

**IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR OF ONLINE
SHOPPERS IN DELHI(NCR)**

A THESIS SUBMITTED

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS

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**DOCTOR OF PHILOSOPHY
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MANAGEMENT

BY

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STATEMENT OF THESIS PREPARATION

Thesis title: “Impact of Social Media on Consumer Behaviour of Online Shoppers in Delhi(NCR)”

1. Degree for which the thesis is submitted: PhD Management
2. Thesis Guide was referred to for preparing the thesis.
3. Specifications regarding thesis format have been closely followed.
4. The contents of the thesis have been organized based on the guidelines.
5. The thesis has been prepared without resorting to plagiarism.
6. All sources used have been cited appropriately.
7. The thesis has not been submitted elsewhere for a degree.

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APPROVAL SHEET

This thesis/dissertation/report entitled “Impact of Social Media on Consumer Behaviour of Online Shoppers of Delhi (NCR)” by Nishtha Dwivedi is approved for the degree of PhD in Management.

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CANDIDATE'S DECLARATION

I hereby certify that the work which is being presented in the thesis, entitled "Impact of Social Media on Consumer Behaviour of Online Shoppers of Delhi (NCR)" in fulfillment of the requirements for the award of the degree of Doctor of Philosophy in Management and submitted in Galgotias University, Greater Noida is an authentic record of my own work carried out during a period from 2017-2022 under the supervision of Dr. Ramarcha Kumar.

The matter embodied in this thesis has not been submitted by me for the award of any other degree of this or any other University/Institute.

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ABSTRACT

The 21st century has witnessed some of the greatest technological advancements in modern history. So consequently, the changes have affected basic human interactions as well. Activities like trade and commerce have been going on since early civilizations and have also morphed into the next level of transactional interchanging of resources. Now everything is online, from education to entertainment. Many ideas and innovations are still taking place. It has changed the definition of our society. We have entered a new era of social media, and this social media is now an integral part of our daily lives. This thesis discusses the role and significance of social media for online shoppers. The study is being conducted when the world is adapting to the devastation of the global pandemic.

Social media has become a vital way of advertising in today's environment in Delhi NCR. Social networking platforms are being more widely engaged in various industries throughout the world. E-commerce enterprises can quickly reach a large number of Delhi customers by employing a digital platform. By embracing modern technologies, Delhi's E-Commerce industry also allows businesses to communicate with customers more efficiently and effectively.

Over the last decade, a new type of media has emerged that appears to significantly affect consumers' purchase decisions due to its social elements. Today, an increasing number of customers utilize social media to interact with one another and with brands & organizations. Marketing experts are interested in this new engagement.

Many consumers feel that social media allows them to express themselves and engage with other businesses and customers more efficiently. Without question, social media has aided in bridging the gap between businesses and their customers. Taking this into consideration, businesses now are putting forth every effort to make customers feel linked to the brand and to encourage them to give their thoughts, ideas, comments, and reviews.

The following research thesis deals with understanding the complexity of consumer behaviour of online shoppers confined to Delhi (NCR). The following paper encompasses social media as a factor that influences online shoppers' buying behaviour and pattern. This thesis discusses many aspects of social media. It includes a survey made on the topic of the area and the analysis of the respective survey. The study's goal was to understand when, why, & how social media has affected consumers' decision-making process and various factors that influence consumers to buy online rather than offline. This research is mostly focused on seeking to address these issues.

1. Before making a purchase choice, how do buyers pay attention to, assess, and choose information?
2. Does social media encourage purchasers to make online purchases?
3. Why do individuals prefer social media over other forms of communication?
4. What variables influence people's decisions to purchase online rather than offline?
5. How does social media influence newcomers?
6. How does marketing gets successful or failure?

Both qualitative & quantitative analysis is performed to understand the topic deeply. A questionnaire is designed to collect the survey's responses on various questions. The research contains the following questions like -

- (i) How often are you active on social media?
- (ii) Is feedback beneficial or not in online purchasing?
- (iii) Does cashback impact online shopping
- (iv) Do z-generation people prefer online shopping?

The questions like above were asked to them. A total of 455 responses were collected through an online survey. Along with it, this study is also supported by case studies.

On the collected data, several techniques were applied. The most important techniques are as follows-

- (i) Pilot Testing
- (ii) Regression Testing
- (iii) Correlation Testing
- (iv) T testing

Social media has a big influence on every step of the purchase process for customers in Delhi NCR. This is mostly because social media provides convenience to users, allowing them to spend more time on it. Based on the hypotheses we tested, it is concluded that apart from social media advertisement, several factors like feedback, cashback, discount/offer, age, annual income etc., affect the consumer buying behaviour of online shopping.

It is also analysed that the framework of social media affecting consumer buying behaviour that includes-

- (i) Social Media Influence
- (ii) Demographic Characteristics
- (iii) Spare Time
- (iv) Past Purchase
- (v) Personal Characteristics
- (vi) Internal Influence

Also, other forms of media have several disadvantages, so social media is preferred over other media by the consumers to get feedback on any products or items. The study also demonstrates consequences for entrepreneurs that have the opportunity to capitalize on the power of social media influence.

To summarise, these findings point the way forward for further study into the impact of elements like cultural background, demographic traits, and differences in usage on the impact of Social Media on consumers' purchase decision-making processes.

The data collected were confined to only Delhi NCR individuals who have smartphones. Due to covid-19 impact it was difficult to go out & take the survey offline.

Keywords: Buying Behaviour, Consumer, Marketers, Online Shopping, Social Media.

DEDICATION

To BABA

Dr. Paras Nath Dwivedi

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CHAPTER 1: INTRODUCTION

CHAPTER 1: INTRODUCTION

We have heard the phrase in the 21st century that humans are social animals. People now use social media to satisfy their urges for social validation & social intimacy and have now become devoted users. Thanks to social media, which allows the cheapest and fastest form of communication or information sharing. So, because of this, our modern society tends to spend most of its time on social media platforms. It has sparked a change in how business operations are carried out. People are now focusing on growing their business and generating awareness amongst the intended consumers. For this, they have turned their marketing campaigns online- incorporating social media. Consumers tend to follow what is happening in the world through social media, so it is also convenient for them to acquire information about the new products offered in the market and what has changed regarding trends in the market. To understand this topic more clearly, we need first to analyze what we understand by the consumer, what is social media, and how does it function along with earlier proposed model affecting online consumer buying behaviour?

1.1 Consumer & Social Media

Consumers are individuals or organisations that purchase goods or services from another company. Customers are important since they bring in money for businesses; without them, these businesses would fail. All businesses fight with one another to draw customers, whether via aggressive product advertising, price cuts to expand their clientele, or the creation of cutting-edge items & experiences that people love.

As we know, media has been changing and transforming for the past few decades. Media can be explained as a reflection of what is happening around us. The media in today's time has become more technologically sound. Earlier, print media was the epitome of information sharing and entertainment, but social media has replaced it. Social media is anything and everything related to the internet (Alshati, 2017). It can be defined as an online platform where millions of people create and share lots of information, like articles, photographs, videos, blogs, etc., just with a digital click. The

social network is like the air we breathe; we cannot think of a second where we are not on the internet, and social media communities greatly influence our lives. Platforms like Facebook, Snapchat, Pinterest, Reddit, Twitter, Omegle, Instagram, and YouTube have constantly grown their user base. It is so because social media only works when people are joined in its communities. They create and share content that runs the platform fueled by the advertisement revenue generated. Social media is a form of mass communication with a complex structure due to its dynamism and variety of communication channels like public forums, blogging sites, video sharing and picture sharing websites, chatting and interacting websites and applications, etc. It is one of the most significant digital leaps that our society has taken. However, it has become less about the technology behind the social networks that form these hyper-active websites, applications, and portals. Instead, it has become more about what people do in these simulated environments. Firstly, what social media does is bring people who share common interests. It also gives the people tools to interact with each other. We understand that social media is pervasive and the most relevant part of popular culture. Social Media can be stripped into two broad aspects- the 'platform' and the 'users.'

The platform can be major or minor, existing or new. This deduced information is analyzed to determine the steps to establish a marketing process on the platform being scrutinized. Next, the users are the people on these platforms who form communities. They belong to various cultural backgrounds and constitute a diverse demographic structure. These communities give marketers a general idea about who is using platforms & what can be advertised or marketed to these people on the platform (Capitello et al., 2014). Strategies are developed and implemented accordingly. Indeed, social media has completely changed how we live our life now. The lifestyle has changed from what it was 20 years ago. Our interconnection over these social networks has brought us close but, at the same time, has made us too much dependent on them. Even though this technological advancement has done so many good things, we cannot ignore that, it has made us lose our closeness as everything nowadays is done online. If you want to wish your friend his success, just drop a message on his timeline. You want

to spend time with your significant-close ones. You could simply text or chat with them. The meaning of socialization has changed over these past two decades.

1.2 Importance of Social Media

Since social media is so diverse with many users, it has become the perfect place for marketing products. Not only this, social media has eradicated many barriers like geographic restrictions- now, anyone from anywhere can go through the products offered by a company and become a potential customer. Another barrier it has overcome is accessibility- people can easily access and survey the websites or shopping portals through the advertisements they are exposed too. They don't need to go to the retail shops to browse products. Barrier related to lack of knowledge is also not an issue as the business and companies provide online desks for communication. Customers can follow their favourite brands pages or Twitter handles to keep themselves up to date with the products being launched or changes in the existing products. These factors and benefits make social media an effective mechanism to reach out and make a stand to solidify the brand's position in the market. Customer involvement, customer services, customer management, communication channels, promotion, advertisement, sales increase, establishing a brand, etc., are of primary concern to social media. Social media marketing effectively performs the aspects mentioned above of marketing management via an amalgamation of various interactive practices and activities that use textual, visual, and verbal means to convey the business's message. On a personal level, social media is entertainment to create or consume content. It can be blogs, videos, tweets, posts, memes, podcasts, etc. It can also be used to expand our knowledge on various topics of our interests as information on a wide range of information is available, that too free of cost for the most part, on these social media platforms. Many companies like CRED and TINDER use social media to interact with their customers and gain many followers on their social handles. It helps them stay relevant on social media, and they navigate various trends that come upon these social networking platforms. CRED, for example, has made advertisements where they cast celebrities to act out different funny instances and has gained a large base of customers through its viral campaigns on social

media. Similarly, TINDER shares memes on social media platforms like Instagram and communicates with its users. From the above discussion, we can say that consumers and business entities exercise the perks and advantages of social media technologies and channels to deliver information and conduct marketing activities.

1.3 Popular Social Media Websites and Applications

(1) Facebook: It was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, Andrew McCollum, and Chris Hughes. It is the biggest social media platform with approximately 2.6 billion monthly users. The user base is huge; it has an estimated 1 million small and medium enterprises running their business over it. Facebook laid the foundation of the global revolution, which unraveled in the early 2000s.

- **Why is Facebook so popular?**

Facebook is popular among teenagers because it enables them to personalize their accounts. In the same way that prior generations may have decorated their walls and ceiling with posters of their favourite bands or sports teams, young people now engage in customizing their own online world with photographs, music, videos, and comments. As a consequence of the site, communication has become more accessible. Instead of calling a friend's residence, youths can use Facebook to communicate with them fast and directly. Even email, a comparatively recent technique, is of minimal value to youngsters who connect primarily via Facebook.

- **Features of Facebook**

- (i) Groups:** Groups are a great way to develop a community of individuals interested in what you have to offer. Having a group is a great way to meet new people and share information that is only available to the group's members.
- (ii) Newsfeed:** Your friends status updates will appear here. Notification from a business section you've liked will also be sent to your email inbox.

