarella 2010; Weber 2009; Weinberg 2009; Smith and Zook 2011). the subsequent section discusses on however customers are littered with social media, and establish which might be the thoughtful section of the acquisition method that marketers ought to faucet into.

Regarding the data process theory of client selection, it's mentioned that there are Brobdingnagian quantity of advertisements competitive with one another so as to understand individuals' attention (Fennis and Stroebe 2011) thus the and also the} incontrovertible fact that individuals have an apparent restricted brain capability in process information; therefore, it's a challenge for every separate message to urge detected on top of the din (extraneous factors that distract or distort the message), though marketers have the correct message (Silverman 2001, 67).

Each of the social media platforms plays a job in giving out, receiving, and exchanging data with none boundary limitations, and as mentioned antecedently that social media allows two-way flow of data. Since the flow of communication doesn't just impact however firms will access their targeted teams, however additionally it influences throughout the whole call method, from deciphering the message, finding out offered alternatives, yet as actions distributed within the when the purchase; so, it's necessary to denote that message rejection, misunderstanding, and misunderstanding are the attainable pitfalls within the flow of communication (Smith and Zook 2011, 120).

In with reference to social media promoting, the most important worry of firms and makes is to provide up the management over the content, and also the frequency of information; but, it's essential for marketers to comprehend that reviews and discussions, as user-generated contents, serve to demonstrate a company's transparency. (Weber 2007.)

When Zagat and Amazon started inviting people (such as customers and users) to provide their opinions,

there was no stopping the trend (Weber 2007); that's, the communication in current has drastically altered into a medium that's composed of uncountable people that will truly contribute or take away from a promoting message. Consequently, comparison to offline ancient promoting channels (such as tv, newspaper, magazines, and so on), viva-voce exclusively depends on social media shops during this digital age (Knowledge@Wharton on Forbes 2012), as a result of the actual fact that websites enable users to make their own virtual areas within which fosters and ignite the viva-voce. (Weinberg 2009.)

Conversation in ancient media is one-way: the corporate spoke, Associate in Nursing audience listened. Mass messages are filtered through opinion leaders to the mass audience, within which opinion leader is incredibly exhausting to be known since they're not formal consultants and don't essentially give recommendation however have an exact degree of influence on customers (Katz and Lazarsfeld 1955).

In the notion of communication models theories (Goldenberg, Han dynasty and Lehmann 2010), the findings (Katz and Lazarsfeld 1955; Bulte and Wuyts 2007) have on condition that opinion leaders are those at the start exposed to bound media content UN agency interpret the message supported their own opinion, and are a lot of active than others each in seeking data and in transference it to others. (See Wuyts et al. 2010, 283- 300)

According to Lazarsfeld and Katz's hypothesis (1955), the data is channeled to the plenty through opinion leaders, UN agency have a a lot of literate understanding of media content, justify and diffuse the content to others. Listeners, in turns, after feed back to the opinion leaders. (Smith and Zook 2011.)

"Customer area unit screaming to be additional have interaction with the businesses that have an effect on their lives," is however Diane Hessian, president and CEO of Communispace, describes the modification of social media has dropped at shoppers. She more addresses that "Blooming trends like blogging, on-line communities, flash mobbing, buzz agents, and MySpace show that customers have lots to mention – need[they need[they require] to be asked and that they want to be concerned." (Communispace 2013.)

As it is claimed, social media has place shoppers back to the middle by sanctioning them to interact in conversations, and neither selections are not any longer to be created by few people nor the message being sent to the lots by the complete owner. Smith and Zook (2011) have seen that customers, first, refer to one another (C2C) with the web platforms came the better facilitation of client communities, and second back to the corporate (C2B). consistent with figure four, it's imply that on-line communities have bridged the communication gap between brands and shoppers, and eventually this sure type of communication flow fosters an internet communications between customers and opinion leaders within which spins round the complete. (Smith and Zook 2011.)

Mangold and Faulds (2009) has given a brand new communication paradigm, figure 5, indicating that the independence of social media platforms has amplified consumers' ability to speak with each other, within which

has deeply affected client behavior, and has presented shoppers with power they need not antecedently seasoned within the marketplace. (Mangold and Faulds 2009.)

Eventually, info and feedbacks are perpetually current among the web communities and people are ready to access to the knowledge simply.

Besides, considering that a median web user has 669 social ties (Hampton et al. 2011), as a result, word of mouth beyond any doubt works a lot of quickly on-line examination to offline.

