

Project Report

"Impact of Social Media on Consumer behaviour."

Submitted to

G.S. College of Commerce & Economics

Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

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G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



G.S. College Of Commerce & Economics, Nagpur



Academic Year 2021 – 22

CERTIFICATE

This is to certify that "**Yash Joshi**" has submitted the project report titled "**Impact of Social Media on Consumer behaviour.**", towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Archana Dadhe
(Project Guide)

Dr. Afsar Sheikh
(Co-ordinator)

Place:

Date :

G.S. College Of Commerce & Economics, Nagpur



Academic Year 2021 – 22

DECLARATION

I here-by declare that the project with title "Impact of Social Media on Consumer behaviour." has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Yash Joshi

Place:

Date:

G.S. College Of Commerce & Economics, Nagpur



Academic Year 2021 – 22

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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr.N.Y.Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Yash Joshi

Place:

Date:

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INTRODUCTION

ABSTRACT

My project title is “Impact of Social Media on Consumer Behavior”. My objective was to examine student’s perception towards shopping online, to examine factors that motivate student buyer to shop through social media platforms and to examine how social media channel have affected buying behavior of students.

On a daily basis in present-day, 1,00,000 tweets are sent, 6,84,478 pieces of content are shared on Facebook, 2 million search queries are made on google, 48 hours of videos are uploaded to YouTube, 3600 photos are shared on Instagram, and 571 websites are created.

The advent of social media has created a new landscape which lays out a grid of personal connections. Businesses see enormous opportunities and are eager to tap into the trend, whereas consumer are put back to center in the business world because of social media. There are many studies explaining reasons to tap into social media and to help companies to gain a better position in the transition; yet a few intents to study from the perspectives of consumers. Often times, consumers feel differently from what marketers think, for instance what “brand engagement” via social media looks like to consumer’s may not be quite what marketers think.

The objective of the research is to explain why, when and how social media has impacted of consumer behavior. This empirical data was gathered by sending out questionnaire to individuals among students of Nagpur.

This research gives explanation on how individuals are attending, processing and selecting the information on social media before a purchase. The findings indicated that students pursue an active role in information search on social media comparing to mass media yet information exposure is selective and subjective during the course of information search.

Findings and conclusions presented in this research are only valid within the population selection and cannot to be generalized elsewhere due to differences in environmental factors.

Social media, another buzz word that came along with, is an evolution based on the web 2.0, where not only it encourages user-generated contents, but also extends the focus to the users by allowing them to exhibit contents to share among networks.

The particular technical revolution during the last decade has drastically revolutionized the traditional marketing approaches and brought marketers to new era. In the new marketing era, the social media has likely to revolutionized the relationships marketers have with retailers, channel of distribution, their ultimate consumers, etc. It is an information Age, and consumers are inundated with overwhelming quantities of information each and every day.

It has revealed that when companies go about their business and interact with individuals, they are generating a tremendous amount of digital “exhaust data”, i.e., data that are created as a by-product of their activities. Social media sites, smart phones, and their consumers devices have allowed billions of individuals around the world to contribute to the amount of big data available.

By looking at the enormous amount of social media campaigns, e-commerce websites, sales email, forums, etc., it appears that companies of all size have been translating their marketing approaches to the internet because of its accessibility to their target audience and the money required to do so. By contrast, the traditional advertising approach of mass media communication, for instance newspaper, magazine and televisions, aims at conveying messages to broader group of audience in the hope of reaching the new interested ones.

Traditional advertising via mass media is on decline, technology has given people many more options than they had in the past and has created a consumer democracy in which people around the constantly use social media platforms to seek and share information from discussing consumer products to organizing political moments. With more stimuli bombardments, individuals are more cautious and adapt in allocating attention to information; thus, it is essential for marketers to find the reason that speak to particular consumers, concerns, and to seek ways to speak to customer individually, or in smaller communities. Internet offer favorable solution to marketer’s these days. Marketing through social media would be an alternative perspective of interfacing with individuals,

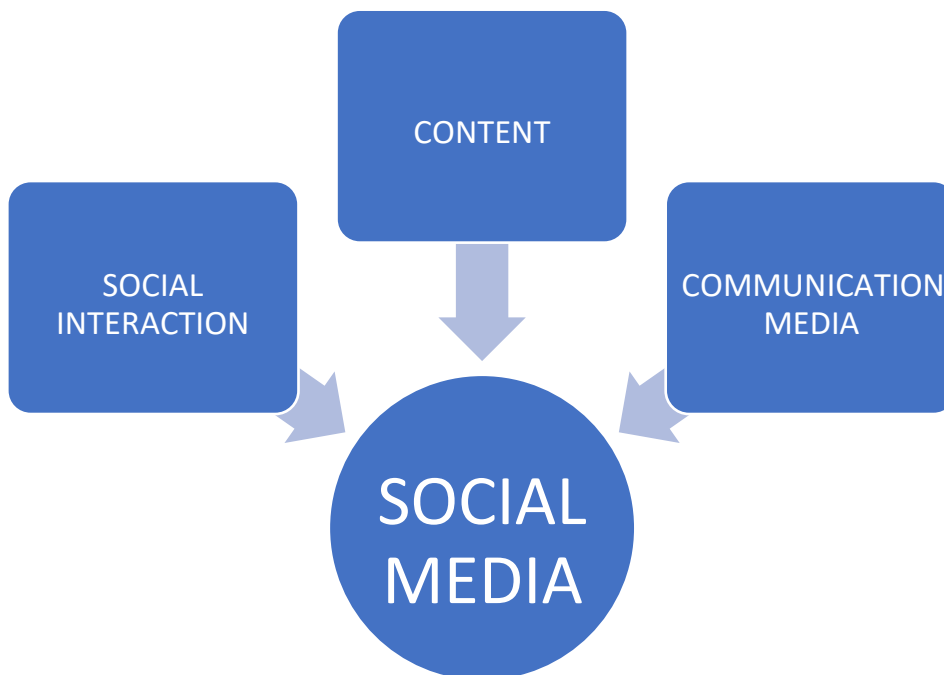
and yet the most influential applications of social technology in the global economy are largely untapped.

Social media puts consumers back to the center of the business world and provides marketers a new set of tools to interact with consumers and to integrate them into the brands through innovative ways. In essence, marketers have understood how the social media have influenced consumer buying behavior.

WHAT IS SOCIAL MEDIA?

Many researchers have come across the interchangeable usage of the terms “Social media”. There are still many on-going debates and discussions regarding social medias universal definition; as social media has been transforming and merging into the evolving development of New Media. Regardless of what the standardized definition per se would be, many of the existing studies and articles have stated out the common core purpose of social media.