- (iii) **Timeline:** The timeline is a log of all the content you've shared & engaged with it on social media platforms. If you've been mentioned in a post, their status changes would appear on the timeline. If someone searches for your name on Facebook, they will be able to see your timeline unless you have changed your privacy controls to prevent it.
- (iv) **Algorithm:** It isn't easy to get your head around the algorithm. The algorithm is a collection of calculations conducted by Facebook's computers every second to determine what content you want to view, engage with, and click on next. The algorithm uses your time, interaction, page likes, posts, and other criteria to identify what content you would be interested in seeing (Kim & Johnson, 2016). It becomes better at figuring out what information to show you over time.
- (v) **Events:** Because of the large user base, both individuals and businesses can post information about upcoming events on Facebook.
- (vi) **Streaming to numerous pages at once Live:** Cross-promotion, the practice of simultaneously broadcasting content to many websites, is a powerful new marketing strategy. First, you must go to the settings, cross-posting, and then choose a page to promote to activate this option. If you don't have to share the video's live post, you'll be able to get a better sense of how many people have seen it. Cross-promotional sites don't show the original video, so you won't be able to see the comments that appear on the shared pages.
- (vii) **Scrapbooking:** This is the best feature since it inspires parents to create scrapbook books for their children's photos. Photographs in scrapbooks may only be tagged and shared by parents; parents can control the privacy settings of individual images and are notified when a particular image becomes public.

(2) **Instagram-** Instagram became a photo-sharing website cum application in 2010 founded by Kevin Systrom. However, later in the year 2012 Facebook bought the company to eliminate its social competition since Instagram was gaining

many users. It was and still is one of the most used social media applications and has given rise to the profession of Instagram models and influencers.

Even if you don't have a large budget for advertising, you may still utilize Instagram's capabilities to promote your brand. As the app has a younger audience and a majority of users between the ages of 18 and 34, these features are geared at attracting their attention. Why else would there be more than 25 million business profiles on Instagram? Almost half of Instagram's active users use the site to research and find companies, making it a must-have for any company or brand looking for new customers or customers. And the best part is that marketing your business on Instagram doesn't cost you a big amount. Easy as pie, thanks to all the wonderful features that make it a marketing dream come true.

Filters Instagram's popularity relies on its picture filters. Their ability to transform anybody into a professional photographer is what initially hooked users to the site. Each of the forty filters produces a distinct appearance, allowing you to choose the one that best reflects your brand.

- **Instagram Features**

- (i) **Video sharing**

- Video marketing is no longer restricted to organizations with large expenditures. In 2018, an estimated 81 percent of organizations uses video as a marketing technique. Currently, anybody with a quality camera and basic knowledge can be a video marketer.

- (ii) **Instagram Stories**

- Instagram's inclusion of Stories has always been significant. The 2016 addition was previously believed to imitate Snapchat's wildly popular concept.

- (iii) **Story Highlights**

- Instagram Stories are a fantastic feature, but they only exist for 24 hours. Although the transient nature of Stories contributed to their popularity, users indicated a wish to save some of their finest stories for future use.

(iv) Video from Instagram Stories

Video on Instagram Stories could be pretty entertaining, so this is a fantastic tool for increasing engagement, developing brand exposure, & driving website traffic.

(v) Instagram Live

Instagram Live has been a part of Stories ever since its launch. Despite initial concern about how to exploit this feature, firms & marketers have embraced it with tremendous innovation to generate buzz for their goods.

(vi) IGTV

Instagram TV is the most recent and perhaps one of the most exciting additions to Instagram's services. Launched as Instagram's first independent video platform, IGTV is an entirely new avenue for companies to enhance interaction and develop their following.

(vii) Stickers & Quizzes

As Instagram adds new features, Stories are getting more refined and sophisticated. Stickers are among the most popular Stories tools. These additional features, such as emoji sliders, polls, or GIFs, may let you communicate with your followers in novel ways & enhance engagement.

During the COVID-19 crisis, businesses continue to confront difficulties while selling online as they adjust their business strategies. Instagram launched a new shopping experience designed to keep companies afloat and make it simple for customers to purchase items they'll like. People could visit a store using the Instagram account, newsfeed, & Stories of a company. Once in the store, users can browse goods, discover collections, and make online purchases through Instagram.

(3) Twitter

Twitter is a microblogging website where one can share videos, texts, and images as 'tweets.' Politicians and celebrities use this platform to stay connected

with their followers. Business firms use Twitter to interact with prospects as Twitter has more than 300 million active users. Many brands have Twitter handles and run hashtag campaigns to gain the general public's attention.

- **Features**

- (i) **Find GIFs**

- You may use GIFs to make your followers chuckle, which will increase their interest in what you have to say.

- (ii) **Pin your most popular tweets**

- By pinning a tweet to the top of your profile, you may simply draw more attention to it.

- (iii) **Assemble your own Twitter Moment**

- The creation of a Twitter Moment might assist you in standing out and increasing interaction on your profile on the microblogging site.

- (iv) **Make your alerts more personalized with the help of advanced settings**

- If you're using Twitter for business, you'll want to be aware of the most important messages to you. Unless you purchase Twitter followers, you can miss out on valuable chances to interact with your prospects.

- (v) **Ensure that your Twitter account has been verified**

- Verifying your Twitter account and displaying the blue certified badge next to your Twitter handle will offer you more credibility in the eyes of your followers.

- (4) YouTube**

YouTube is the most well-known video-sharing platform in the social media world. The users have channels to post videos and spread information about their products. It is a very easy and cheap mode of advertising products. Some brands sponsor videos of prominent YouTubers who then persuade their subscribers to buy the service or the goods. Google bought it up in 2006, and it is the 2nd most used searching website after Google itself.

YouTube is one of the most popular websites utilized by the users for anything such as a culinary recipes, mathematics assignment answers, exam techniques,

how to design your houses, and any other information. YouTube supplies the answer to maximum customer enquiries, which impact the purchase choice of the target audience. According to the Q2 2016 study of YouTube Insights, the firms that assess the passions of the intended audience are benefiting from others who don't (O'Connor, 2016). So, video advertising is one of the most efficient promotional strategies that the company uses to improve the sales volume of sales.

YouTube also gives a membership to post video advertising that impacts the purchase choice of 66 % audience linked to beauty items. Customers are sensitive in purchasing beauty products therefore, the video commercials establish confidence in utilizing certain beauty items from specific businesses. There is the possibility of submitting comments on video that the intended audience also examines to assess the review of utilizing certain services. The good review submitted by the audience motivates other customers to acquire certain items/services, resulting in an increase in company performance.

The academic institutions also upload their lectures on the YouTube page. Once the student is pleased with the style of teaching of educator thus, they subscribe to channels for more such videos. An online essay writer gives a guideline to produce a suitable essay, gaining abilities and information to write an essay. The students take online lessons by utilizing the YouTube channel for comprehending complicated subjects. It leads to boosting the idea clarity and increasing kids learning capacity.

(5) Reddit

Reddit is a website cum application platform where registered users can share content, and other users present on that Reddit can either upvote or downvote the content. It is a convenient site to reach out to gather feedback on the content

or the product about which the post was made. Redditors in recent times were responsible for the Area-51 raid.

To better understand how Reddit affects the purchasing process, we have teamed up with Verto Analytics. Verto studied more than 1,500 internet travels for actively investigated items such as PCs, smartphones, streaming, and smart gadgets, gaming consoles, and other electronics. Users of Reddit, the researchers discovered, are more educated, buy quicker and for a higher price point than non-users, and eventually become greater brand supporters. If you compare Reddit purchases to those on other social media sites, you'll see:

- There is an increase in the amount that Reddit users devote to research, and they do it for more extended periods of time and with more frequency at various phases of their trip.
- Buyers have a greater sense of security: Because they're well-informed and self-assured, Reddit users make final purchasing decisions nine times quicker & spend 15% more money.
- Reddit visitors have a 12 percent better NPS post-purchase and thus are 13% more likely to have commented favourably about the business on and offline.

(6) WhatsApp

WhatsApp is a text messaging media that gives the feature of setting up business accounts. It is used for smooth communication and is one of the most used chatting social media applications. Facebook owns it. It uses the internet to send texts, videos, pictures, emojis, etc.

You'll need to figure out how to get your message out there once you've set up your WhatsApp business account. You may be able to better understand how people use the app based on the information we provided in our introduction.

As a messaging platform, WhatsApp is primarily used by individual users, such as families and friends, to communicate with each other, and discuss personal

matters. Consider how you and your company can contribute to these discussions.

A virtual representation of your company may be needed, or perhaps your brand persona needs to be tweaked and adjusted. For the sake of convenience, however, you must create an attractive brand persona for your (potential) customers in the informal setting where you're trying to connect with them.

(7) SugarBiz

SugarBiz or BizSugar is a social networking site that connects businessmen, entrepreneurs, and other smaller business organizations. Sometimes, one-on-one interaction is done on the recent trends in the market, business movement, strategies, and sharing information about their respective organizations and entrepreneur ideas.

(8) LinkedIn

One of LinkedIn's primary goals is to connect professionals & assist them enhance their careers via professional networking. LinkedIn is a great place to build your professional reputation by posting updates and engaging with other members. Your résumé, job search, and other self-promotion may all be done on LinkedIn.

There are around 500 million people on LinkedIn. And over 60 million decision makers, 90 million high-ranking influencers, and 10 million C-suite executives make up this audience. Businesses, especially those in the B2B sector, simply cannot ignore this platform.

However, that is not the only reason, why the company should promote on LinkedIn. LinkedIn advertising advantages extend beyond audience size to include elements such as targeting, ad formats, budget, and more.

Like other social media ad platforms, your team may adjust your budget to your specific needs. Traditional advertising mediums (such as print) demand upfront money with no promises about how your ad will work.

The benefit of marketing on LinkedIn, and other social media outlets, is that your firm may adjust your budget & bids in reaction to your campaign's results. You play an active part in your campaign, which may assist your team in maximizing outcomes.

If you promote on LinkedIn, you should be aware that the network has specific price minimums.

For instance, all ads should have a budget of minimum \$10. If you employ a cost-per-click (CPC) or cost-per-thousand-impressions (CPM) bidding strategy for your campaigns, you must submit a bid of at least \$2.

These minimums often assist your firm in optimizing the success of your marketing campaign. For LinkedIn advertisements, for example, the average CPC is roughly \$5. While costlier than the typical CPC for Google Ads (which is roughly \$1 to \$2), LinkedIn delivers premier access to high-value prospects.

1.4 Proposed Model

What are the primary aspects that influence customers' purchasing motivations for online shopping or e-commerce? (Kumar & Dange, 2012). Different models from various researchers have now been investigated for this aim. On the basis of a research of available literatures, a paradigm of online consumer purchasing motivation (FFF Model) has been developed & presented.

The proposed model, which consists of factors, filtering elements, and filtered buying behaviour (FFF Model), that discusses the factors that affect & encourage the customer to buy goods and services online. These factors are combinations of both external and internal factors, and they can be found in both the business as well as the consumer's environment. The customer has no control over the exterior variables, but they do have

some influence on the customer's internal factors, which include individual characteristics, psychologies, and other behaviour. Just after the initial step, the consumer is faced with a number of obstacles that are referred to as filtering components in the model. After going through all of the different filtering aspects, the refined purchase impulses will eventually emerge. Following this improved analysis of purchasing behaviour (motives), the client next invests in online shopping.