Most of the diffusion modeling (describes the method of however new product get adopted in an exceedingly population) related to promoting have steered that the method within which a social structure adopts an innovation is basically supported interactions among potential adopters; during this regard, consumer's call to perform associate action could also be influenced by the choice of these around them (Hui et al. 2012).

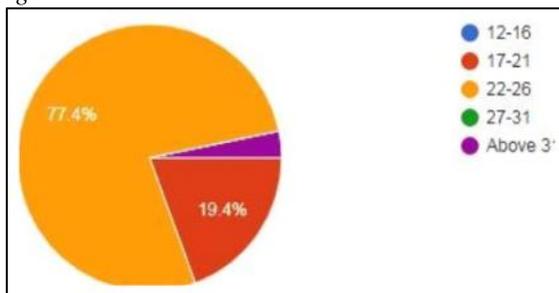
During the section of data acquisition within the call method, shoppers are influenced by external and internal supply of data, Glodenberg, Han, and Lehmann (see Wuyts et al 2010, 284) have explicated that internal sources of data are previous adopters of the innovation United Nations agency will influence potential adopters by digesting, analyzing, filtering, customizing, and spreading spoken and functioning as role models within the market.

IV. RESEARCH METHODOLOGY

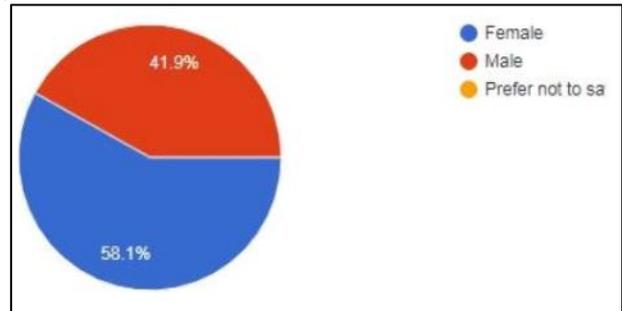
This study has been conducted in a the city of Mumbai on youth. A random sample of 152 youth were selected. Depending on the literature and previous studies, a questionnaire was developed to collect the required primary data. Secondary data was collected from previous literature available. The decision-making model of consumer behavior was studied. As expressed within the beginning a theoretical framework depicting the connection between social media and shopper behavior from a shopper perspective was developed and studied. In order to confirm the validity of the analysis, the form was pilot tested, in order that to refine the form and to assure respondents won't encounter issues in responsive the queries. The sample cluster of respondents was set to surround as many of us as potential so as to receive several answers, and eventually altogether 152 questionnaires were completed within which delivers an honest vary of answers to yield consistent findings and sufficient extent upon; so, reliable conclusions may be created.

A. Demographic Profile of respondents

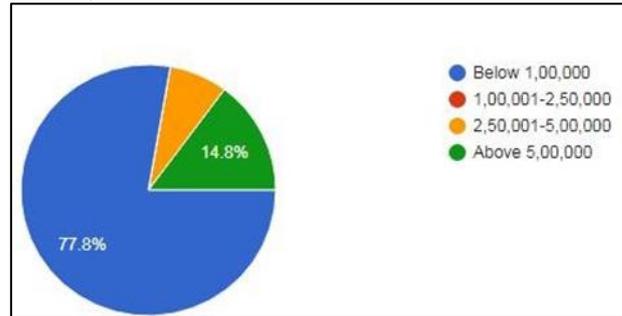
1) Age



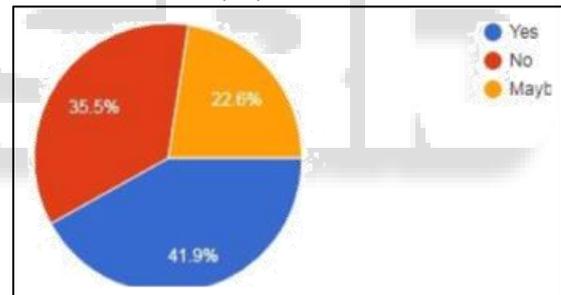
2) Gender



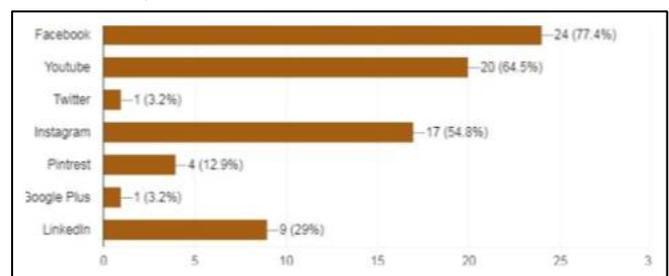
3) Yearly Income



The max participant which found is between 22-26 years of age which is 77.4% ; 19.4 % are in 17-21 age bracket and rest are above 31. In this research 58.1% are female and 41.9% are male. As most of the respondent were student, so 77.8% people earn less than 1,00,000 ; 14.8% respondent earn above 5,00,000