- Social media components;



This chart demonstrated how social media is found based upon the interconnected elements- social interaction, content, and communication media. Social media has created a new landscape in supporting the socialization of information, as a result it has facilitated and enhanced communication flow by making it easier and to more people, and to spread useful information with potentially vast online audience in which the conversation may be taken place on media locally but lead to a global impact.

Social media describes the powerful new ways individuals are engaging with content on the internet, and vice-versa; that is, as many have observed, social media is user centric in which it emphasizes and facilitates the process of creating, commenting, editing and sharing. More importantly, social media is the democratization of content.

TYPES OF SOCIAL MEDIA

In the discussion regarding the different categories of social media, five distinct type of social media outlets are focused on –

1. Social networking sites,
2. Social news,
3. Media sharing,
4. Blogs,
5. Micro blogging

Each of these social media platforms has provided unique features and experienced it to individuals and entities, for instance marketer's and consumers, in the social media sphere.

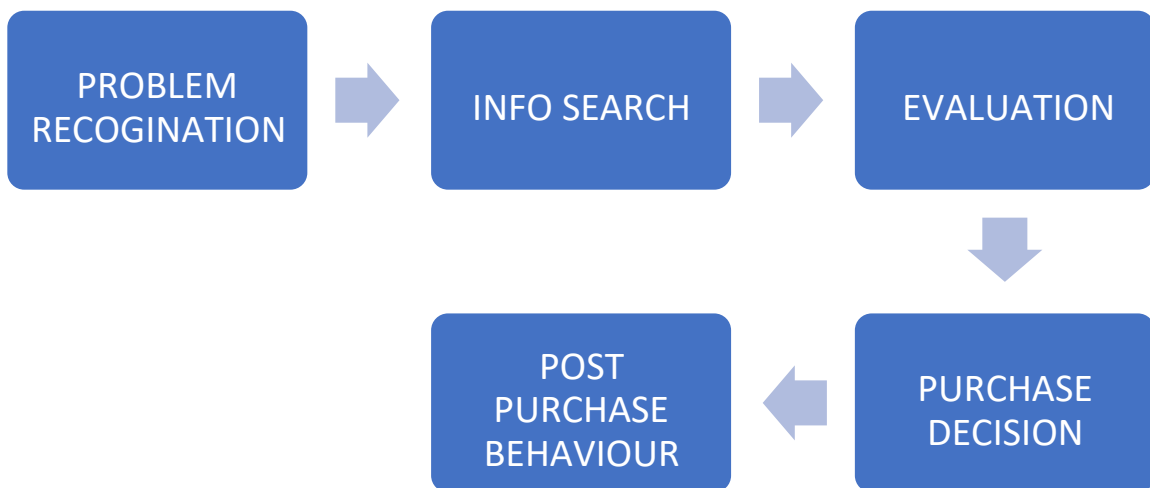
CONSUMERS

Consumer are actor on the marketplace stage. Consumers, in general, can be referred as individuals who purchase or consume products and service; however, in terms of buyer and consumer, there is a slight difference. Buyers are the people who are acting either as ultimate, industrial, or institutional purchasers. The later one, consumers refers to individuals who purchase for merely ultimate use, which is more respective in terms of meaning that is, the end users for whom the products or service are ultimately designed for.

CONSUMER DECISION PROCESS

Inevitably, businesses encountered bottlenecks where the message is not reaching their consumers and prospects, with the fact that at times a consumers and prospects are facing significant blogs in their decision process.

• STAGE DECISION MAKING MODEL.



This model dealing with ultimate consumers behavior, which attempts to capture the critical aspects of individuals consumption behavior. As the Figure shows, the model has interpreted consumer behavior into five stages-

1. Problem Recognition,
2. Search of information,

3. Evaluation of alternatives,
4. Final decision, 5. Post purchase decision
- 6.

ATTITUDE

Personal attitude towards products brands, has been underlined in the buying model, due to the fact that attitudes are closely related to consumers information process in which judgements are presumably based.

There are factors influencing the consumer buying decision, yet attitudes regarding the product and brand are powerful predictor of the process and the partners of exposure to information. Attitudes are learned through past associations\experience, through trials, as well as through information processing. It is composed of three element's-

- Cognitive, • Affective,
- Conative.

○ Cognitive refers to the awareness or knowledge, such as a brand, ○ Affective are the positive and negative feeling associated with certain brand, ○ and conative is the intention to purchase.

In, general individual for whom marketers most likely want to persuade, are the most challenging to reach. Few example of common observation such as Republicans are more likely to be exposed to Republican propaganda than Democrats, or non-smokers comprise the majority of the audience for anti-smoking appeals, these evident investigations have provided the fact that information exposure is selective. In other words, in response to findings individual's initial opinion (attitudes) are important determinants of the information they will seek out; as people are prompt to seek information that is consistent to their initial thought, and keenly avoid those that encounters with it.

An attitude is usually learned from the result of a positive or negative experience, which the individual has with a certain product. In a review relating to the difference between attitudes based on direct or indirect experience. It was stated that attitudes based on indirect experience depends on the experience depends on the expertise and credibility of the source of information.

INFORMATION PROCESS THEORY

For the purpose of this research information processing theory regarding the consumer choice has depend how information is performed, evaluated and post-evaluated during the course of decision process. The framework is interpreted into six dominant components-

1. processing capacity,
2. motivation,
3. attention and perceptual encoding,
4. information acquisition and evaluation,
5. decision processes,
6. effects of consumption and learning.

EXPOSURE

When consumers are exposed to information via mass media, it is considered as a passive process in respect of information processing. However, since the information is delivered in a fast rate, it tends to decrease consumer's attention and disrupt cognitive elaboration. Adversely, in situations where consumers typically seek out information initiatively, the perspective in viewing information is considered as an active approach. It has stated "most prospects are unwilling to take in relatively low priority new knowledge" in other words, information overload makes businesses harder to draw the attention of potential customers and to encode messages in their memories. Also, buying decisions are often made very quickly, such as consumers are likely to reduce the dimension they consider during choice under the pressure of time.

At, this stage it is crucial to outbreak the clutter\nnoise. Individuals attention must be drawn to the incoming information, in which attention serves as an essential "tuning" Mechanism in the active selection of information for additional processing.

The fact that human being have a limited capacity for processing information is a very information notion, because its impacts the various components in the decision process; such components as motivation, attention, information search and retrieval, and so n are subjected to the constraints imposed by the processing capacity limitation.