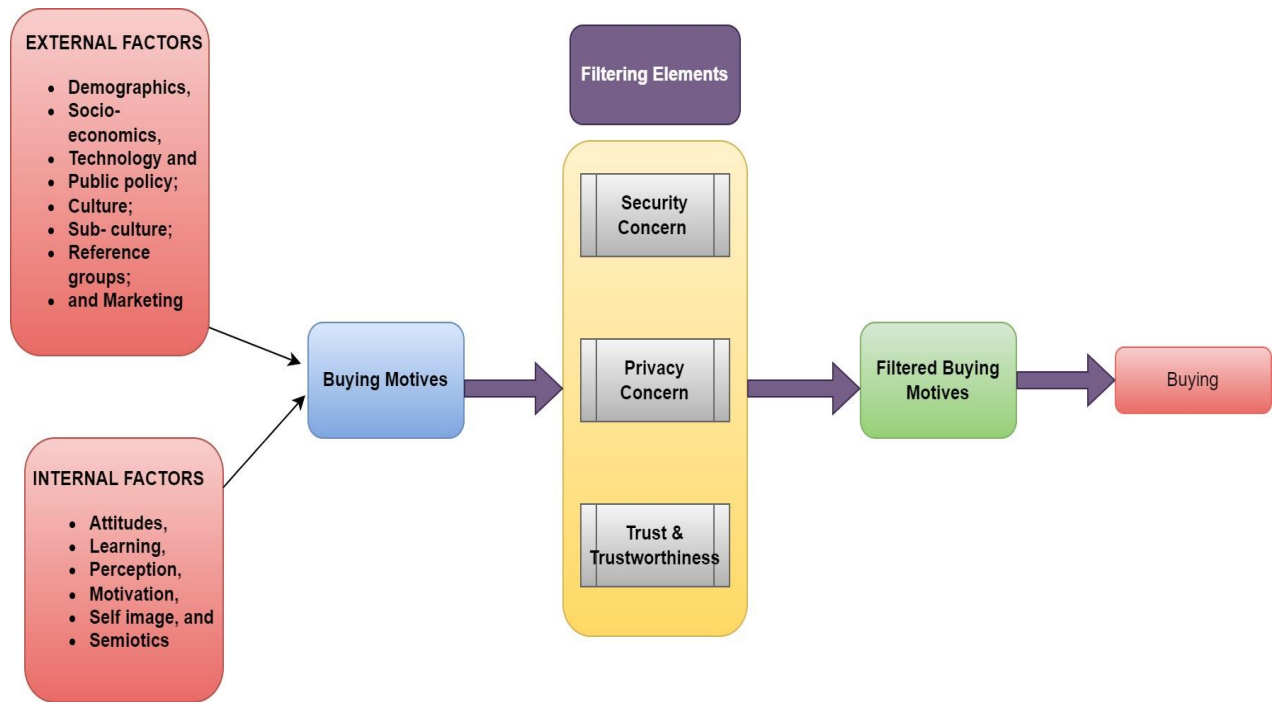


Figure 1: Consumer Buying Behavior in Online Shopping

The goal of this research was to conduct a comprehensive literature review in the field of online consumer behaviour with the intention of determining the elements that influence the purchasing behaviour of consumers who shop online. Their results indicate that the field of academic research on the behaviour of customers is somewhat fragmented.

The following research thesis deals with understanding the complexity of consumer behaviour of online shoppers confined to Delhi (NCR). The following thesis encompasses social media as a factor that influences online shoppers' buying behaviour and pattern. This thesis discusses many aspects of social media. It includes a survey

made on the topic of the area and the analysis of the respective survey. The study's goal was to understand when, why, & how social media has affected consumers decision-making process and various factors that influence consumers to buy online rather than offline. It is described with the help of social media framework model in the chapter 4.

1.5 Impact of Social Media

- Social Media has impacted the business in many different ways, such as it has helped business organizations understand customer requirements. When the customers try to interact and communicate with brands, they explain all features of the product they deem to be good, and also, at the same time, they point out flaws in the product.
- Consumer behaviour is easier to study regarding the habits and patterns that a customer follows while making a purchase. Social Media has opened gates to understanding an online shopper's mental state, emotions, and concepts. It helps business organizations form better policies and correct any errors in their products.
- We can also say that social media has enhanced customer experience; at the same time, it has also increased awareness amongst online shoppers. In recent times, online shopping has witnessed significant changes and has gained a tough-competition business environment.
- Having mentioned all of these customers who do not like a particular product or feel that their needs are not satisfied, they go on social media platforms to rant against the business organization and their brand product. It leads to a viral situation where the goodwill and the market cover of that individual product or brand are impacted negatively.

1.5.1 Major Impact of Social Media than any Other Media

Social media influence consumer purchasing choices due to the increase in shopping online and the number of time individuals spend on social media. There are several other media, but people mostly choose social media over others because of the following reasons:

(1) Print Media Disadvantages

While traditional media is still extensively used, digital media makes it very simple and cheap to produce information. As a result, print media may become obsolete.

Because printed media is densely packed with advertising, it may be easy to get disoriented—especially if your company competes with more well-known companies.

(2) Broadcast Media Disadvantages

It uses TV and radio to enhance the speed and number of customers learning about goods or services when discussing broadcast media. Although it has many drawbacks:

1. Acquiring a slot on prime-time tv and radio requires a significant investment of money.
2. Getting the focus of decision-makers is difficult because of the intense competition. It may be more difficult for new businesses to get highlighted if they do not have a strong reputation in the community.
3. As mobile devices become cheaper and more accessible, broadcast media is being phased out in favour of digital media.

(3) Some other advantages of social media-

- Social media reaches a maximum audience in a quick time.
- Social media is versatile that is, you can modify it after publication (*Difference Between Social Media and Traditional Media | Difference Between*, n.d.).
- Social media is two-way communication is the heart of social media marketing.
- Easy Availability.
- Social media gives a lot of freedom over the creation of information and information sharing.
- Traditional media is designed for mass consumption, whereas social media involves in a targeted audience

(4) Benefits of social media for business

(i) Increase the company's brand recognition

Facebook, Instagram, and Twitter are natural places to reach new and highly targeted prospective clients due to the fact that more than half of the world's population is active on social media sites.

According to company statistics, a Facebook campaign by Stillhouse Spirits to raise brand recognition among outdoor enthusiasts resulted in an increase of 17 points in ad recall.

(ii) Advertising that is specifically targeted

Social media advertisements are a low-cost method of promoting your company and disseminating information. They also provide extensive targeting capabilities, allowing you to reach the correct audience while making the most of your advertising dollars.

Marketers that are well-versed in the use of social media for business have accepted this important advantage by 2022, advertisers are estimated to spend more than \$56 billion on advertising their goods on social media.

(iii) Increase sales

Your social media profiles must be integrated into your sales funnel, which is the process through which a new contact becomes a client.

As the number of individuals who use social media continues to expand and social sales technologies become more sophisticated, social networks will become more crucial for product discovery and e-commerce activities. The moment has come to integrate your social marketing activities with your company's sales objectives.

From the following discussion about social media influence, we can understand how it can influence the consumer buying behaviour of online shoppers:

- **Social Proof-** Social proof refers to the tendency of humans to imitate and copy what other humans are doing on a hierarchical social level. It means following and doing things by getting motivated and influenced by others in a position of power in society. Social media has allowed this phenomenon to evolve and has caused the customer's differential buying behaviour and pattern.

- **Special offers-** Social media has many luxuries and exclusiveness to offer. It generally occurs in promotional techniques and methods such as discounted prices, exclusive products, special deals, etc. Social media is rather an inexpensive mode of reaching out to millions of potential buyers through this.
- **Product Awareness-** Social media can spread information rapidly. It helps the users of a certain product inquire about some difficulties or problems they face while the product representatives solve their issues. Since everything is done over a public platform, the non-users can easily understand the product and its drawbacks.
- **Social Influencers-** People tend to buy stuff as per the recommendation from someone they trust or believe has used the products. So, this is where the influencers come into play. They get sponsored to publicize the product, and general people follow these influencers to buy products due to social proof.

1.5.2 Is Social Media Impact is Uniform or Different?

Consumer purchasing behaviour is influenced by personal, cognitive, and societal factors. Personal characteristics related to an individual's interests and attitudes, which are influenced by their demographics & Psychological aspects, are determined by their attitudes & perceptions, including their capacity for information processing and their perspective on their requirements. Finally, social influences include one's peer relationships, socioeconomic level, and even the impact of social media. While each person's purchasing decisions are unique, everyone passes through what is referred to as the buying process (M, 2018). This process is continuous, with customers at any given step.

The process is uniform, but social media impacts differently on different consumers based on their social, personal & cognitive behaviour.

1.5.3 Direct & Indirect Impact of Social Media

(a) Direct Impact

Social networking has been shown to boost an individual's self-esteem. Because individuals can control the information that is disseminated via social networking, they prefer to provide favourable information about themselves to their network of friends. Such favourable information often generates positive responses, boosting one's self-esteem and ultimately resulting in various beneficial social and physical advantages. Wilcox and Stephen's (2013) recent study confirms the above finding and demonstrates increased self-esteem due to online social network use (e.g., Facebook). It is likely to destroy a person's self-control, resulting in more uncontrollable or extravagant behaviour such as unhealthy food choices and excessive spending.

(b) Indirect Impact

According to a study performed by Kozinets, Valck, Wojnicki, & Wilner (2010), Word - of - mouth has evolved as a result of advancements in communication technology, from the 'organic inter consumer influence model,' in which WOM (Word of Mouth) influence occurs between two consumers without the intervention of marketers, to the 'network coproduction model,' in which marketers directly prompt WOM with the active co-production of virtual consumer networks. Electronic word-of-mouth (EWOM) has become a widespread and important source of product information since the advent of online social media. Because the views of those with deep connections in the social network are especially influential on the sort of content given on the social networking website. The frequency with which one uses social media should indirectly impact the purchase of showy products through EWOM. The consumption of showy products conveys favourable impressions and status to network members, who then behave indulgently. Additionally, the EWOM about the acquisition of great things from other network users boosts the network members urge to spend more on conspicuous goods.

1.5.4 Impact of Social Proof and How Social Media Marketing Management Uses It

- **Shared Testimonials-** The marketers use short but descriptive endorsements from happy and satisfied customers. The testimonials showcase approval for the product and help in developing confidence. The new or prospective customer always searches for these testimonials to convince themselves whether to buy the product or not.
- **Case Studies-** Another way of increasing customer engagement is by introducing case studies. These case studies on social media are similar to testimonials but longer, allowing the company and marketer to show successful results.
- **Influencer Marketing-** The easiest way of utilizing the perks of social media is collaborating with social media influencers of the platform. They are helping in increasing reach and directly affect social proof.
- **Introduce Rating-** Stars and comments are the most used tools for instant feedback. Also, these tools help the customer to identify the benefits of a product and whether the product is worthy of their money, time & energy.

It brings us to our topic- Impact of Social Media on Consumer Buying Behaviour of Online Shoppers. The number of online shoppers has increased manifold over the last few years. People have grown to like the convenience of sitting at home and browsing the brands they like and consequently getting goods and services home. Online shopping websites and applications have completely changed the traditional buying and selling of commodities. People need not go to any market, mall, or departmental store to purchase products.

Similarly, the retailers have gone online by becoming internet vendors or e-vendors on internet-driven markets to sell and display goods and services. It is the modern era of shopping where technological advancements in social media play a critical role in defining how society perceives and behaves online. The primary function that social media plays in influencing and affecting online shopper's buying behaviour and perception regarding the products offered by the company or business organization. It

taps into the human emotion of seeking social validation and belongingness, so business organizations smartly utilize this as an opportunity to penetrate themselves into the communities formed over these social networks. Social media has given new businesses and small businesses a means to speed up business operations by exposing their business and products to a huge population of potential buyers.

Social media also encourages intimate relations between the business (brand) and consumers, which is not available with any other mode of marketing. The need for developing such relations is necessary in times when customer loyalty is very fragile. Due to competition and substitute products, consumers choose to shift to other brands if they do not like the services provided by the organization. Customers have started to get involved with developing products and have opinions on becoming more efficient in fulfilling their needs and aspirations. It has resulted in a greater level of satisfaction amongst the customers. In a much more traditional sense, marketing was confined to the conventional method of reaching out to the masses with the help of mass media channels, including television, radio, newspaper, magazines, pamphlets, catalogues, etc. The management of business organizations and brands used to display or print advertisements of their products attractively within these communications channels. But things have taken a turn for good. Since most people rely on social media for their entertainment and even their daily news, they have stopped using these traditional channels or have minimized the time they used to give on such channels. As mentioned, the screen time of the general public increased significantly, and all of their interests are now over the internet and social media. Social media has become a prime spot for marketing products. A tweet has a more significant impact and reaches when compared to twenty seconds of advertisement over the radio or T.V. channel. Many businesses are going online for the same reason and have shown a hike in their profits. Social Media has levelled the field and acts as an equalizer. Small businesses can outsmart corporate giants without huge investments and earn a name for their brand.