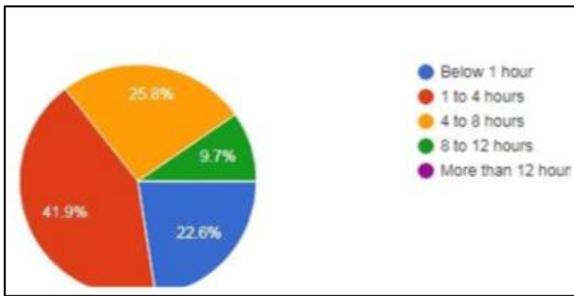
B. Choice of Social Media



It is found that majority of people uses Facebook, next YouTube, Instagram, Linked In, Pint rest and twitter and Google plus is less used.

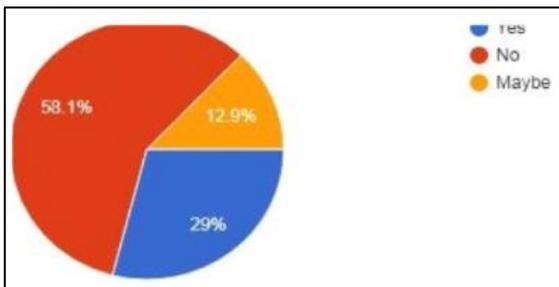
C. Amount of Time Spend

Majority of respondents spend 1-4 hrs per day in social media. This shows that can play a vital role in influencing the consumers in their purchase decision.



D. Participation

More than 50% people participated in some social media campaign. This finding is very important as it shows the online campaigns done by companies have participation from consumers.

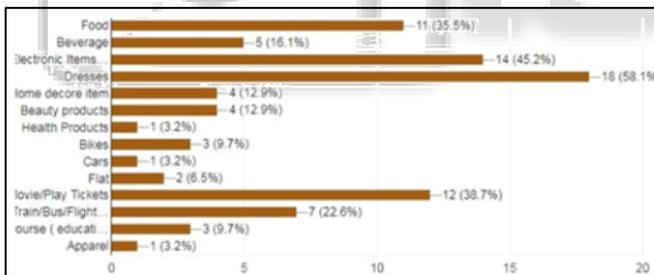


E. Purchase after social media campaign

50 % people brought some thing after seeing a social media campaign, whether 35.5% didn't but it and 22.6% are not sure about it.

This is proof that the social media campaigns result in actual sales increase.

F. Category pf product Choice



It is seen that most of the purchases are in the category of dresses and clothing, followed by electronic items and food. This could be due to the aggressive promotions done by apparel websites. The attraction towards electronic products could be due to offers and discounts given in various ecommerce sites. Online food apps like Swiggy and Zomato has found a place in every home which increases the reach. Tickets for movies and Plays are mostly purchases through online sites..

G. Best Social media campaign remember till now

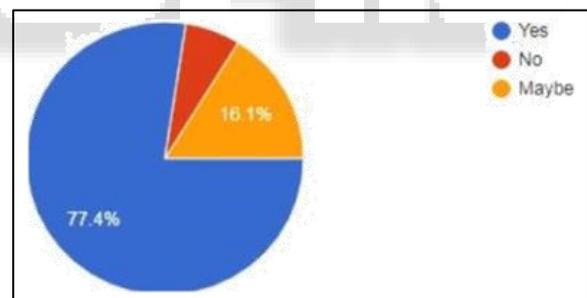


- People mostly remember Amazon and Flipkart campaign because of their repetition and relevance.
- Satisfaction level of the social media sites
- How much score do you give to these Social media Campaign in scale of 5?



Amazon is highly rated for satisfaction. This builds credibility of the website. This is followed by Flipkart.