MOTIVATION

It has hypothesized that choices are made to accomplish certain goals or purposes; thus, it is a crucial concept in any theory of consumer behavior. Since individual make choice continually, therefore motivation impacts not only on the direction (affecting choice of one behavior over another) but also on the intensity of behavior (the capacity allocations on a particular activity).

EFFECTS OF CONSUMPTION AND LEARNING

The consumption of the purchased products will most likely serve as a source of information and comparing purchase alternatives. It has indicated that the decision process does not follow a sequential flow, but rather a cycling procedure; that is conflict are uses, attention and perceptual encoding may be redirected regarding the solution of the conflict, eventually it may result in a change of decision choice.

1.Back Ground to the study

New Technological invention can have a great impact in organization through its contribution to change the social environment while expediting sharing of knowledge and the development of new ideas. (Kling et al,2005). Social media will come in handy as a good example of

new technological innovation that is making a great impact in the organization of today.

In time past, the social media inspired technologies were seen as a chapter. But time have proven that wrong. We have seen the world being transformed daily by these new hope to organization with impacts which never considered to exist initially.

Today, most organization are mainly interested in incorporation social media into the business structures of their organization, but do not have a proper know-how of what social media is all about. They also don't have a tangible channel to ascertain the gain that these technologies hold for them. In a survey carried out in 2009 by McKinsey and Company, it was discovered that with the appropriate use of social media a lot of organization were able to benefit from each other in ways such as sharing of ideas. Communication becoming better and the workplace environment becoming enhanced.

There are various means of building brands, which can come in form of advertising, meeting specific needs of customers, attaching a particular image to a service or product, identifying and meeting a need that competitors are to identify, combative communication and strategize price (Burger et al, 2009). As recessions is towering in recent times of high, it became very imperative for organization to maintain honest, clear medium of communication and retain a good image in cost effective means (Unit for Economic Intelligence, 2009). Social marketing was one of the popular channel organization used to communicate their brands during the recession. Some of those mediums are; online electronic media which helps facilitates participation, responsiveness, consultation, connectivity and networking amongst online and users.

Social media like Twitter, Facebook, YouTube, LinkedIn etc. are of the dynamic tools that have helped facilitate online report. Relatively, it is a low-cost pattern of marketing which allows organization to engage direct end users through their contacts (Heinlein and Kaplan, 2010).

Thus, consumer's buying behavior is often influenced by a leading brand. This value is created by generating demand (via repurchased) and securing of future earnings for the organization. Therefore, social media marketing serves as opportunities for communication and depend upon new unusual thought patterns. This helps customers' product and brand experience.

This new era of digital communication and social engagement is preeminent for strategies in business. Therefore, as organization are

becoming more competitive globally, it is pertinent for them to explore marketing strategy in a more compelling and innovative way so as to attract large number of customers.

LITERATURE REVIEW

(Raj Agnihotri, 2016): Social media have changed how buyers and sellers interact, and increased involvement through social media may yield positive results for sales organization if salespeople utilize it in facilitating their behavior. The influence of social media on buying behavior can be in any service or products. Quality, brand, advertising or price could effect consumer decision-making.

(Western Kentucky University used a sample of 249): consumers purchase to analyze the type of product purchased, and the cost of item. The result of thus research present that consumer are buying either inexpensive or expensive items, and are doing so based on recommendation from social media by their contacts or friend on social media,

(Taining,2012): Marketers could that social media does influence buying behavior. According to the recommendation on purchases, 56.7% of all respondents were using Facebook as their social media tool when they received a product recommendation. 10.6% percent of all users were using twitter. From these results, social media has influenced their buying behavior. The relationship between social media and consumer decision-making present that social media affects advertising attitudes, brand attitudes, and purchasing intentions of consumer. It will not necessarily affect consumers decision-making, but might possess a mediating effect.

(Vinerean, Cetina & Tichindelean, 2013): social media is not only for advertising but it can also be a tool for brand and services to connect with their consumers. Another study shows that social media allows consumers and prospective consumers to communicate directly to a brand representative. Since most consumers are using the social media as tool to search and purchase items, brands or services use this advantage to advertise their products. The online consumer is a booming market worldwide; however, it is given a globalized level of segmentation cross-culturally.

(Heinonen, 2011): consumer motives for engaging in social media provides insight into consumers activities. Consumers have three main

gratifications or motives for using the internet as a medium, namely, information, entertainment, and social aspects. The motivation is in two main groups: rational motives, such as knowledge-sharing and advocacy, and emotional motives, such as social connection and self-expression.

(Simpler, 2012): social media does not only effect consumers decision making on products or services, but also it helps in other felids of studies or careers such as political or juror impartiality and fair trials too. In context of justice system, the easily accessible nature of the internet has resulted in jurors having the ability to consult an online social media source in order to ais their decision-making and deliberations.

The information may not be confirmed that it is true or not true but at least it will give the jurors the idea and know what other people think about the case. Today researcher have found that social media helps jurors to have a wide-open vision of the case and can also influence to the juror's decision making.

(Lehmann, Ruiter & Kok, 2013): another study examines the effect of social media on a person's decision-making by sharing health information on news and social media. The study observed the coverage of influenza vaccination on Dutch news sites and social medias websites. Dutch news sites and social media websites were promoting the campaigns of influenza vaccine during February, March, and April, 2012. From this study the results showed that news media and social media give different tones in messages. News media reports tended to be more objective and non-judgmental, which social media more critical of behavior of Internet users and may influence the success of vaccination campaigns and recommendations made by health authorities.

(Venkatesh, Speir, and Morris, 2002): the theory of social influence affected persons decision-making. People participating in social activities are usually in communities and appear to be socially influenced by the community group members. Social influence is defined as the degree to which a person believes that person to perform a particular behavior. From this social theory, it shows the support of the idea that social media has become a key influence in a person's decision process..., they need conformation on what they decide is the best.

RESEARCH STUDY

OBJECTIVES OF THE STUDY

The main objective of the study is to examine the impact of social media on buying behavior of consumers. Specific objectives of the study are:

1. To examine student's perception towards shopping online.
2. To examine factors that motivate student buyer to shop through social media platforms.
3. To examine how social media channel have affected buying behavior of students.
4. To examine why, when and how social media has impacted on consumer behavior and decision-making process.
5. To identify reasons that tempt consumers to purchase online.

The objective of the research is to explain why, when and how social media has impacted on consumer decision making process. Besides, perhaps with this particular perspective the researcher holds, it can help to identify what are the opportunities and pitfall companies are facing with this impact on consumer behavior and decision making in order to seize and embrace the possibilities in the new marketing era.

NEED OF THE STUDY

Most business owners' marketers have heard the refrain that social media is important. While this is certainly true, we sometimes don't think about why social media is valuable.