1.6 Types of users on Social Media

Consumer behaviour has always been analyzed when forming marketing policies and strategies. As the consumers and potential customers have gone online, the policies must become flexible and adapt. The online market is booming right now and will continue to grow significantly in times of global pandemic when going out for purchasing is not an option. There is a range of people on the internet who can be classified into; engagers, watchers, creators, informers, and networkers.

- Engagers are people who engage with the policies offered by business organizations. They are the ones with whom the business interacts first-hand, so they are vital to policy and strategy formation. Their movement and behaviour are studied extensively for this purpose.
- Watchers are the social media users who tend only to observe what is going on over the platform or forum. They generally do not directly contact the business organizations or brands but rather keep an eye on their workings and activities.
- Creators, as the name suggests, are the ones who create on social media. Their creation can be in the form of video logs, blogs, videos, articles, etc.
- Informers are the people on social media who perform the function of information sharing. They are the ones who spread the messages and policies offered by the brands. They do so by directly sharing the information over their pages, timelines, or community groups.
- Networkers are the back-end drivers of social media. They do networking and allow the spread of information via the designs so developed by them. Social media is driven by algorithms that use interactive tools like comments & shares to decide how much exposure the marketing policy and its advertisement are getting on the platform.

1.7 Discussion on Consumer Behavior

Consumer Behaviour on online platforms can be broadly studied as per the activities performed by these online shoppers. It can be related to their log-in

patterns and time spent on the platform (in the form of sessions), their likes and dislikes, the creators they follow, their interests per their clicks, etc. Also, other factors can be considered while studying consumer behaviour on online platforms, such as their level of trust, engagement time, privacy concerns, overall screen time, clicking on ads, following a hyperlink, and their response time, etc. These patterns can help in understanding consumer behaviour and how social media influences consumers. It can also be used to improve the efficiency and effectiveness of the strategies so implemented to conduct marketing activities (*The International Handbook on Innovation - PDF Free Download*, n.d.). Managers can use all the mentioned information to classify and categorize social media users to target different customer types based on their behaviour. The strategies need to be constantly changed so that they match the dynamic aspect of social media. Customer engagement is key to this. The changes made should be calculated and thoroughly evaluated as per the research conducted over the market, i.e., social media. It is a relatively new avenue, so a lot of trial and error would occur to devise a comprehensive strategy and policy. Consumer buying behaviour and their purchasing process are studied in this model. The consumer passes through five stages: problem recognition, information search, evaluation and selection of alternatives, decision implementation, and post-purchase evaluation.

- **Problem Recognition-** The consumer buying process begins when the buyer recognizes a problem or needs to satisfy.
- **Information Seeking-** The buyers seek information about the products offered by the companies by visiting retail stores, word of mouth, reading magazines, and other ways. Still, everything is over the social media platform. By doing so, the buyer gets general information about the market and the product they want to buy, leading to a well-informed purchase decision.
- **Evaluation and selection of Alternatives-** The consumer weighs in the pros and cons in this stage. They try to deliberate which brand to go for, what product to buy, the budget for the purchase, etc., and develop alternative courses of

action. After evaluating alternatives, they choose one that conforms to all the aspects and factors that affect their buying process.

- **Decision Implementation-** At this stage, the purchase decision is implemented. The buyer needs to choose specific items (brands) and specific outlets (where to buy). The decision can be three ways: a) simultaneously; b) item first, outlet second; or c) outlet first, item second.
- **Post-purchase Evaluation-** Post-purchase evaluation is directly influenced by the preceding decision-making process. Consumer involvement in purchase decisions marks 'the level of concern for or interest in the purchase.' It also highlights how much the customer has researched before buying the product.

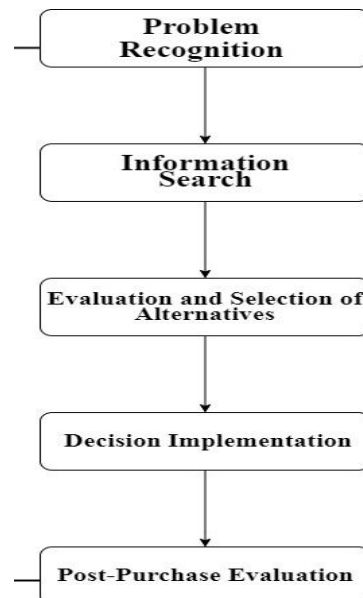


Figure 2:Marketing Decision Model

The above model is important for the managers in making marketing decisions. Not only the purchase decision is included, but also the whole buying process. It signifies that a customer passes each stage in the purchasing process. The model explains any purchase made while simultaneously analyzing the customer behaviour during the buying process.

This thesis discusses how social media marketing impacts consumer behaviour in online shoppers (in Delhi-NCR). Previously social media was looked at and worked upon for chatting and connecting; having said this, it has become an engagement platform for a number of companies who use it to target new customers and get a competitive advantage over others.

1.8 Problem Statement

The problem we face today is the excessive and exaggerated use of social media platforms by the customers, which has resulted in varying consumer behavior patterns when it comes to an understanding these patterns of online shoppers. The pandemic has resulted in a tremendous decline in customers who visit retail shops, supermarkets, and other stores to facilitate purchases. Online shopping and social media communities have also seen a significant rise in the number of users. Research has shown that the conventional means and channels used for purchases are being abandoned nowadays, and online buying has gained pace. People now prefer online shopping in the modern world, where technological advancements and new opportunities have caused many businesses to shift to online selling. We have also witnessed the growth of online shopping websites like Flipkart, Amazon, Snapdeal, Myntra, etc. This has resulted in a drift in trends in online shoppers' market and behavior patterns.

So, this thesis tries to find out how social media has changed the thinking & how many customers act who live in the area have taken into consideration for the research purpose. Along with what role does social media play in today's society's behavior in online shopping.

1.9 Research Statement

The thesis is quantitative, with its primary focus on exploring the impact of Social Media on customers' behavior, who prefer online shopping. Therefore,

Delhi (NCR) residents have been taken as a sample, and the research survey will be conducted in Delhi (NCR).

1.9.1 Purpose

The thesis has the following research purposes;

- To identify the influences that social media carry on the behavioral pattern of online shoppers of Delhi (NCR).
- To study the identified deviations of consumer behavior in regards to online shopping.
- To conduct a broad survey to collect data about this research thesis.
- To present a detailed analysis of the data collected.
- To ascertain the future of social media and its impact on consumer buying behavior/pattern.

1.9.2 Objectives of Research Thesis

- To study how influence of social media is different from other media.
- To measure the extent to which marketing on social media affects consumer decisions.
- To evaluate the various channels consumers prefer for buying decisions (online) over orthodox channels.
- To analyze and measure the impact of social media on consumer buying behavior.
- To study the consumer profile who purchase online through social media.
- To find out which are the influential social media platforms preferred by customers.
- To develop a model for online buying/purchasing using social media platforms.

1.9.3 Research Questions

- Does the use of social media sites and applications impact the consumer buying behavior of online shoppers?
- What factors affect the consumer behavior of online shoppers in Delhi (NCR)?
- What are the benefits that online shoppers derive from using social media?
- What are the implications of social media in our modern society?
- Which social media platform is more used?
- Which online shopping application/portal/website is more used?

1.9.4 Hypothesis

- There is a relationship between Social Media and Consumer Behavior.
- H0: There is no positive impact of social media on consumer buying behavior.
H1: There is a positive impact of social media on consumer buying behavior.
- H0: Consumers do not equally prefer all social media types/platforms for buying decisions.
H1: Consumers equally prefer all social media types/platforms for buying decisions.
- H0: Consumers do not prefer social media over traditional channels of marketing.
H1: Consumers prefer social media over traditional channels of marketing.
- H0: The age of consumers has no relation to buying behavior.
H1: Age of consumer has relation to buying behavior.
- H0: There is no difference between the behavioral pattern of online and offline shoppers.

- H1: Online shopping has remained the same as compared to last year. In terms of buying behavior.

1.9.5 Expected Results

- This thesis is expected to provide results related to social media analysis and factors that affect consumer buying behavior in Delhi (NCR).
- It would also give results about the implications of social media in 21st-century society.
- It would give a detailed output in the form of a report regarding the differences in behavioral patterns of offline and online shoppers.
- This research would benefit business organizations looking to expand and take their business activities online.
- It would also help small and medium businesses expand their user and customer base by understanding consumer behavior factors.
- Entrepreneurs can look at this research and develop new ideas concerning the use of social media for marketing purposes.
- This thesis also presents room for future work in marketing and social networking when using both these two things for commerce and trade.
- Social media marketing and the use of social media in general for carrying out promotions and advertisements is a booming field of work.

1.10 Social Media and its Role in Consumer Behavior

1.10.1 What is Social Media Marketing

In layman's terms, Social Media Marketing refers to the process of using social media for marketing goods and services offered by an organization or company. In the earlier stages of development and spread of social media as a marketing tool, it was considered for publishing and sharing information related to the product and social media for generating traffic on the e-commerce websites of the companies. The vast user base of various social media platforms is lured into visiting the websites.

A business can identify its position in the market via monitoring conversations and mentions on these social media platforms through- Social Media Listening and Engagement. It can also analyze the performance of the business by studying the reach and public engagement on the social platform through- Social Media Analytics. Not only this, the businesses can reach a particular or target audience with a combination of social-media-ads through- Social Media Advertising.

1.10.2 The five pillars of Social Media Marketing

Strategy- The first step in using social media as a marketing tool is establishing the goals that the business or organization wants to achieve by using social media. Some businesses use social media to increase customer engagement; some use this to enhance their brand awareness, while some organizations use social media to increase their sales (Zainol et al., 2016). Social media can also be strategically used as a channel to implement and form communities to improve customer services.

Once the goals are set, the next important strategic step is to choose the social media platform on which the marketing campaign would run. Generally, companies focus on Facebook, YouTube, Reddit, Instagram, Linked In, and Pinterest. Some of the other and relatively new platforms include; TikTok, Anchor, 9gag, Tumblr, and messaging applications such as; WhatsApp, FB Messenger, and Snapchat.

As the selection of social media is made, the next part of the strategy includes the content or information shared. It is where the market persona of the brand or company gets shaped as per the content, i.e., whether the content is informative or entertaining and how it will be circulated, which can be either in the form of images, website links, videos, or some other means.

- a) **Planning and Publishing-** The idea behind publishing is the same as what one does on their account on these social media platforms. You either share a post in the form of an image, video, links, blogs, or articles. The minute difference

between a business marketing and a personal account is the timing of the posts and the relevance of the posts. A business must post and share by predetermined plan, but also at the same time, the plan should not cause rigidity; rather, it should be inclusive of the latest trends and changes on social media.

The shared content should be pre-planned and should be in regard to the goals and objectives set at the preliminary stage. If one posts at the right time and at efficient intervals of time, it would increase reach, and it will help the business survive in the market and stay relevant for a longer duration.

b) Listening and Engagement- As soon as the reach of the brand or product of the business grows, the platform users would like, comment, and share the posts more and more. It would lead to better consumer and vendor relations. The vendor, or let's just say business, would understand the problems and needs of the customer. At the same time, the customers would be able to gain knowledge about the topic and keep their needs and aspirations related to the product in front of the business.

The business could interact with its customers directly and better understand the position of the brand or product. The business organizations to stay relevant need to promote the positive feedback obtained from happy customers while simultaneously solving issues of unsatisfied customers. For this purpose, listening and engagement become very necessary.

c) Analytics- Analytics is the process of deciphering how the current marketing campaign is performing over these social media platforms. Some social media platforms like Facebook and Instagram provide a certain level of analytics and statistics related to reaching. Still, one can also use additional computational tools to understand the marketing strategy's performance.

As the information is collected, a business could compare and match the current performance with the standards set at the planning stage. If there are small variations and a low frequency, it can be ignored. Still, if the deviations

from the standards are high with increased frequency, the developed strategy is ineffective. The business needs to recalibrate its strategy and plan accordingly.

- d) **Social Media Advertising-** With the help of social media advertising, a business or an organization could increase its reach more than what they have as followers. However costly and is suggested only when there are funds to spare or a separate fund is made for this purpose. Businesses can use this feature to target a particular audience, which is segregated based on age, gender, interests, and behavior. It is an effective way to run ad campaigns that too in bulk and can be a means to compete with other brands well.