H. Effectiveness of the campaign



- 77.4% people agreed that social media has an impact on purchase decision.
- It is proved that social media campaigns have a great influence on the purchase decision of consumers.
- Effect of Age, Gender & Income against time spend on social media

I. Crosstabs

1) Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * TimeSpent	152	100.0%	0	0.0%	152	100.0%
Gender * TimeSpent	152	100.0%	0	0.0%	152	100.0%
Income * TimeSpent	152	100.0%	0	0.0%	152	100.0%

2) Age * Time Spent

a) Crosstab

		Time Spent	Time Spent				Total
			<1hr	1-4Hrs	4-8hrs	8-12Hrs	
Age	16-21	Count Expected Count	2 1.9	5 3.8	1 1.7	0 .6	8 8.0
	22-26	Count Expected Count	27 24.4	45 48.8	21 21.7	10 8.1	103 103.0
	27-31	Count Expected Count	3 2.4	2 4.7	3 2.1	2 .8	10 10.0
	Above 31	Count Expected Count	4 7.3	20 14.7	7 6.5	0 2.4	31 31.0
Total	Count Expected Count	36 36.0	72 72.0	32 32.0	12 12.0	152 152.0	

b) Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.117a	3	.548
Likelihood Ratio	2.139	3	.544
Linear-by-Linear Association	.868	1	.352
N of Valid Cases	152		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.37.

- Ho = There is no significant association between the age of the respondent and the time spend on social media.
- H1 = There is significant association between the age of the respondent and the time spend on social media.

As Pearson Chi-Square value is greater than 0.05 so null hypothesis is rejected. There is an association between the Age and Time Spent.

It is only natural as youngsters spend more time on the net.

J. Gender * Time Spent

1) Crosstab

		Time Spent	Time Spent				Total
			<1hr	1-4Hrs	4-8hrs	8-12Hrs	
Gender	Female	Count Expected Count	20 19.9	36 39.8	20 17.7	8 6.6	84 84.0
	Male	Count Expected Count	16 16.1	36 32.2	12 14.3	4 5.4	68 68.0
Total	Count Expected Count	36 36.0	72 72.0	32 32.0	12 12.0	152 152.0	

2) Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.117a	3	.548

Likelihood Ratio	2.139	3	.544
Linear-by-Linear Association	.868	1	.352
N of Valid Cases	152		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.37.

- Ho = There is no significant association between the gender and time spend
- H1 = There is significant association between the gender and time spend.

As Pearson Chi-Square value is greater than 0.05 so it rejects null hypothesis. So, there is an association between the Gender and Time Spent.

This is why apparel sites are the most visited sites as per the study. And women have more time, interest and are more fashion conscious which leads to this finding.

Effect of Age, Gender & Income on Purchase Decision and Product choice

K. Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Purchase	152	100.0%	0	0.0%	152	100.0%
Age * Product	152	100.0%	0	0.0%	152	100.0%
Gender * Purchase	152	100.0%	0	0.0%	152	100.0%
Gender * Product	152	100.0%	0	0.0%	152	100.0%
Income * Purchase	152	100.0%	0	0.0%	152	100.0%
Income * Product	152	100.0%	0	0.0%	152	100.0%

L. Age * Purchase Crosstab

		Purchase	Purchase			Total
			Yes	No	Maybe	
Age	16-21	Count Expected Count	4 3.4	3 2.5	1 2.1	8 8.0
	22-26	Count Expected Count	45 43.4	33 32.5	25 27.1	103 103.0
	27-31	Count Expected Count	3 4.2	5 3.2	2 2.6	10 10.0
	Above 31	Count Expected Count	12 13.1	7 9.8	12 8.2	31 31.0
Total	Count Expected Count	64 64.0	48 48.0	40 40.0	152 152.0	

M. Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.283a	6	.508
Likelihood Ratio	5.165	6	.523
Linear-by-Linear	1.919	1	.166

Association	152		
N of Valid Cases			

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is 2.11.

- Ho = There is no significant association between age and the purchase decision

		Product											Total
		Food	Beverage	Dress	Home Decor	Beauty Products	Health Products	Bikes	Cars	Movie Tickets	Travelling Tickets	Educational Courses	
Age	16-Count	1	0	1	5	0	0	1	0	0	0	0	8
	21-Expected Count	.9	.5	.7	2.5	.3	.7	.6	.3	.8	.2	.4	8.0
	22-Count	12	7	9	31	6	9	6	5	11	2	5	103
	26-Expected Count	11.5	6.8	8.8	32.5	4.1	9.5	7.5	4.1	10.8	2.0	5.4	103.0
	27-Count	1	1	0	4	0	2	1	0	1	0	0	10
	31-Expected Count	1.1	.7	.9	3.2	.4	.9	.7	.4	1.1	.2	.5	10.0
	Above 31	3	2	3	8	0	3	3	1	4	1	3	31
	Expected Count	3.5	2.0	2.7	9.8	1.2	2.9	2.2	1.2	3.3	.6	1.6	31.0
	Total Count	17	10	13	48	6	14	11	6	16	3	8	152
	Expected Count	17.0	10.0	13.0	48.0	6.0	14.0	11.0	6.0	16.0	3.0	8.0	152.0