Things like brand awareness, websites traffic and fan engagement are a good start, but they don't cover what makes social media important.

Social media-or more accurately, the content that is easy to spread via social media- has the ability to make people act in a very specific ways that are positive to business owners.

The study focused on how social media affects from different age, range and races. There is a lot of variation among demographics on how they look for information. Despite these differences, social media use as prevalent and meaningful for all demographics.

The need can be recognized by making available the information of the products and talking about benefits and how the product is capable of resolving a particular problem. Social media triggers the need in individuals by making available the information about various product and services. The prospectus also inclines toward the products which they find have helped a lot of people achieve particular state where the consumer wants to be. The social handle of various company keeps uploading the pictures of its new launches and thus triggering the need of the individuals.

PROBLEM STATEMENT

The coming of the internet and its acceptance by the public have altered quite a lot in the way organization promote their services and product as well as the channels and communication between them and their customer. This is seen in the way their market and communicate their brands and product nowadays which is becoming a challenging project.

Customer are overwhelmed by marketing commercial and promotional event. The sensitivity of customer to get excited is fading out on promotional event and consumers are beginning to resist the efforts of some company at marketing them.

Basically, the promotional focus of some organizations is on the conventional mass media advert style which include commercial on TV, radio jingles and advertisement in print formats such as newspaper and magazine along with bill board placement. It is now on record that as the internet is fast advancing across the global market place the effectiveness of traditional mass media is fast on the decline.

RESEARCH HYPHOTHESIS

1. **HO:** Students have negative perception towards online shopping.
H1: Students have positive perception towards online shopping.
2. **HO:** There is no significant relationship between social media channel and buying behavior of consumer.
H1: There is a significant relationship between social media channels and buying behavior of consumers.

RESEARCH LIMITATIONS

Ideally, researchers would prefer to work with a complete data set without missing data. But in the reality, it happens quite often especially when dealing with large data set. A few missing values in a large sample maybe of little concern. But it may still cause problems for small sample size. Researchers have to either prevent missing data during the data collection process or find methods to deal with missing observations before data analysis. In this study, precautions were taken so that no missing data would occur from the participants. The online service requires filling out all the questions before they could submit. Those hand-written questionnaires were also clearly monitored and if there were any missing value, questionnaires would be written to participants to be refilled. So, the only problem that could result in missing data is during data entry process assuming both hardware and software failures are not problems.

RESEARCH **METHODODOLOGY**

DESIGN RESEARCH

TYPES:

- This study will adopt disruptive research design and will reveal the impact of social media on consumer decision making process. This research will be quantitative in nature.
- SAMPLING PLAN • Sampling method
- Multistage sampling
- Purposive sampling
- Convenience sampling
- Sample size

TOOLS OF DATA COLLECTION

- The tool for primary collection data is self-administered questionnaire.

RESEARCH METHODOLOGY SOURCE OF DATA COLLECTION

PRIMARY DATA

- Primary data are those collected specifically by, or for, the user by questionnaire method.
- Researchers will be collecting data from 100 students.
- Age group of students from 16 year - 23 year.

SECONDARY DATA

- Secondary data are those that have been collected by other organization such as government agencies, newspaper, magazines and social media (Facebook, Instagram, YouTube etc).

AREA OF THE STUDY

- The study will be conducted in area of Nagpur.

DATA COLLECTION, ANALYSIS AND INTERPRETATION

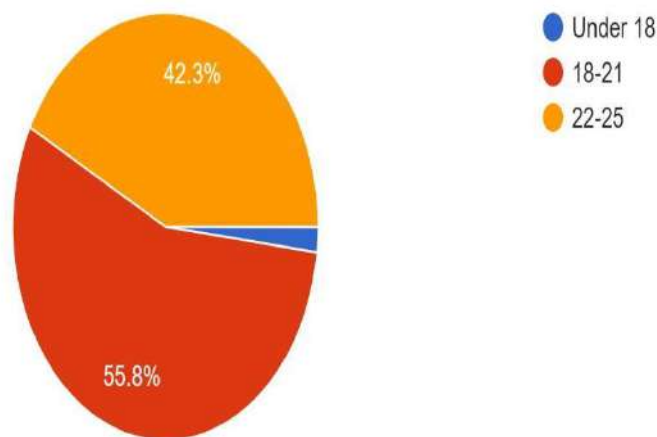
- The researcher will collect data by using the tools and the data will be coded, tabulated, analyzed and interpreted using appropriate statistical techniques.

DATA ANALYSIS
AND
INTEPRETATION

This survey was conducted with a sample size of 104 students.

1. What is your age?

104 responses

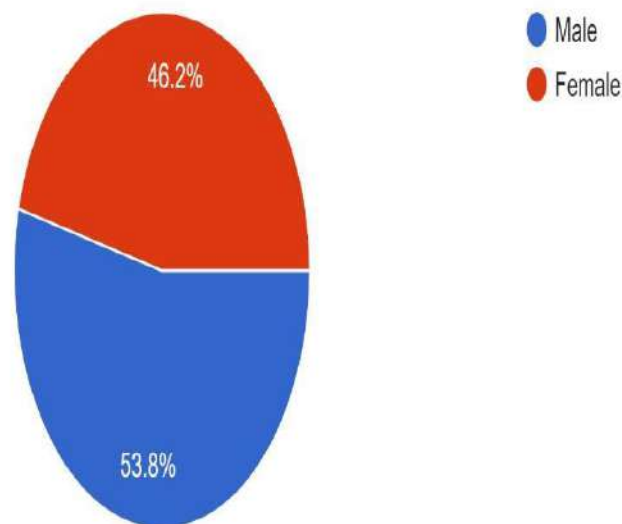


INTEPRETATION:

By asking a general question- gender may help to identify whether social media has impacted the behavior differently based on this segmentation. From the received 104 questionnaires, 55.8% of the respondents are the age of 18-21 years old, 22-25 years old are 42.3% respondents, and 1.9% respondents are under 18 years. The collected data covered the data of students; therefore, the following data is carried out in examining the general consumer behavior in Nagpur.