1.10.3 Relation between Social Media, Marketing Strategy, and Social Media Marketing Strategies (SMMS)

Social Media is the place where organizations interact with customers as well as customers interact with other customers. So one thing is necessary, if the strategies are being developed, they must be regarding such relations in the social-online domain. As of now, there is no clear definition related to the framework and structure of social media marketing. The main reason is that each organization carries different quality and quantity of resources. At the same time, the existing social platforms have diversified reach and somewhat different user experiences and policies. A rigid plan or strategy that would work on each platform for every organization is very difficult to formulate. It is difficult to point out a legitimate social media marketing strategy framework because social media is unpredictable and highly dynamic. Things and trends change quickly and swiftly. Resources and plans which work today may not work tomorrow (Soegoto & Utomo, 2019).

To understand social media marketing strategies, we must first compare the roles of social media, marketing strategy, and then social media marketing strategy under the following concepts:

a) Resource

- Social Media is responsible for resource integration. Many people and their personal resources come to light through social media, which can then be shared and used as per the users' desire of that particular social media platform.
- Marketing Strategy is responsible for resource allocation and using advanced resources. Special strategies are developed to make the best use of available resources & also strategy which is selected is correlated to the goals that are to be achieved or can be achieved via proper allocation of these resources (*The Ultimate Guide to Social Media Marketing Strategy!* – Mageplaza, n.d.).
- SMMS is responsible for using and integrating allocated resources with customer-owned resources. The main theme of using social media as a marketing tool is to capitalize on social media's features and use them to integrate consumer resources with organizations that promote healthy symbiotic relations.

b) Purpose

- Social Media began as an online community-cum-forum where people from across the globe, belonging to various cultures and ethnicities, could meet and share their experiences. The main purpose of social media was to interact and connect.
- Marketing Strategy is a tool developed by business organizations that helps gain a competitive advantage over other businesses. It is a way to use the resources more efficiently to boost the desired outcome.
- SMMS is similar to marketing strategies that are currently used in the market. Still, this marketing strategy is not traditional and is used to generate, integrate, and reconfigure social media resources to achieve

specific marketing objectives (Holpers & Edenkrantz, 2021). It requires specific planning as well.

c) Nature

- Social Media is more for recreational purposes and a means to do something in leisure. Nature has shifted over the years, and now it has become a source of entertainment, income, and content sharing. Social media orientation is not related to transactions; rather, it is related to relationship building.
- A marketing Strategy is a specially designed plans which are made to achieve some goals or objectives. These marketing strategies can be brand-oriented or product-oriented. They are generally devised to either increase sales of an existing product or to spread awareness regarding a new product. The orientation of this is transactional.
- SMMS is both transactional oriented as well as relation-building oriented. It can create relations via social communities and brand-customer engagement while simultaneously converting this established relationship into a transactional relationship.

d) Scope

- Social Media has the very basic scope of interconnectedness, interrelation, and interaction. It has also given rise to content sharing features, running an online business, intriguing advertisements, special events, etc.
- Marketing Strategy has the main scope of increasing profits and ensuring the product reaches the masses. Many different alternative methods can be adopted as per the available resources to achieve the main objective of marketing the product. It is different for different organizations, but marketing strategies are consequential to establishing long-term customer relations and spreading product information.
- SMMS has the scope of customer engagement. Social media marketing strategies are carefully and smartly developed plans that can utilize the

data generated from customer interaction in making better products and understanding what the customer base wants. It identifies needs and works to fulfill those needs.

e) Role

- Social Media has the role of recognizing different customer motivations and having a better understanding of social media brand-related activities.
- Marketing Strategy has the role of enhancing long-lasting customer relationships by delivering value as deduced from surveys.
- SMMS has the role of capitalizing on social media interactions and customer engagement to generate marketing resources.

1.10.4 Types of SMMS

- a) Social Commerce Strategy-** This strategy works on commercial or exchange-related activities influenced by users' or customers' behavior and activities over social media platforms. These behavior patterns are induced regarding needing recognition, pre-purchase activities, purchase activity, and post-purchase activities studied. With the analysis pattern & individual activities on the social network, a plan is devised strategically that incorporates all factors about customers' buying and selling habits on these social networks. However, these strategies do not have much room for customer engagement but are a one-way channel. It works to attract customers in the short run but is ineffective and neglects customer interaction in the long run.
- b) Social Content Strategy-** This social marketing strategy uses 'content' as a means to attract customers. Instead of promoting the product, this strategy focuses on creating relevant content based on the customers' needs. Most of the content which is distributed and posted over social media is informative and educational. It is a two-way communication channel where the organization shares the content, and the customer sends feedback on the content. According to the feedback received, the business decides on the next steps in action. The

data generated over the customer-customer interaction is used along with customer-owned resources such as net assets.

- c) **Social Monitoring Strategy-** This social marketing strategy is based on monitoring through a listening and response process via which the social marketers interact and engage with customers. The Marketers try to study the behavioral patterns through comments and likes generated over the posts. In this way, they identify mistakes and develop strategies to overcome the identified errors and problems. Thus, this social monitoring strategy is two-way communication. It utilizes the customer behavior data to listen, learn, and react to its customers. It helps to increase the satisfaction levels among the customers. This type of SMMS emphasizes carefully listening and responding to customer problems and queries.
- d) **Social CRM Strategy-** This marketing strategy of SMMS combines the social media dimension with that of CRM. It derives benefits from these two aspects of the business. Customer relationship management has the advantage of gaining trust and support from the customers and data related to the behavior and patterns of the online user. On the other hand, social media attaches the advantage of social engagement and interaction to this strategy. The social CRM strategy is responsible for developing a channel where customer and organization interactions are facilitated through the technologies present with social media. It integrates customer engagement with the customer relationship data to develop a strong strategy to market the product.

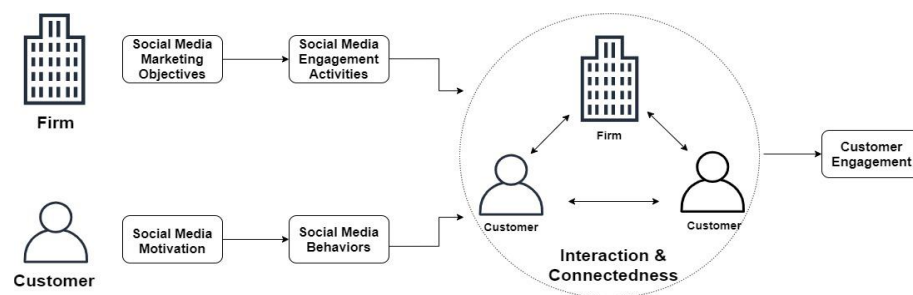


Figure 3: SMMS Model

1.10.5 Factors that Affect Consumer Behavior of Online Buyers

- a) **Customer Satisfaction** refers to the positive psychological stimuli that a person receives as soon as their need or desire is fulfilled. Satisfaction is a state of comfort and peace that a customer feels because they no longer desire a particular thing and can finally fulfill the next desire or need to be fulfilled. In other words, if the real experience is higher than the pre-meditated expectations of a customer, i.e., if the interest to purchase a product is more than the sacrificing value (cost). The level of satisfaction is very high. Customer satisfaction is not bounded just to the act of purchasing; rather, the real experience can be felt throughout the product life-cycle or until the consumption of the product stops.

Thus, it becomes very necessary that the customer demand to fulfill the immediate need and continue to provide satisfaction in the future. Most of the firms try to remain relevant in the market by focusing on the ability of their product to satisfy the customers successfully. In online shopping, customer satisfaction can easily be undervalued as there is very little genuine interaction between the seller and the customer. The customers have varied satisfaction levels for the same products. So, there is always an immediate need to make sure that the customer who is purchasing online get satisfied, and at the same time, the firm sees that no other problem arises while the transaction is in process. If the customer remains unsatisfied, they may become impatient and share their unhappy experience on the social platform via posts, comments, ratings, messages, etc., and may demand better post-purchase services. This altercation on the social platform may lead to loss of goodwill and customers and loss in market share. It helps to identify the market leaders and check the competition in a dynamic online domain. The public is very vocal on social forums and religiously rate their satisfaction, which both help the customers who want to get an opinion on the product. At the same time, it also helps the business organizations identify what things work and what things do not work in a product.

b) Product Quality- Any business to do good in the market must provide quality enriched products. If the product quality is below average, the returns to the business will also be below average, especially when the customer focuses primarily on the quality of the product. At the same time, the online competition in regards to providing better quality that too at low prices helps a business shine in the online trading domain. The product quality comprises all the salient features and special characteristics, making it unique and the best choice to satisfy a need. The options available to the general customer base are very diverse and large compared to two decades ago. Customers nowadays demand products with unique selling points and give maximum satisfaction as per their worth. We can say that the product quality for a customer constitutes features and characteristics of a product and durability, reliability, guarantee, and self-perceived notions about the product.

In online shopping, the customer is limited to available product information, which is generally shared by the company or an e-vendor. Potential buyers tend to form their perception about the products with the help of the information before them and the experiences shared by previous users. The quality of a product is something a business organization cannot neglect. In modern times of social media, the competition is tough and perfect, wherein the customer is exposed to the spectrum of resources provided by companies worldwide. The customers of a product share their experiences and rate the goods and services that they have bought in the past by criticizing the quality of the product. The more they share about the product, the better formulation of perception for the product can be done by other potential customers (Yadav, 2012). It also helps the management of a business organization evaluate and discuss the quality of their product and how they can be improved while simultaneously conforming to production norms.

c) Quality of the Services- The services provided by any business must be of top-notch quality for them to make a place in the market while simultaneously

showcasing the need to continue satisfying their customers. These services can be categorized as per the time they occur; pre-purchase services and post-purchase services. As discussed previously, the concept of satisfaction states that product satisfaction can be increased if the product keeps on satisfying the person who bought the product even after some time has passed since the purchase was made. Services may include interacting one-on-one, clearing doubts, being polite in understanding customer needs, repairing, maintenance services, warranties, installation, guarantees, cashback offers, special privileges, etc. These services are also called 'product support services.'

In online shopping, the buyers may belong to a remote location thousands of kilometers away. It becomes a difficult task to ensure proper services to such customers. Still, if the services are not up to the mark or the customers believe they are victims of partial behavior, they may raise their voices against the business firm over social platforms. Services are closely knit to the goodwill of the brand and help the business firm gain control over the industry in which they deal if they are successful in providing prime quality of services. Online buyers tend to share their experiences regarding the product or purchase. Keeping this in mind, the business firm emphasizes a great purchasing experience and tries to give great services to their customers. They try to compensate for the lack of intimacy in closing a deal and forming relations while conducting transactions.

- d) Perceived Value-** In this context, perceived value means how a customer looks at the product's utility based on the expectations and what is received. The difference between perceived costs and benefits makes up the perceived value, which is generally different for different customers. A lot of customer perception is based on the preferences of the people. These preferences are swayed as per the activities performed over the social media platform. So we can say that perceived value is the value of service or utility the customer receives in place of what they expected to receive from consuming this product.

In online shopping, the customers perceive the products more and form their idea of what the product will be like only by reading the reviews and seeing the videos and images of the good or service videos and images. The business firm must provide potential customers and surfers with proper and up-to-date information about the product. When the customer receives the product, they do not get disappointed and feel unsatisfied. Social media plays a vital role in shaping people's opinions regarding a particular product. It is a common aspect of product endorsement online as potential buyers cannot touch, experience, or see the product up close.