As Pearson Chi-Square value is greater than 0.05 so it reject null hypothesis. So there is an association between the Age and Purchase. The purchase decision process varies with age. One is more impulsive when younger and the decisions are made much faster but as you grow older, one starts spending more time in decision making and tries to take a more rational decision.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.464a	30	.987
Likelihood Ratio	20.990	30	.888
Linear-by-Linear Association	1.652	1	.199
N of Valid Cases	152		

a. 35 cells (79.5%) have expected count less than 5. The minimum expected count is .16.

- Ho = There is no significant association between age and product choice.
- H1 = There is significant association between age and product choice.

As Pearson Chi-Square value is greater than 0.05 so the null hypothesis is rejected. So there is an association between the Age and Product.

It is found that those in the age group of 21-26 buy more of food and movie tickets. Whereas those in the age group of above 31 yrs, buy more of home décor. They would be living in town houses and would be earning, so this purchase behavior is observed.

- H1 = There is significant association between age and the purchase decision.

N. Age * Product choice

Crosstab

O. Gender * Purchase

Crosstab

		Purchase			Total
		Yes	No	Maybe	
Gender	Female Count	40	20	24	84
	Expected Count	35.4	26.5	22.1	84.0
	Male Count	24	28	16	68
	Expected Count	28.6	21.5	17.9	68.0
Total Count		64	48	40	152
Expected Count		64.0	48.0	40.0	152.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.308a	2	.070
Likelihood Ratio	5.306	2	.070
Linear-by-Linear Association	.300	1	.584
N of Valid Cases	152		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.89.

- Ho= There is no significant association between the 2 variables
- H1= There is significant association between the 2 variables
- As Pearson Chi-Square value is greater than 0.05 so it reject null hypothesis. So there is an association between the Gender and Purchase.

Women purchase more products through online than men. It gives them more flexibility as they don't have to go out of the house for shopping.

P. Gender * Product

Crosstab

		Product											Total
		Food	Beverage	Dress	Home Decor	Beauty Products	Health Products	Bikes	Cars	Movie Tickets	Travelling Tickets	Educational Courses	
Gender	Female Count	7	7	16	16	3	6	8	3	7	3	8	84
	Expected Count	9.4	5.5	7.2	26.5	3.3	7.7	6.1	3.3	8.8	1.7	4.4	84.0
	Male Count	10	3	7	22	3	8	3	3	9	0	0	68
	Expected Count	7.6	4.5	5.8	21.5	2.7	6.3	4.9	2.7	7.2	1.3	3.6	68.0
Total Count		17	10	13	48	6	14	11	6	16	3	8	152
Expected Count		17.0	10.0	13.0	48.0	6.0	14.0	11.0	6.0	16.0	3.0	8.0	152.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2 sided)
Pearson Chi-Square			
Likelihood Ratio	14.828a	10	.138
Linear-by-Linear Association	19.046	10	.040
	2.742	1	.098
	152		
N of Valid Cases			

a. 10 cells (45.5%) have expected count less than 5. The minimum expected count is 1.34.

- Ho= There is no significant association between the 2 variables H1= There is significant association between the 2 variables

As Pearson Chi-Square value is greater than 0.05 so it rejects null hypothesis. So there is an association between the Gender and Product.

As observed previously, women spend more time on apparel sites and men buy more on movie tickets. Both showed similar spending on food and home décor.

From the Demographics, it is found that age and gender play an important role in the online purchase decision. The women spent more time on social media and they eventually buy the product. Even the Gender also play a great role in choosing the right product.

As women spent more hours on social media, so they are exposed to social media marketing, and that changed their mind to buy items like apparel dresses, beverage, travel tickets etc. Whereas men like to buy food, health products, dresses movie tickets etc.

V. CONCLUSION

The motive of the research was triggered by personal interest in how consumer behavior has changed in the Digital Age, in particular with social media. The amount of information available to us increases in each new day, as a result, we are overwhelmingly exposed and attained to different aspects of information via the Social Web. The accessibility and transparency that social media offers has led changes in how consumers position themselves in today's market, in which it is inevitable and necessary for companies to equip with a new marketing mindset.