2. What is your gender?

104 responses

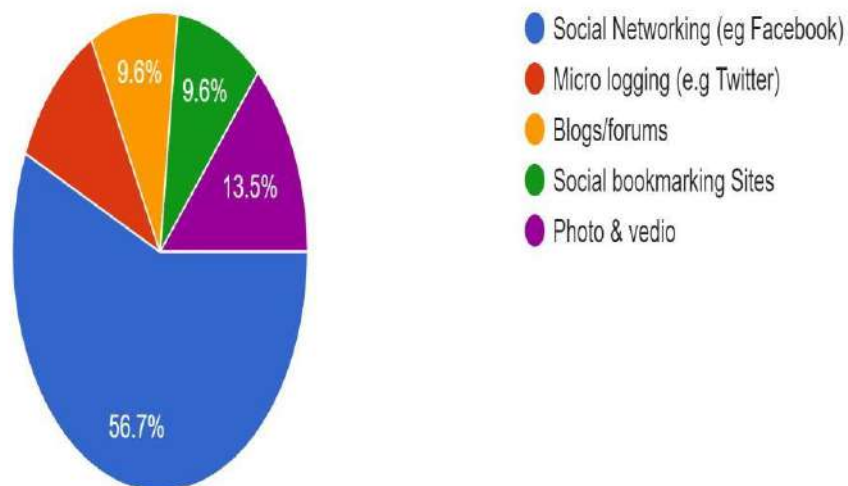


INTEPRETATION:

By asking the general question- gender may help to get identify weather social media has impacted the behavior and decision-making process differently based on this segmentation. From the received 104 questionnaires, 46.2% are females, and 53.8% are males, questions in this section were aimed to find out how individual are exposed to information on social media platforms in comparison to mass media channels.

3. Which of the following social media you are using on a daily basis?

104 responses

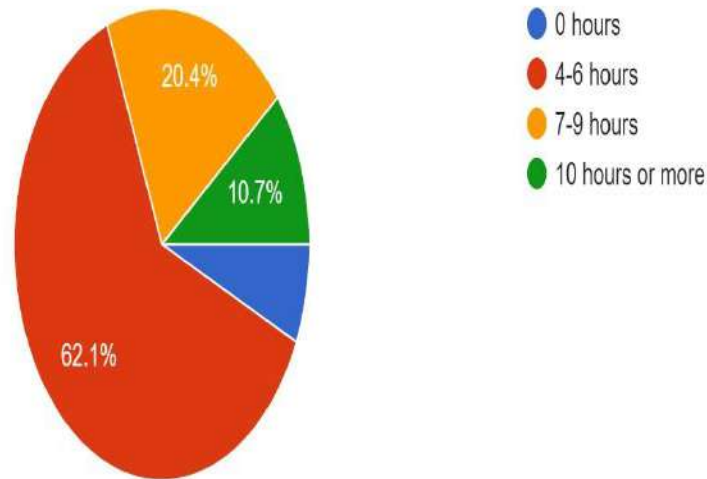


INTEPRETATION:

With the third question, it was identified that among 3 age groups, social networking sites are being used most (56.7%), micro logging with (9.6%), blogs forums with (9.6%), social bookmarking with (9.6%), photo & videos with (13.5%). As the response are illustrated in the following chart, it shows that the pattern of using different social media platform among different age groups are similar that social networking sites are mostly used on daily basis.

4. What is the time spent by you on social media per week?

103 responses

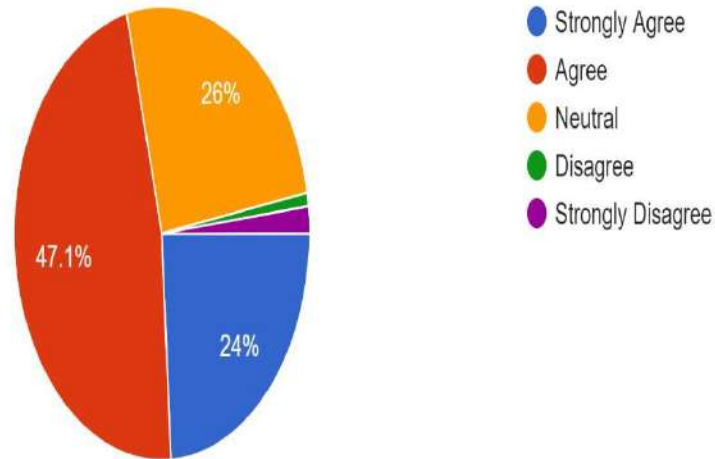


INTEPRETAION:

In the following question, respondents were asked how much time they spend on social media platforms per week. The reason is to examine whether the time of exposure to information via social media platforms, may imply to one of the reasons that advertising via mass media may not be as effective as it was before, the figure demonstrated that (10.7%) of respondents tend to spend 10 hours or more per week on social media whereas, (62.1%) respondents tend to spend 4-6 hours per week, (20.4%) respondents tend to spend 7-9 hours per week, and rest of the individual tend to spent 0 hours per week.

5. Do you think that with the social media sites, you are able to fetch product/services information actively?

104 responses

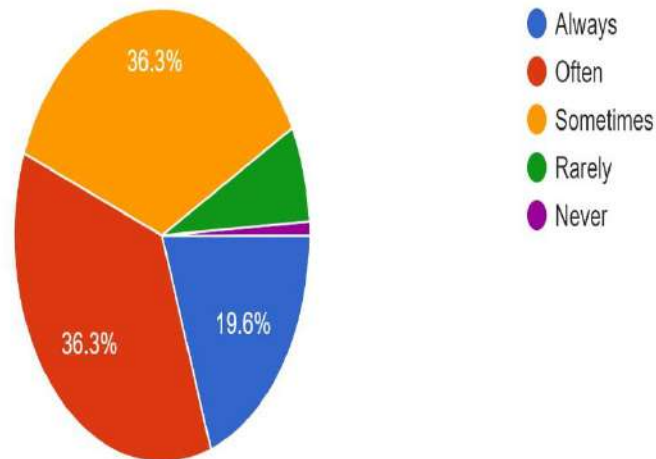


INTEPRETATION:

With this question, (71%) of respondents had shown that they are able to seek out information imitatively with social media sites. Consumers in this case are considered as an active information process; whereas in the passive process, information is delivered in faster rate, it tends to decrease consumers attention and dispute cognitive elaboration.

6. How often you tend to Fetch the information that is consistent with your initial opinion/preference for a purchase.

102 responses



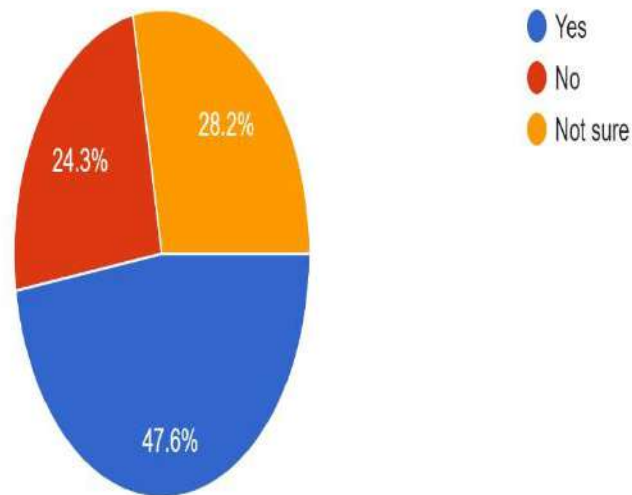
INTEPRETAION:

Besides taking the type, duration, and method of exposure into consideration, attitude of individual is one of the critical factors in associate with the buying model. In order to understand better the factors which, cause attitude and how attitudes affect and altered during the course of decision-making process, several questions were asked.