1.10.6 Interrelation of Social Media, Brand, and Consumer Response

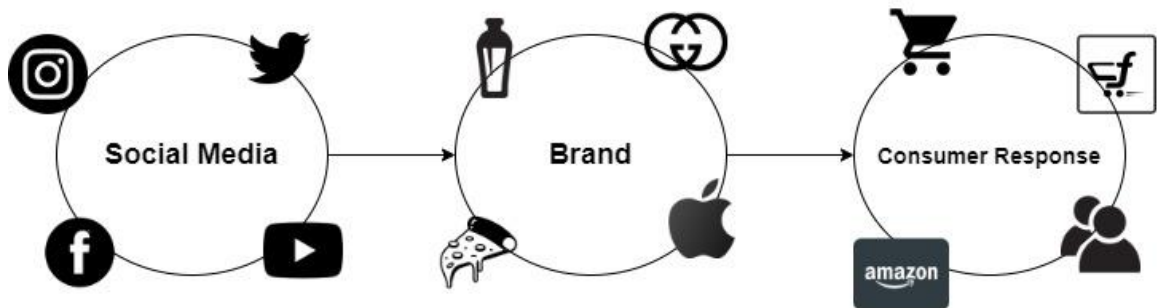


Figure 4: Interrelation Framework

i) **Social Media Dimensions**

- a) **Interaction-** The essence and foundation of social media are based on the idea that social media provides an informed and well-designed platform for active communication and interaction. It has been proven that if the level of interaction is high when conducting a transaction, all the parties involved with the transaction feel heard, resulting in greater satisfaction. Interaction is the key element that a business must look upon to better understand the customer's needs. While on the other hand, interaction enables a buyer to openly express what they desire from the product, their expectations, and their need to satisfy. Social media gives room for discussion and encourages active participation via

open communication channels. A brand interacts with the potential buyers in an online domain via sharing content in the form of posts. The customers can give feedback to the business and inform them about how they feel about the product. It forms a two-way communication bandwidth where customers send their queries and thoughts regarding a product by either direct messages, comments, liking or disliking, rating, and retweeting & resharing.

The interaction can be either; content-based or profile-based. Content-based interaction on social media can engage people via comments, discussion threads, and messages. The main purpose of this is to increase the connection with the users. On the other hand, profile-based interaction is more individual-centric than a whole group. The main purpose of this type of interaction is to make sure the target audience connects with the information/content sharing. Business and their brands have to post unique content, but at the same time, they should also keep themselves interactive. As interaction rises, the customers form a relationship with the brands, giving them a sense of belongingness and brand loyalty.

- b) Entertainment-** Social Media not only provides space for active interaction but also is a means of entertainment. Many influencers and content creators regularly post content in images, blogs, or videos over social media platforms. The content is generally available for everyone, but sometimes the creators can create their communities and ask people to join them by subscription or by purchasing special privileges. Since the number of creators and consumers is very high across multiple platforms, the content created is also diverse. People with different preferences can join communities or social groups depending on their respective interests or the type of content they want to consume. Business organizations partner up with entertainers, influencers, and content creators to maximize their product's reach. Also, this sponsorship helps the creators financially while the other creators looking for monetary benefit get inspired from this and produce more desirable content. This chain of events helps create

better quality content while each party gets something or the other out of the interaction.

Entertainment over social media platforms has increased at a great scale. The convenience of accessing content is cheap, and various content has caused people to use social media platforms more and more. It has also led to a rise in consumers and businesses on these social networking sites and applications.

- c) **Custom-** Online operations give one more advantage of customizing the websites and the profiles as per the user's preferences. The business entities can change and customize their profiles & websites to please the customers and users who either visit their websites or their profiles. The more attractive and vivid the page is, the more time spent on the page by other users. It also helps in maintaining proper and uniform traffic on the site. If brands customize their pages and sites, it gives rise to a unique style and a unique identity. People will be easily available to identify the brand and differentiate the brand from other brands. Customization helps a business construct a separate social persona, and it brings in new users who get curious to know more about the product.

The message or content shared by brands and business organizations can be categorized into two; broadcasted content and special customized message. Broadcasted content is for everyone, whether they are subscribed members or not. It is generally used to broadcast new information about an existing product or spread awareness about an upcoming good or service. Some business organizations use this feature to distribute posters and memos to invite people to an event. However, a customized message is a special invitation or information memo for special members or subscribers, or followers. It is used to give out benefits to a selected few. The targeted audience is pre-determined, and then the social media team sends them the message that can be in any form and can be used for many different purposes. Some brands use this social media feature to reach out to their most loyal customers via special greetings and designed messages and seek information from them in return for some exclusive and prime benefits or perks.

d) Word of Mouth- In social media, word of mouth refers to consumer-to-consumer interactions over social networking sites. These interactions are generally discussions that include discussion about various brands. In social communities, people put their opinion in posts or comments about their experiences of using or consuming particular good or service offered. Other users who are part of that community acknowledge such posts and comments where they write comments either in favor of the post or against it. Different consumers may have different opinions and experiences related to the same products. People who hesitate to buy the product refer to such interactions and get a clearer idea about its features. After making the purchase, many of the customers share this information about the transaction and the services they received. As this happens, other social community members start to form their perceptions and develop expectations regarding the utility of that specific product or, say, brand (Chen & Xie, 2008). Sometimes people are doubtful about the website or the product or the associated services and do not want their purchase to waste. To avoid such a situation, they discuss the product with other people who have previously purchased it and are either consumed or currently using it.

Electronic word of mouth can be categorized as; opinion giving, opinion seeking, and opinion passing in online shopping. The people who seek opinions are prospective buyers for business organizations. They seek information from others. Opinion givers are those people who are already a consumer of the product offered by a business. They share their own experiences. Opinion passers are those people on social media who share opinions of other people with those who desire opinions or information. They do not generally have their own experiences, and sometimes businesses appoint special people who work as opinion sharers and clear doubts of opinion seekers. These businesses need to please an opinion-giving section of the society because they have the power to sway others. Any negative product review may lead to extensive losses for the business firm. Opinion sharing, on the other hand, is

e) **Trends-** Since the time spent on social media is very long, people tend to get their daily news from social media. There are many informative communities and pages, news forums, and websites that help a general online shoppers keep themselves up to date with the latest trend and gossip about brands and businesses. Many business organizations use social media to share information, and customers like it because they do not need to go elsewhere to get information. One more reason for people turning to social media as a source of news is because some independent journalists and writers share their work and findings. Hence, people on social media actively avoid consuming news from corporate-controlled communication channels.

In online shopping, the trend set by social media can be understood by categorically dividing the activities as; pre-purchase information, surveillance, and seeking specific knowledge. The pre-purchase information relates to the information shared over the social media platform about a product. The pre-purchasing activities include reading product reviews and comments to make a more informed decision. The pre-purchase analysis also helps weigh the pros and cons of a product before making the final buying decision. All of this information is generally available on the community bands. As the name suggests, surveillance is a monitoring activity wherein the main idea is to keep yourself updated about all the things happening over social media platforms. Short tasks of observing targeted communities or following an existing trend can first predict the next trend. It may also help the business development resources that can be used in framing a marketing strategy. Knowledge is that segment of trend activity in which the customer or business tries to learn about the services and goods offered by some other business. The customers may conduct such trendy activities to analyze the money worth of the product they are planning to buy.

In contrast, business organizations use this activity to gain information about the strategic plans followed by their rivals. They develop assumptions as per the knowledge gained and get an edge over others. Seeking specific knowledge is

different from surveillance activity as surveillance of every other product and brand are monitored, but knowledge-seeking is done by keeping a certain objective in mind.

ii) Brand

a) Brand awareness- Brand awareness forms and contributes a major part to the brand's equity. Awareness here means how much information is available to prospective customers. The general knowledge level amongst the customer base has a lot of significance. Whether to buy or not buy depends on whether the customer is well informed about a product. People tend to buy those items about which they know what that product can do and how it does that. They need this rough image in their head as the business firms pitch their products to them. It also helps in understanding where the brand exists as far as market cover is considered.

In other words, brand awareness can be associated with the ability of a normal customer to recall a particular brand as soon as the brand domain is discussed.

b) Brand image/goodwill- Brand image or goodwill is the name and fame of the brand. If the product and other services rendered by the business is of superior quality than other similar brands, then the brand with better quality will have more name in the market. However, it is important to factor in the possibility of image being formed by the collective mindsets and perceptions of the customers. These customers are persuaded over social media platforms to gain a better reputation in the market. The name and fame of a brand decide how well the brand is performing. It arises as an interdependent chain, i.e., a better image leads to more sales, and more sales lead to a better image. The common perception of people on social media is that the more one brand or topic is trending, the better it is.

iii) Consumer Response

- a) **Loyalty-** One of the major consumer responses to brand equity is their loyalty towards a brand. Loyalty can be defined as a wholesome attachment that a customer develops because they need to be satisfied perfectly by that particular brand. It is a behavioral response and is not something random. The customer chooses which brand they want to stay loyal to as per their convenience and level of knowledge. It can be termed under a psychological, behavioral pattern that a customer follows to ensure no limitations or restrictions regarding the satisfaction level and no product utility is wasted.
- b) **Preference-** It refers to the preferred brand. Customers tend to prefer those brands and products about which they are aware. They are hesitant when trying out new brands. The brand's preference depends on how much the customers know about the brand and how they feel about it. Brand preference is generally studied and surveyed by asking simple questions like which brand the person would select from the given list of the brand. The brand that is elected most often is declared the preferred brand for a particular product. However, the preference of the online customer is prone to drastic changes, and the preference does not remain the same for a long duration. Rather, the preference keeps changing depending on factors like the consumer's mood, previous experience with the brand, influencer suggestions, rise in price, declaration of offers, etc.
- c) **Pricing-** The brands preferred in the market or those on top of the trend study are priced differently from other brands. Social media can make the users pay a special hiked price for a brand under premium pricing. It does so by creating a perception that it is alright to pay a premium for a product in the customers minds. The premium price is when the customers are actively and willingly ready to pay to get the brand as per their preference and liking. It can be much higher than the similar brands which deal in the same products.

1.10.7 Social Media Analytics

- a) Social media analytics is a method of collecting and computing statistical data derived from analyzing the functions and activities performed over social media

platforms. It allows the business organization to remain competitive in the market.

- b)** It does so by developing strategies and marketing plans to implement on social platforms to gain an advantage over other businesses. Their plans become more target subject-oriented, and they decipher what all should be advertised as per the needs and requirements of the customers (Yang et al., 2013).
- c)** Social media analytics gather information from various platforms like Facebook, Reddit, YouTube, and Twitter which are the domains from where data can be garnered easily. These data sets are information related to consumer perceptions, competitors, products, brands, and the customers' personal information.
- d)** Social media is a place where people openly express their experiences regarding a brand. The analytics team tries and quantify the data so that it can be analyzed and some meaningful information can be drawn from them. However, this could be seen as an unethical practice by some people.
- e)** Such social media marketing analytics give real-time feedback and outputs to modify and make the implemented plans more flexible. It thus also helps in making decisions quickly and in a well-informed manner.
- f)** As per previous research conducted in the year 2011 by Yang and Kiang, it was concluded that social media marketing analytics refers to developing techniques and tools to monitor and evaluate the activities of individual users.
- g)** The study of social media analytics leads to better results in increased customer engagement, improved marketing strategies, well-informed consumer service, and increased brand awareness in the market.
- h)** One of the most useful features of using social media analytics is that it promotes innovations. Business organizations can use the derived information to make changes to their product as per the feedback received or change their plans and strategies. Business organizations use these tools to change their products in selected areas and dimensions to reduce costs.