Essentially, the theoretical framework of this research was built upon consumer buying model and the

changes social media has predominately brought to marketing. The five stages in the buying model served as a basis of the logical order of how the survey was carried out and the theories in social media provided guidelines on which set of questions would grasp the research questions.

To begin with, social media has brought profound changes to both consumers and businesses, the findings of this research are consistent with the theories presented in the theoretical framework. The collected data from the survey is elaborated in association with the presented theories in Data Analysis of the research.

In other words, marketing via social media is more about creating high-quality contents that are consumer relevant (Drury 2008), instead of being a brash product placement. Moreover, marketing through social media focuses on building relationships between consumers and companies. As many respondents have reflected that social media has provided a more effective platforms to communicate with one another and with the company.

The accessibility and transparency of information that social media has offered to consumers have been indicated throughout the entire research. Consumers are able to access to relevant information not only in a great range but also in a faster speed, which mass media consumes more time in searching information.

To conclude, from the findings of this research, it can be observed that consumers in India are actively utilizing social media platforms as a tool in validating of the purchase decisions; however, consumers are deemed to be inactive in sharing their word of mouth to others with the available social media platforms.

VI. SCOPE FOR FUTURE RESEARCH

Considering the limited time and scope of this research, many theories related to the subject were covered but in a rather general perspective so as to provide a big picture for the readers. Therefore, if further research could be conducted, then an in-depth survey should be carried out in tackling the research objective.

Since research has revealed that consumers do not feel encouraged to generate the word of mouth through social media, and this indications may imply that marketers would have to carry out certain actions in order to provoke these conversations. Therefore, a future research can be conducted based on this perspective in investigating the

reasons associating with this particular feeling and how it could be altered in order to utilize social media as an effective purchase validation tool.

Nonetheless, if further research could be conducted for companies, then theories could be implied more accurately, because some of the theories are proposed and developed in aiming to help companies to gain a better position in the transition from the traditional marketing approach to the new marketing mindset. In that case, findings and conclusions could be drawn without vagueness.