With (36.3%) of the respondents claimed that they (sometimes, often) have prejudgment towards products or services before any actual consumption. And (19.6%) of the respondents claimed that they always have prejudgment towards products or services before any actual consumption. Prejudgment leads to the types of information which individual would seek for.

7. Does social media triggers you to purchase a product service?

103 responses

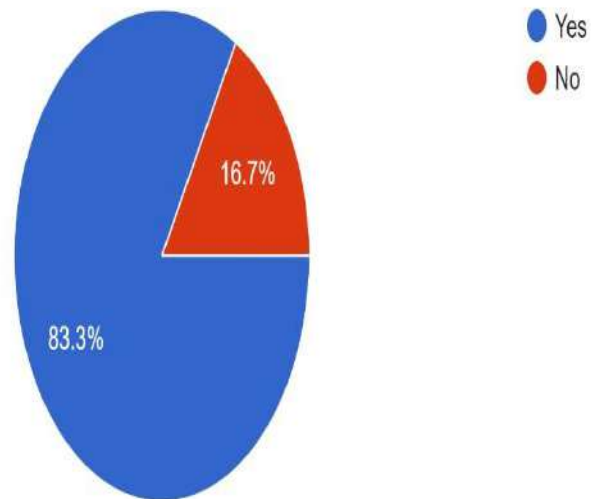


INTEPRETATION:

An individual may be triggered by an internal or external stimulus; that is in the research, social media sites and mass media channels are considered as the external stimuli. By looking at the gathered data from the survey, there were (28.2%) of respondents were not sure and doubted about social media as a trigger to purchase; whereas (47.6%) of respondent believed it is a trigger to perform purchase. And rest of the (24.3%) of respondents claimed that social media doesn't trigger them to purchase.

8. Do you think advertisements on social media are attractive?

102 responses

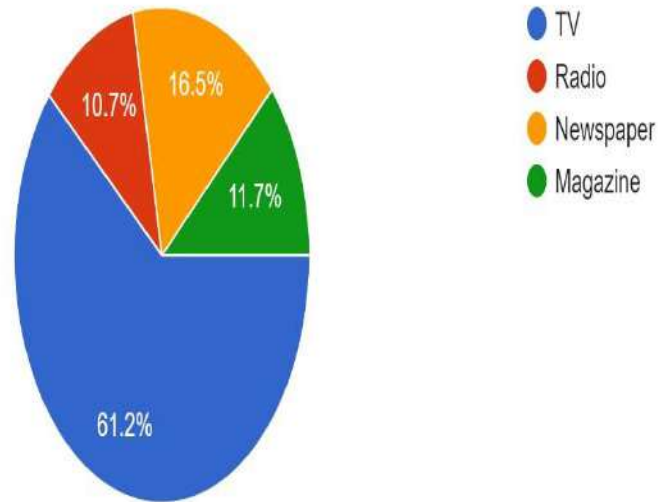


INTEPRETATION:

The responses regarding attractiveness of advertisement on mass media channels were proportionally spread, with (16.7%) no, and (83.3%) yes.

9. Which of the following mass media channels you find more attractive

103 responses

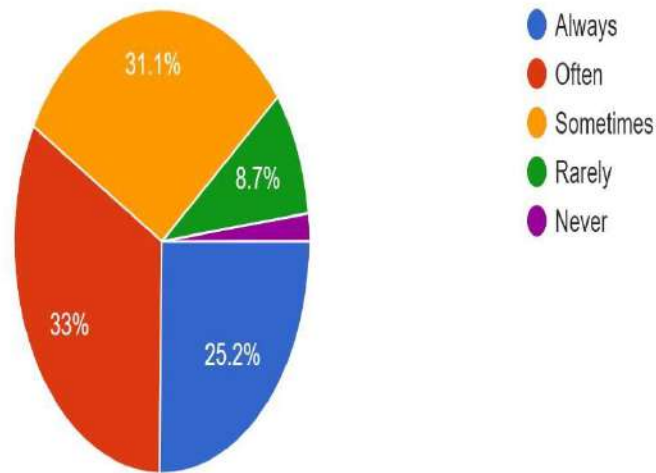


INTEPRETATION:

Advertisement on television (TV) are still considered as the most attention drawing approach, in which (61.2%) of the respondents pointed out. (16.5%) of the respondents attracted by newspapers, (11.7%) of the respondent attracted by magazine, and other (10.7%) are attracted by radio.

10. How often you search for related information on social media before a purchase.

103 responses

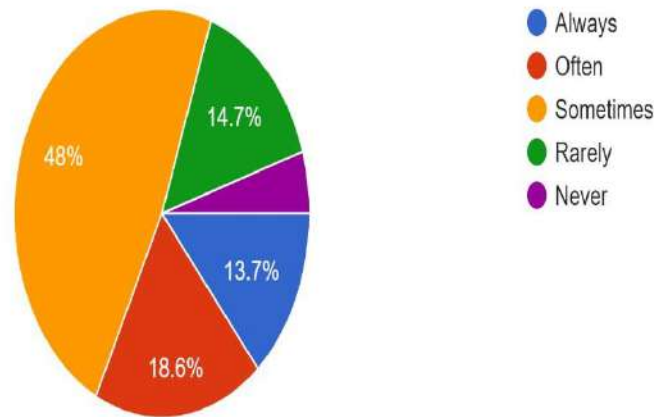


INTEPRETATION:

Information searching does not necessarily mean the search is relating to products and services. Therefore, in responding to this question, respondents were asked about the frequency of performing a search via social media before a purchase; as a result, “often” was chosen the most, in comparing to “often” (31.1%) and “always” (25.2%). This indicates that there are certain reasons which keep individuals in performing a search via social media before a purchase, such as the credibility of the source, the available time, the available information, etc.