- i) Social media Analytics comprises managing three important areas of online business management: customer management, performance management, and process management.
- **Customer Management-** Customer management is defined as the process wherein the business organization uses certain practices, methods, and application tools to manage its relationship with the existing customer base or with possible and prospective future customers. The customer's management practice and process are different from normal customer management techniques in social media and online shopping. In this type of customer management, the traditional methods (like sending text messages, e-mails, sending catalogs, providing exclusive coupons, and telephonic conversations) are interlinked to sustain an online user base via new methods (like live chat, special mentions, giving extra privileges, pushed notifications, influencer partnerships, and interactive content) which are the customers of the organization. To execute the plans and carefully select the appropriate customer control channel, the business must have information regarding the customers and social media analytics help provide all that information. The available traditional knowledge of customer behavior is combined with the intelligence shared by social media analytics to present better detailed and on-point knowledge to the business. It enables business organizations to gain more control over their customer base. The content generated by the customers over multiple social media platforms is used to secure an advantage over the business rivals, and it improves their existing customer knowledge.
 - **Performance Management-** In basic terms, performance management is related to monitoring and controlling the performance of the business. It involves the development of structural designs and tools that enable a check on the activities performed by the business organization. It has another role of establishing a secure and efficient channel of communications for the business organization members as every task is performed under the supervision of the members of the business firm. Any undesired variations or any deviations are

communicated through the channels. It helps in accessing more control over business activities. Social media analytics gives these online business organizations additional information and data sets that help them frame better policies of control and monitoring. Social media analytics also provide information about the current efforts of the business activities and the results of the policies currently being implemented over the online domain. Since the number of social networking users is very high, the computational benefit of social media analytics makes it easy to keep a check on relevant customers. It promotes a management system that looks out for potential and prospective customers out of the millions of existing users of these various online social media platforms. Social media analytics help in garnering information about the deviations in performance, but it also suggests a real-time solution for the deviations to be corrected. This advantage gives the business firms an edge over their completion, and they become capable of taking a relevant competitive course of action.

- **Process Management-** Process management refers to the ability and capability of a business firm to withstand the complex procedures and processes involved in its online functions. It marks the development of a process or methodology wherein the business manages its key elements and functions. The process management aspect of social media analytics also uses the data sets generated over some time. These data sets are complex in terms of their variability but are apt, making their analysis easier. Further, the data is generated in real-time as per the functions and activities or any work performed by e-commerce businesses over social networking sites and applications. All generated data is put into a framework of data allocation and resource building to achieve prime flexibility and diversity when performing over online platforms. At the same time, social media analytics allows the business process to develop frugality and a certain degree of speed. It ultimately results in efficient process building and leads to lower process management and conduction costs. The process may involve many different elements and characteristics, which generally are

different for different business organizations. The special insights provided by social media analytics can be used along with varied business processes to innovate new metrics or some advanced form of measuring tools that would better control the process management functionality.

1.10.8 Factors Influencing Online Shoppers

- a) **Perceived Risks**- Perceived risks refer to the preconceived negative notions that a customer forms, resulting from factors the customer is not confident about. Customers in a general environment of market consider online shopping much riskier than that of shopping done personally by visiting a retail store. The perceived risks amongst the customer base are a key component of e-commerce that directly influences an online shopper's behavior. Let's look at how the business corporates look at the perceived risks of customers. We understand that they try to interpret and make sense of such behavioral patterns to manage the customers and provide as per their needs. Breakdown of perceived risks in the market can also benefit the marketing managers in developing strategies and plans to run over social media. People get an idea about the product and brand according to their activities and attitude over social networking sites. The discussions and comments and the ratings over social media also contribute to the level of perceived risks.

In simple terms, customers who perceive the risks to be lower tend to buy more. Their purchasing activity is very frequent and continuous. It happens so because this category of people associates fewer negative consequences with the purchase process and the product or service they want to buy. To vividly understand this, we can categorize the perceived risks into product risks, privacy risks, and transaction-security risks. Product risks are perceived risks of the customers related to the goods or services bought or rendered for a price. The product can never be examined thoroughly in person in an online scenario, which raises the customer's doubts. The concerns and risks are generally related to product quality. Privacy risks are those perceived risks of the customers that

relate to the buyer's privacy concerns. People are skeptical about involving themselves in online shopping because they feel that their data is not safe. If they interact online to buy something, it might lose their data or expose their data. Transaction-security risks are those perceived risks of the customers related to the security of the online transactions. Many of the customers are not fully aware and informed about the process of executing online transactions. It makes the online shoppers feel that they cannot trust online transactions, and if they tried, their money would be lost to some technical glitch.

b) Service Quality- One of the major factors that influence online shoppers is the available security services offered by a particular online e-commerce website. The customers want their needs to be satisfied as soon as possible, but they do not want to be rushed into buying something that they do not desire or something which they will regret later. The customers want a healthy and contentful pre-purchase as well as post-purchase experience. Business organizations also try to expand the services they offer to retain their existing customers. Sometimes they also try out new services to attract new customers. Service quality offered is directly related to the success of a brand. Since most services are offered remotely in online shopping, the quality of services is prone to a natural downfall. If the services are of top quality and the service management systems take care of each customer's wants, then that customer is pleased with the brand. They would then share their experiences which will become testimonials of excellent services offered by the business.

If all the dimensions of a good purchasing experience are not thoroughly examined, that will lead to the failure of marketing strategies over social platforms. Once the online business organization loses its credibility on social media platforms, it might incur huge losses. In the past couple of decades, the e-commerce field has undergone drastic changes, and there has been cut-throat competition present in the market. Researches show that reliability is an

important factor for online customers, whereas customers who prefer offline modes of shopping are the most important factor.

c) **Consumer Resources-** One of the factors that arise from consumers themselves and directly influence the online shopping behavior of that consumer is the resources available to them or with them. Consumer resources available to individuals are different in every individual case. It has become difficult for an online business organization to keep track of the availability of consumer resources. These consumer resources are a mixture of various elements that support or acknowledge the online shopping experience. It may include the availability of computers, smart gadgets, knowledge about e-commerce websites and applications, accessibility to the internet, skills, etc. In today's latest time, the number of online shoppers and traffic over e-commerce websites is very high as the users have smartphones which turn them into potential customers. Social media plays a very big role when it comes to knowledge about consumer resources. Individuals share their information over social media sites and applications, which can be used to identify the prospects of the business and brands in the communities formed by the individuals. We suspect that there has to be a positive relationship between the resources available to the customers and the adoption of online shopping. The existing perceptions of both online and non-online shoppers must be taken into account when devising a strategic plan for e-marketing. One of the easiest ways to tackle online shopper's perceptions is to monitor their social media activities. Still, it is a somewhat difficult and time-consuming process in the case of non-online shoppers.

d) **Demographic Variables-** The demographic variables pertain to the demographic structure sensitive to change in the long run. The demographic characteristics are studied and analyzed to deduce why the consumer makes an online purchase and in which category that particular consumer belongs. The online purchasing frequency is directly related to the demographic variables and

characteristics of internet users. The demographic characteristics enlist the contents of the population, i.e., what elements are present within the demographic structure. The characteristics define what type of population is being studied and help to frame a hypothesis and draw related conclusions. For instance, the demographic variables and characteristics suggest the gender ratio, age, profession etc. of the individuals necessary to account if the researcher wants to generate accurate results. In general terms, it is observed that the demographic content of social media users comprises a relatively younger user base. Most of them are females with an inflated screen time. These individuals also carry a rich amount of money in their pockets. All these factors create optimum fractions for the adoption of online shopping activities. We understand that the younger age group is much more involved in online shopping than the older generation. One reason for this can be the knowledge level and familiarity of concepts, which is low in the older generation and high in youngsters. As discussed previously, the availability of consumer resources and a steady and high level of income contribute to the ease of adopting the online shopping facility. The more people get educated about online shopping, the more they would choose and prefer online shopping. Social media helps in increasing the knowledge of its user base related to the internet and its advantages.

- e) **Diversity-** Customers online shopping behavior and patterns are easily influenced by the availability of customs and a wide variety of goods and services. Customers who go for the orthodox mode of purchasing a product are limited by the tangibility and physical restrictions of stores and the product brands offered by them. There is a limitation of geographic factors as well. Say, a person would not travel too far away for a product that would only satisfy their urges and desires for a short period. Similarly, a person would avoid spending too much money in just accessing the goods or services. As the cost of a good or service rises, so does a customer's expectations too. The traditional buying model confines the customer to a designated area of exploration and limits them

to the available resource. There can be instances where the individual might feel that they are not satisfied even though they make a purchase to satisfy their needs.

On the other hand, online shopping provides so much variety and class-different products to customers who are just a click away from exploring the different alternatives and choices available to them. Online shopping has this as its unique selling point and attracts more and more online shoppers. If there are various products, the customers can compare and choose the best possible product. It can increase the satisfaction levels of the customers. Many social media websites collaborate with online e-commerce websites and offer various brands to the users present on the social media platform. Customer choices depend on a variety of goods and brand demand and attribute differences present with brands.

- f) **Price Choice-** One of the fueling factors that influence the behavior of online shoppers is the price choice that is available to them. The customers tend to look for the best possible opportunity cost of a product that they can get. For this to work, they conduct personal surveys by surfing the websites of e-commerce businesses and via social media, where the individuals share their experiences related to a product. The customers generally look for the lower buying price of a product that is present in various brands. They do so to make the most desirable economic decision, and they do not want to spend more than what is required for a product. As mentioned, they rally out to different e-vendors who deal, if not the same, at least similar products. Preferably, customers are price sensitive (for normal goods and services). The demand for different prices from different individuals results from perceived prices that these individuals develop. They look for prices that would justify their own perceived prices, and for this, they go about various retail vendors present. We can assume that better deals on prices lead to a significant positive effect on online shoppers' consumer behavior. Availability of better prices has always been and will always be the

best feature of online shopping because the price change directly affects the buying pattern. The customers may also consider brands and products they previously disliked or did not know about it. Due to the peer pressure of social media, online shoppers also buy goods and services as soon as the price bracket falls into their fund or income availability.

g) Convenience- Online shopping carries better prospects than average traditional methods of purchasing goods and services because of the presence of an easy and comfortable buying experience. Suppose the customers can sit back at their homes on their beds and conveniently purchase goods and other services they want to be rendered; they would always do so. All the things they want or need are available at a click, and they do not need to switch stores, visit big departmental stores, or even wait in queues for their turn to access a product or special service. The convenient shopping experience is of the major factors which prompt customers to adopt online shopping. It also has a deep and lasting impact on the behavior pattern because they will always prefer more options, variety, and even more convenient experiences. The customers are exposed to various products, brands, and services that they would have trouble putting their fingers on in the normal course. After proper evaluations, they also have ease of comparison and can make the best possible economic decision. Customers generally prefer e-commerce websites and shopping applications because they are convenient and user-friendly. They also allow a custom filter and sorting option that makes the shopping experience a comfortable experience. In-home online shopping's convenience can be categorized as; reduced physical movement and efforts, reduced shopping time, more options for the customers—immediate response to advertisements, and more chance of impulsive buying for the business organizations. We could assume that there is a positive interrelation between the customers and convenience.

CHAPTER 2: LITERATURE REVIEW

CHAPTER 2: LITERATURE REVIEW

We perform a review of the published literature available for further understanding of the topic and to get an idea about where our research thesis stands. The existing literature is scarce, so our research thesis will fill into if not all, most of the dimensions regarding the interrelation of social media and behaviour patterns of online shoppers.

Table 1: Research Comparison

Ref.	Year	Contributions	Results	Drawbacks
(Dennis et al., 2009)	2009	This paper is an amalgamation of research on consumer behaviour and patterns followed seamlessly by online shoppers. It presents definitions of e-shoppers and the factors which affect or influence the behaviours of e-shoppers.	The paper tries to develop an e-model to present the behaviour of e-shoppers regarding marketing done on e-commerce websites and other social platforms. It suggests exploration possibility of research in the field of e-interactivity, which was ahead of its time.	<ul style="list-style-type: none"> • This paper is discursive. • The paper only offers itself as a link to other researches. • It does not present new findings in the field.