REFERENCES

- [1] Bargh, John A.; Pietromonaco, Paula.1982. Automatic information processing and social perception: The influence of trait information presented outside of conscious awareness on impression formation. *Journal of Personality and Social Psychology* 43 (3): 437-449.
- [2] Bettman, J. R. 1979. *An Information Processing Theory of Consumer Choice*. USA and Canada: Addison-Wesley Publishing Company, Inc..
- [3] Boyd, D. M, Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), article 11. available on the web at http://www.postgradolinguistica.ucv.cl/dev/documentos/90,889,Social_network_boyd_2007.pdf
- [4] Constantinides, Efthymios and Fountain, Stefan J. 2008. Web 2.0: Conceptual foundation and marketing issues. *Journal of Direct, Data and Digital Marketing Practice*, 9 (3). 231-244. USA: Palgrave Macmillan.
- [5] Dann, S. & Dann. S. 2011. *E-Marketing: Theory and Application*. London, U.K: Palgrave Macmillan.
- [6] Drury, G.n. 2008. Social Media: Should marketers engage and how can it be done effectively".
- [7] *Journal of Direct, Data and Digital Marketing Practice* 9 (3): 274-277. USA: Palgrave Macmillan.
- [8] Evans, D. 2008. *Social Media Marketing: An Hour a Day*. N.J, USA: John Wiley and Sons.
- [9] Fazio, R. H., & Zanna, M. P. 1981. Direct experience and attitude-behavior consistency. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (Vol. 14, pp. 161-202). New York: Academic Press.
- [10] Fennin, B. M., & Stroebe. 2010. *The Psychology of Advertising*. Philippines: Psychology Press.
- [11] Foxall, G.; Goldsmith, R. E. & Brown, S. 1998. *Consumer Psychology for Marketing*. Second Edition. London ; Boston : International Thomson Business Press.
- [12] Ghauri, P. & Gronhaug, K. 2002. *Research Methods in Business Studies, a Practical Guide*.
- [13] Harlow: Financial Times. Prentice Hall.
- [14] Hampton, K.; Goulet, L. S.; Lee, R. & Purcell, K. 2011. *Social Networking Sites and Our Lives*. Pew Internet & American Life Project. [online, referred to 16.3.2013] available on the web at <http://www.pewinternet.org/Reports/2011/Technology-and-social-networks/Part-3/SNS-users.aspx>
- [15] Healey, J. 1974. A Model of Communication Impact and Consumer Response. *Association for Consumer Research, Advances in Consumer Research* 1: 384-392. Available on the web at (<http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=5671> [online, referred to 24.2.2013]).
- [16] Hui, C.; Magdon-Ismail, M.; Wallace, W. A. & Goldberg, M. 2012. *Information Cascades in Social Media in Response to a Crisis: a Preliminary Model and a Case Study*. [online, referred to 16.3.2013] available on the web at <http://www.cs.rpi.edu/~magdon/ps/conference/InfoCascadesSWDMwww2012.pdf>
- [17] Kaheman, D. 1973. *Attention and Effort*. Englewood Cliffs, N.J: Prentice Hall, Inc.
- [18] Kaplan, Andeas M. and Haenlein, Michael 2010. *Users of the World, Unite! The Challenges and Opportunities of Social Media*. *Business Horizons* 53, 59-68.
- [19] Katz, E. & Lazarsfeld, P.F. 2009. *Personal Influence, the Part Played by People in the Flow of Mass Communications*. Second Edition. N.J, USA: Transaction Publishers.
- [20] Kotler, P., & Keller, K. L. 2009. *Marketing management*. Upper Saddle River, N.J: Pearson Prentice Hall.
- [21] Mangold, W. G. and Faulds, David.J. 2009. Social media: the new hybrid element of the promotion mix. *Business Horizons*, 52 (4). 357-365.
- [22] Manyika, J.; Chui, M.; Brown, B.; Bughin, J.; Dobbs, R.; Roxburgh, C.; Byers, A.H . 2011. *Big data: The next frontier for innovation, competition, and productivity*. McKinsey Global Institute.
- [23] Mayfield, A. 2008. *What is Social Media*. U.K: iCrossing.
- [24] Reichheld, F.F. & Schefter, P. 2000. *E-Loyalty: Your Secret Weapon on the Web*. USA: Harvard Business Review.
- [25] Ratneshwar, S.; Mick, D.G & Reitingger, G. 1990. Selective Attention in Consumer Information Processing: the Role of Chronically Accessible Attributes. *Advances in Consumer Research* 17, 547-553. Provo, UT : Association for Consumer Research.
- [26] Safko, L. & Brake, D. K. 2009. *The Social Media Bible. Tactics, Tools and Strategies for business Success*. N.J, USA: John Wiley and Sons.
- [27] Saunders, M., Lewis, P. & Thornhill, A. 2009. *Research Methods for Business Students*. Fifth Edition. England: Pearson Education Limited.
- [28] Shapiro, C. & Varian, H. R. 1998. *Information Rules; A Strategic Guide to the Network Economy*. USA: Harvard Business Review Press.
- [29] Silverman, G. 2001. *The Secrets of Word-of-Mouth Marketing*. USA: AMACOM.
- [30] Smith, PR & Zook, Z. 2011. *Marketing Communications: Integrating Offline and Online with Social Media*. Fifth Edition. London, U.K: Kogan Page Ltd.
- [31] Smith, PR. 1993. *Marketing Communications: An Integrated Approach*. London: Kogan Page Ltd.
- [32] Soloman, M.; Bamossy, G. & Askegaard, S. 2002. *Consumer Behavior: A European Perspective*. Upper Saddle River, N.J: Pearson Prentice Hall.