11. Do you change your initial purchase preference after searching relevant information via social media sites?

102 responses

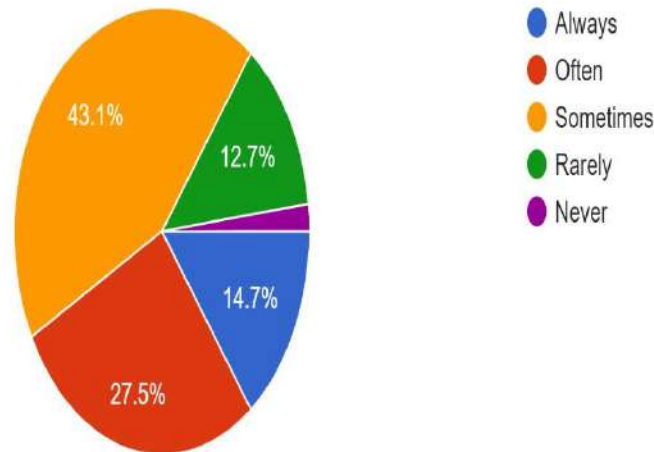


INTEPRETATION:

The data has revealed that the percentage of respondents that has reflected “sometimes” as the highest frequency of pursuing initial preference before a purchase is (48%), “often”, “always”, “rarely” as the frequency of pursuing initial preference before a purchase is (18.6%), (13.7%) and (14.7%). Whereas the respondent’s sometimes encounter changes in their initial preference after searching relevant information on social media. The information available on social media has a certain degree of influence on consumer behavior; that is change in attitude (positive or negative) can be made prior to purchase.

12. How often you rely on information available on social media if you have uncertainties regarding a purchase?

102 responses

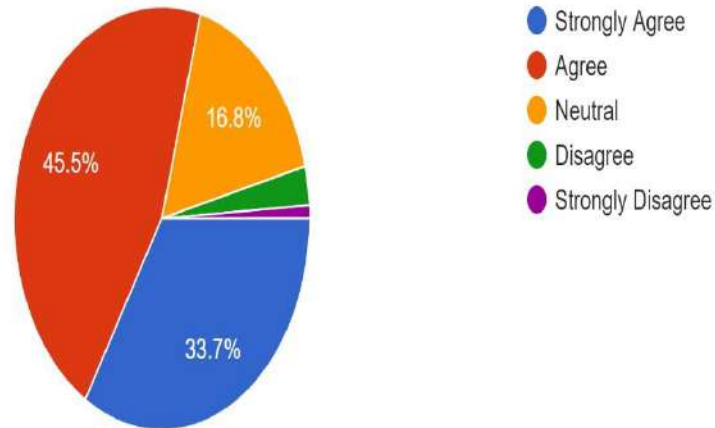


INTEPRETATION:

“information from mass media or social media” (43.1%) of the respondents “sometimes” rely on information available on social media if they have uncertainties regarding a purchase. (27.5%) of respondents rely “often” rely on information available on social media if they have uncertainties regarding a purchase. And (14.7%) of respondents “always” rely on information available on social media if they have uncertainties regarding of purchase. And (12.7%) of the respondents “rarely” rely on information available on social media if they have uncertainties regarding a purchase.

13. Social media has provided more effective platform to new products/services/brands to draw consumer "attention" than mass media channels?

101 responses

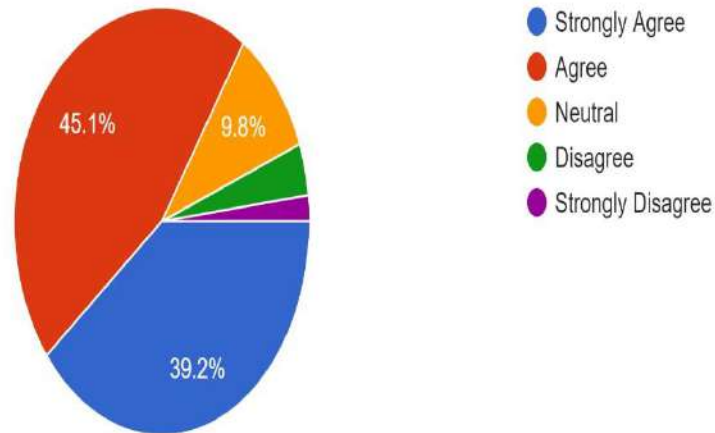


INTEPRETATION:

The findings have shown that social media has provided a more powerful platform where new products, services, or even new brands can be noticed in the market place. However, this does not imply that social media could influence consumers to actually try these products and services. In the gathered data, it is evident that individuals (45.5%) of respondents agree that social media provides a more effective platform to new products, service, or brand available on social media to draw consumers' attention than mass media. Since both mass media and social media have provided a certain amount of information to consumers, and the critical determinant which differentiates them is the credibility of them.

14. Do you agree that information searching is easier via social media comparing to mass media (TV, Radio, newspaper, and so on)?

102 responses

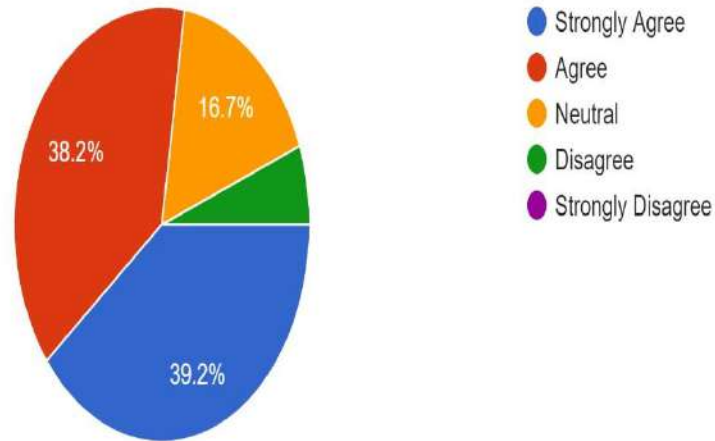


INTEPRETATION:

the statement “information searching is easier via social media comparing to mass media’ (39.2%) of the respondents who has strongly agreed, (45.1%) of the respondents agreed upon the statement have expressed their point of view- contents available on social media are believed to “unbiased, more critical, trust-worthy, real experience, and with less commercial basis”, also, it is also seen that information is” easier to find” and “information spreads faster and in large numerous” on social media has created a higher credibility than information on mass media. The available platforms on social media, the gathered data has proven that information is easier to find and the flow of information is faster and access to more individuals; that is, everyone can be an opinion leader and has a certain and access to more influence on the 9Internet over the others.

15. That social media provides an effective and powerful platform for consumers to communicate with each other and with the companies.

102 responses



INTEPRETATION:

The answers were within expectation that majority of the respondent (39.2%) respondents are strongly agreed, whereas (38.2%) respondents are agreed upon the statement, while (5.9%) of them have shown disagreement. However, when they were inquired whether they feel encouraged to voice their opinion after a purchase via social media platforms or not, the data has revealed that many of the respondents do not feel the encouragement even if there is available platform on social media.