- [36] Sternthal, B. & Craig, C. S. 1982. *Consumer Behavior: An Information Processing Perspective*.
- [37] Englewood Cliffs, N.J: Prentice Hall, Inc.
- [38] Weber, L. 2009. *Marketing to the Social Web: How digital customer communities build your business*. Second Edition. N.J, USA: John Wiley and Sons.
- [39] Weinberg, T. 2009. *The New Community Rules: Marketing on the Social Web*. Sebastopol, CA: O'Reilly Media Inc.
- [40] Wuyts, S.; Dekimpe, M. G.; Gijbrecchts, E. & Pieters, R. 2010. *The Connected Customers*. New York: Taylor & Francis Group.
- [41] Zarrella, D. 2010. *The Social Media Marketing Book*. Sebastopol, CA: O'Reilly Media Inc.
- [42] Zynman, S. 1999. *The End of Marketing As We Know It*. New York: Harper Business.
- [43] @twittersearch. 2011. *The Engineering Behind Twitter's New Search Experience*. (<http://engineering.twitter.com/2011/05/engineering-behind-twiters-new-search.html> [Retrieved 16.3.2013]).
- [44] Association for Psychological Science 2008. *Complex Decision? Don't Think About It*. ScienceDaily. (<http://www.sciencedaily.com/releases/2008/12/081209154941.htm> [Retrieved May 25, 2013]).
- [45] Baekdal, T. 2009. *Web Trends 2009*. (<http://www.baekdal.com/Trends/web-trends-2009> [Retrieved 16.3.2013]).
- [46] Delaney, J.; Salminen, N.; Lee, E. 2012. *Infographic: The Growing Impact of Social Media*. (<http://www.sociallyawareblog.com/2012/11/21/time-americans-spend-per-month-on-social-media-sites/> [Retrieved 28.1.2013]).
- [47] Dugan, L. 2012. *How Do Consumers Use Social Media to Shop?* (http://www.mediabistro.com/alltwitter/consumers-use-social-media-to-shop_b25544 [Retrieved 16.3.2013]).
- [48] Google. 2012. *The Customer Journey to Online Purchase*. (<http://www.google.com/think/tools/customer-journey-to-online-purchase.html> [Retrieved 20.4.2013]).
- [49] Instagram, M. 2012. *Twitter's Expanded Tweets Are A Double-Edged Sword* (<http://gigaom.com/2012/06/14/twiters-expanded-tweets-are-a-double-edged-sword/> [Retrieved 16.3.2013]).
- [50] Jacobs, D. L. 2013. *Social Media Marketing: How To Turn Satisfied Customers Into 'Brand Advocates'*. (<http://www.forbes.com/sites/deborahljacobs/2013/02/15/social-media-marketing-how-to-turn-satisfied-customers-into-brand-advocates/> [Retrieved 16.3.2013]).
- [51] James, J. *How Much Data is Created Every Minute*. (<http://www.domo.com/blog/2012/06/how-much-data-is-created-every-minute/> [Retrieved 25.2.2013]).
- [52] Joseph, S. 2013. *Nike Takes Social Media In-House*. <http://www.marketingweek.co.uk/sectors/sport/nike-takes-social-media-in-house/4005240.article> [Retrieved 16.3.2013]).
- [53] Knowledge@Wharton on Forbes. 2012. *Matching the Medium with the Message in Word-of-mouth Marketing*. (<http://www.forbes.com/sites/knowledgewharton/2012/04/12/42012-2/> [Retrieved 16.3.2013]).
- [54] MarketingPros. 2012. *B2B Content Marketing: Trends and Benchmarks for 2012*. (<http://www.marketingpros.com/charts/2012/9055/b2b-content-marketing-trends-and-benchmarks-for-2012> [Retrieved 16.3.2013]).
- [55] Miller. 2012. *Consumers Spend 20-30% of Time Online in Social; Ad Tolerance Improving*. (<http://searchenginewatch.com/article/2230668/Consumers-Spend-20-30-of-Time-Online-in-Social-Ad-Tolerance-Improving-Study> [Retrieved 24.3.2013]).
- [56] O'Reilly, T. 2006. *Web 2.0 Compact Definition: Trying Again*. (<http://radar.oreilly.com/2006/12/web-20-compact-definition-try.html> [Retrieved 16.3.2013]).
- [57] Olenski, S. 2012. *Three Of Four CMOs Say Social Media Impacts Sales*. (<http://www.forbes.com/sites/marketshare/2012/08/21/three-of-four-cmos-say-social-media-impacts-sales/> [Retrieved 24.3.2013]).
- [58] Solis, B. 2007. *The Social Media Manifesto*. (<http://www.briansolis.com/2007/06/future-of-communications-manifesto-for/> [Retrieved 16.3.2013]).
- [59] Solis, B. 2010. *Defining Social Media:2006 – 2010*. <http://www.briansolis.com/2010/01/defining-social-media-the-saga-continues/> [Retrieved 16.3.2013]).
- [60] Sniderman, B. 2012. *What Consumers Know that Marketers Don't*. <http://www.forbes.com/sites/forbesinsights/2012/11/27/what-consumers-know-that-marketers-dont/> [Retrieved 15.4.2013]).
- [61] Stelzner, M.A . 2012. *Social Media Marketing Industry Report: How Marketers Are Using Social Media to Grow Their Businesses*. (<http://www.socialmediaexaminer.com/SocialMediaMarketingIndustryReport2012.pdf> [Retrieved 24.3.2013]).
- [62] Young Entrepreneur Council. 2012. *5 Ways Social Media Takes Customer Relationships To The Next Level*. (<http://www.forbes.com/sites/theyec/2012/12/24/5-ways-social-media-takes-customer-relationships-to-the-next-level-2/> [Retrieved 16.3.2013])