CONCLUSION
AND
LIMITATION

CONCLUSION:

The hypothesis of the research was to know whether there is significant relationship between social media channel and buying behavior of consumer or not and in conclusion it was found that there is significant relationship between and social media channel and buying behavior of consumer. The other hypothesis was to know student perception towards online shopping and it was found by asking questions that students have positive perception towards online shopping. The objective of the research was to explain why, when, and how social media has impacted on consumer behavior and decision-making process. research question was designed to narrow down the subject and to help the researcher to identify the explanation of the issue.

The five-stage decision making model has provided a systematic approach in outlining the general stage that consumers engage in all purchase, while the information process theory addresses an in-depth perspective of how information is in used of throughout the course of decision making.

The four mentioned theory and the data analysis of the research have both proven that, no matter it is in association with social media or mass media, consumers are highly selective in attending, process, and selecting the information before a purchase take place. Information exposure is highly selective in the initial stage of information, because consumer have the selection of information source, in which the determinants the type of information that consumer will be expose to. To be noted, personal attitude is a crucial factor which underlines during the course of information acquisition and evaluation. As a result, not any judgment regarding product or service are presumably based, but also it is a vital determinant of the information consumer will seek out, in which it eventually affects the extent of the information reception,

At the essence, all platform available on social media have offered a two-way communication flow, which is highlighted theoretically and practically. Consequently, this principal feature of social media has created a new landscape in supporting the socialization of information, and has forced marketers to give up what they old mindset in dealing with mass media marketing. As the forced marketers to give up what they old mindset in dealing with mass media marketing. As the collected feedbacks from the individuals, it has emphasized that in particular with

social media, consumers are able to acceded to customer experience and worth of mouth, in which surpasses the marketing and advertising mumbo-jumbo or polished slogans.

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

Finally, the core objective of the entire research was to find out the changes that social media has brought to consumer in each stage of their behavior and decision-making process. According to the finding social media can be considered as a tool to trigger a purchase in Nagpur's students, whereas individuals have reflected that mass media still remains a certain influence in gaining awareness, for instance discounts available in stores, or as a good deal. Social media has considered as a powerful tool in getting relevant information, while mass media create awareness of certain discounts and promotions.

In theory, information exposure through mass media is considered as a passive process as individual are exposed and receiving information unconsciously. However, when consumers seek out information initiatively, it is perceived as an active process. In the research findings consumers play an active role in the course of information acquisition because of the accessibility of information on social media platforms.

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 great range but also in a faster speed, which mass media consumes more time in searching information. On contrary, contents are not in control and monitored, thus the chance of getting false and non-factual information which the consumers have shown concern of. In terms of a business context, marketers have to be aware of the bad mouth on social media, because it can be spread virally and led to a damage to brands reputation.

The research findings have revealed the current situation concerning consumers post purchase behavior. Many individuals have noticed and agreed that with social media, they are able to voice out their opinions and to communicate with other consumers and with company more effectively. However, again many of them have felt not encourage to

voice out their feedbacks and to pass along their comments to peers, friends, or family members via social media. In responding to the purchase validation tool, the reason why social media has added value to today's marketing is by bringing up the most purchase word of mouth with the consideration stage of the consumer decision process, which has extended purchase funnel. Specifically, due to the word of mouth and user-generated contents on social media, the "talks" are able to generate an experiential data for prospects; however, the findings have shown that the word of mouth would be insufficient for the influence because of unwillingness to share the information via social media. In perspective of marketers, this pitfall may serve as a bottleneck in association with marketing via social media thus, marketers should identify the reasons of this particular negative feeling among consumers and imitate to participate in the conversations.

Social media has altered the communication model which it used to be in mass media, instead of having companies deliver message to the public all times,, social media has fostered a web communication between customer and opinion leaders in which spins around the brand: consequently, this particular new communication flow has built interactivity and communities among all users, which the effects of it has penetrated in every stage of the decision making process. This influence has been reflected from the collected opinions.

To conclude, from the findings of this research it can be observed that consumers are actively utilizing social media platforms as a tool in validating of the purchase decision and have a positive impact: however, consumers are deemed to be inactive in sharing their word of mouth to others with the available social media platforms. The consistency in the gathered data and time-honored theories relating to consumer behavior and contemporary framework regarding social media marketing, it has suggested that the essence of consumer behavior still remain the same even after the advent of social media, in which individuals have to go through the all the stages before the purchase, instead of straight to the purchase decision once a thought of purchase being triggered.

LIMITATION

Despite the fact that theories were approved by findings cannot represent all individual across Nagpur as a whole, due to the decision-making process involves psychological factors which may result in different behavioral actions. Also, regarding the summarization of question in the

survey, it may result in the lack of objectivity because the researcher may only highlight the comments according to the researcher's intention.

QUESTIONNAIRE

1. what is your age?

- Under 19 18-21 21-25

2. What is your gender?

- Male Female

3. Which of the social media you are using on a daily basis?

- Social networking Microblogging Blogs/Forums Social Book-Marking sites Photo and Video

4. What is the time spent by you on social media per week?

- 0 Hours 4-6 Hours 7-9 Hours 10 hours or more

5. Do you think that with the social media sites, you are able to fetch products/ services information actively?

- Strongly agree Agree Neutral Disagree Strongly disagree

6. How often you tend to fetch the information that is consistent with your initial opinion/preference for a purchase.

- Often Sometimes Rarely
 Never

7. Do social media triggers you to purchase a product or service?

- Yes
 No
 Not sure

8. Do you think advertisement on social media are attractive?

- Yes

- No

9. which of the following mass media channels you find more attractive:

- Tv Radio Newspaper
- Magazine

10. How often you search for related information on social media before a purchase.

- Always Often Sometimes Rarely Never

11. Do you change your initial purchase preference after searching relevant information via social media sites?

- Always
- Often
- Sometime
- Rarely
- Never

12. How often you rely on information available on social media if you have uncertainties regarding purchase?

Always
Often
Sometimes
Rarely
Never

13. Social media has provided more effective platform to new products/service brands to draw consumer "attention" than mass media channel?

- Strongly agree Agree Neutral Disagree
- Strongly disagree

14. Do you agree that information searching is easier via social media comparing to mass media (TV, Radio, newspaper, and so on)?

- Strongly agree Agree
Neutral Disagree
- Strongly disagree

15. That social media provides an effective and powerful platform for consumer to communicate with each other and with the companies.

- Strongly agree Agree
Neutral Disagree
- Strongly disagree

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