(Vinerean et al., 2013)	2013	This research paper tries to highlight the impact of social media marketing techniques and methods on the consumer behaviour of online shoppers. It makes use of a survey conducted on 236 social media users. It tries to explain that the marketing strategies can be altered depending upon the customer or user preference to show better results and influence users positively.	The study results show that online social media users can be categorized into different groups as per their activity level. The research also represents how specially designed marketing advertisement campaigns can directly affect the buying behaviour of a social media user.	<ul style="list-style-type: none"> • The sample questions were not synced, and there was a very low response. • The sampling technique was unsystematic. • The survey does not include factors like gender, age, class, etc. • The sample constitutes the university people and does not give an idea about other places.
(Barajas-Portas, 2015)	2015	This research aims to identify the influence on brand perception due to online consumer interactions on	It paves the way for experimental marketing strategies. It also argues that social networking sites are an	<ul style="list-style-type: none"> • The sample population chosen constitutes mainly college-goers, so it

		social networking sites. It tries to present a model for the evaluation of brand perceptions present within online customers. It also showcases the dimensions of brand perception and uses these dimensions as a scale.	appropriate and efficient location where marketing strategies can be implemented. At the same time, it presents different marketing strategies regarding social media sites. The model accounts for multi-dimensional phases instead of an isolated solo feature.	cannot represent the whole population. <ul style="list-style-type: none"> • It does not consider the impact on buying intentions. • The brand perceptions are assumptions, and the research does not relate them to the actual status of brands.
(Bharucha, 2018)	2018	The research was conducted to determine whether social media can influence the purchasing pattern or influence the consumer behaviour of the younger generation, who	The research findings clearly suggest that consumer behaviour is driven by the information available to them, which the consumers use to make decisions. Social media is the prime	<ul style="list-style-type: none"> • The rural population has not been considered. • The research was done in Mumbai, so it cannot account for the whole of India.

		are part of the general consumer population in India. They conducted a survey analysis of 145 consumers belonging to the age group of 16-30 years.	source of information for them, and at the same time, it gives a platform for business-to-customer interactions.	<ul style="list-style-type: none"> • It is prone to the limitations of the survey questionnaire. • The response concentration is not gendered equal.
(POTURAK & SOFTIĆ, 2019)	2019	The research paper had the main purpose of finding out and investigating the role of social media in the spread of ‘electronic word of mouth.’ It tries to present e-WOM as an influence in the formation of brand equity and intent of purchase. For this purpose, a survey was done, and 300 data sets were received.	The results highlight that consumer buying intention was directly related to user interactions and word of mouth. The brand perceptions of the local bands also were formed due to the influence of online interactions.	<ul style="list-style-type: none"> • The researchers do not create or choose one specific user account on social media. • It does not inform which social media site has the most influence on consumer behaviour. • It is not associated with a region or a certain industry.

<p>(Sundararaj & Rejeesh, 2021)</p>	<p>2020</p>	<p>The research paper does an in-depth analysis of consumer behavior. It also tries to explore why and how the customers change their behavior patterns as per their social networking sites. The study brings forth the factors that influence behaviour and tries to inter-relate and compare the quality of customer review and behaviour. It reviews the identified changes in quality and behaviour intensively.</p>	<p>This research paper informs that review analysis of the customer reviews is a very effective tool to process information about the customers. It is the easiest and the most convenient way of data collection. At the same time, the experiment results include the fact that the customers are prone to follow whatever there is in the review section of a good or service irrespective of the person reviewing the product. Product review is suggested as a means to garner quality information.</p>	<ul style="list-style-type: none"> • It focuses mainly on customer reviews, but the reviews cannot be justified as accurate or without any conflict of interest. • The model does not account for other variables. • Only a few of the data was illustrated. So accuracy cannot be justified.
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<p>(Garg et al., 2020)</p>	<p>2020</p>	<p>The study is informative research on the use of social media analytics. It informs how the data is generated on social media platforms and how business organizations can use this generated data to develop their business strategies in real-time. The data is a mark of all the social media activities performed by the users. The study tries to establish a relationship between social media analytics, business performance and customer engagement.</p>	<p>The research paper results in the interrelation and interdependence of social media analytics with that consumer engagement. It helped in understanding how business performance can be increased by increasing customer engagement. It successfully identified a positive relationship between customer engagement, business performance, and social media analytics backing.</p>	<ul style="list-style-type: none"> • Not every item from the literature review is included in the study. • Only the Indian retail and IT industry are studied, while they have not been compared with others. • It is not apt to generalize the study as it does not consider other regions.
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The literature on digital marketing and its impact on online consumers has been compiled and researched. While handling a research subject, it is essential to review pertinent literature in order to create possible goals and hypotheses. With this objective in mind, the examiner researched relevant empirical and conceptual literature to gain a thorough understanding of the concepts and the recommendations and conclusions offered by many researchers. Academicians and researchers have conducted numerous inquiries into and examinations of the elements affecting consumer purchasing behaviour, and as a result, various sorts of variables have been distinguished. Different authors have classified these aspects into various kinds and categories, as a few authors write on a variety of internal and external factors. Additionally, some of them will be classified as personal, societal, or psychological. Despite the fact that different writers have categorised the variables differently, they have the same reach and objective. Online shoppers' behaviour is influenced by a variety of cultural, social, personal, and psychological aspects. These elements are unpredictable and beyond marketers' control, yet they must be considered when attempting to comprehend the intricacies of customer purchasing behaviour.

Additionally, the perspectives voiced by various researchers regarding gaps in their studies gave sufficient evidence to move in a particular direction. The pertinent studies have been compiled and presented in this manner for this purpose.

Mangold and Faulds (2009) recommended that social media (sometimes referred to as consumer-generated media) be viewed as a hybrid component of the marketing tools and thus an integral part of an organization's integrated marketing communications strategy. The purpose of this research report was to compare the new digital paradigm of social networks with the old promotional mix elements that have been gained and developed over the last century. Additionally, the authors discussed approaches that may be useful for marketing managers in determining consumer-to-consumer conversations that can influence the market to a greater level than ever previously. For example, the role of social media allows Procter & Gamble (P&G) and General Electric to develop consistent communications with their 126 market locations, as social media

enables businesses to communicate with their customers and facilitates customer contact. Because consumers have rapid access to information at their own convenience station for making purchase decisions, social media combines the qualities of classic IMC tools with unique modes of communication. Customers benefit from social media because it enables them to contact hundreds and thousands of other consumers quickly and easily, and this consumer-to-consumer communication is not regulated by society.

Lee (2009) investigated the effect of online reviews on customer purchasing intentions using the Elaboration Likelihood Model (ELM). He discovered that online user evaluations with a strong argument and high quality (supported by facts) are more effective than emotive and low-quality reviews. When a product has a high volume of reviews, it increases its popularity and purchasing intent. Additionally, highly interested individuals/consumers focus their purchasing decisions on the quality of user evaluations. Nowadays, e-women has surpassed all other communication channels in terms of influence, as online customer feedback is often regarded as a legitimate source of information about a product or service. The study established that online review is a critical communication route that influences product sales. The researcher discovered that the quality of the arguments in online product reviews had a beneficial effect on purchasing intention. Additionally, many product reviews demonstrate the product's popularity among consumers and increase the likelihood of consumers purchasing.

Gupta et al. (2009) surveyed 208 users to ascertain the influence of friends on purchases made through a social network. According to the polls, middle-status members (40 percent of total respondents) have a moderate level of connection with other users and a significant beneficial effect on purchases. Members with low status (48 percent of respondents) are poorly connected on social media and have little or no influence over their purchasing decisions. Members with high standing (12 percent of respondents) are extremely well connected but have a detrimental effect on society.

Munoz et al. (2009) conducted a study to determine the primary determinants of online purchasing behaviour and to compare and contrast the online shopping behaviours of three distinct groups of customers. The research used publicly accessible data on

Internet users from the Spanish Statistical Institute's 2007 Survey on the Equipment and The use of Information and Communication Technologies in Households. They modelled purchases online that used a set of response variables related to each respondent's demographic and web profile. A multinomial logit model comprising three categories was used to reflect the scenario of online shopping participation (buyers, browsers, and non-Internet shoppers). The empirical investigation revealed that the three customer groupings behave significantly different when it comes to their use and acceptance of the Internet as a purchase channel. The computed elasticities for each group revealed that the effect of the variables considered varies by segment. According to the empirical findings, the future expansion of B2C e-commerce in Spain will be dependent on Internet penetration, consumer familiarity with computer and internet use, and individual trust in the Internet's security. These findings show that providing customers with secure Web technologies and outlining the role of online trade will increase their adoption and willingness to engage in e-commerce.

Nielsen (2009) conducted a global survey of 38 markets and over 2100 respondents and discovered that more Indians are purchasing online. According to the report, online shopping is growing in popularity worldwide. A major finding of this study was that India outperformed its global counterparts in terms of monthly purchases, with an average of 5.2 purchases compared to the global average of 4.9. In India, online book shopping is closely followed by online aeroplane tickets, with 35% of individuals making them. Nearly 24% purchased electronic things, while over 20% purchased clothing, music, and electronic entertainment such as films, DVDs, and games. In India, the most advantageous method of payment for online transactions is using credit cards, followed by rapid payment-on-delivery. Online shopping in India is poised to accelerate further, as an increasing number of manufacturers and suppliers incorporate the Internet into their sales model. As PC and internet usage increases, the key to growing online commerce in India is to remain in the marketers' hands.

Mahmouei (2010) aimed to elucidate the significance of social media in viral marketing. He believes that social networking sites have developed into a significant tool for affecting public opinion on virtually every business element. Individuals have been able to transmit marketing messages to other users via viral marketing, which has resulted in the exponential growth potential of the message's influence and visibility. Delivering messaging has a significant impact on customer awareness. A web-based group is another component that contributes to the social network's motivation. It demonstrates effective control over user-generated content. Individuals are compelled to join a social network via peer pressure. Consumer opinion-sharing websites may be an excellent vehicle for businesses to convey their message and increase brand awareness via embedded viral marketing methods. Consumers and marketers can now easily sign up for social networks and viral marketing. As a result, marketers must concentrate their efforts on those websites and create viral content to maintain customer interest in their companies.

Halimi et al. (2011) examined client attitudes toward online purchasing and the variables that influenced them. The study's primary objective was to gain a better understanding of customers' attitudes toward internet buying. Thus, this study presents and empirically tests a model of online buying attitudes among Singaporean undergraduates. The purpose of this study was to determine the effect of factors affecting consumers' attitudes toward online purchases among Singaporean degree holders. According to the researcher, the proposed model evaluates the impact of consumers' perceived utility, perceived ease of use, privacy concerns, and security, as well as product attributes, on their views toward online buying. To do this, primary data were gathered using a questionnaire delivered face to face to a random sample of 100 university students in Singapore, and secondary data were gathered from internet database sources and previous similar academic studies. The link between the variables was examined using correlation and multiple regression. The findings revealed a substantial correlation between perceived utility, perceived simplicity of use, security, and consumer attitudes toward online buying. Additionally, there is a significant but negative association between 39 customers' privacy worries and their attitude toward

online purchases. Finally, no correlation between product attributes and customer attitudes about online buying was discovered in Singapore.

According to Singh and Kaur (2012), Internet users in India are expected to reach 230 million by 2015, accounting for approximately 20% of the entire population. However, Indian customers are less interested in purchasing goods online because they cannot physically feel and touch them. The researchers discovered that the majority of internet buyers are men who are well educated, married, and have a good economic status. The researchers conducted a study of 500 urban women in Punjab to ascertain their online buying habits. The findings indicated that respondents prefer to shop online for a variety of reasons, including access to all purchases, accessibility to worldwide products; time savings; and ease of product comparison. According to the survey, young women are much more likely to make online purchases than older respondents. Additionally, internet customers face concerns about privacy and security.

Dodrajka and Goel (2012) cited NASSCOM data indicating that around 60% of Indian web users are between the ages of 19 and 34. Men account for over 80% of Internet users. According to estimates, the average person spends ten hours per week on the Internet and earns more than six thousand dollars per month. Over 55% of these Online consumers live in towns having more than 40 lakes. They surveyed 100 respondents from various socioeconomic strata in Delhi NCR. Only 50% of respondents expressed complete confidence in the integrity of Internet services. 49% of participants are extremely satisfied with the prices of things available on the Internet. 44% of those surveyed report purchasing online on a somewhat regular basis. 42 percent of respondents indicated satisfaction with online purchase after-sales service and delivery. Seventy percent of respondents believe that Internet marketing saves them time. According to the poll, the most often purchased things online are cell phones and electrical gadgets. Marketers must instil confidence in the efficient and secure delivery of products, information, and grievance resolution in order to improve and increase consumer interest.

Prajapati et al. (2012) identified both motivating and impeding variables for online shopping. Consumer decision-making is influenced by factors such as security, lack of time and money, etc. Gender is also considered when analysing how people perceive their online purchasing preferences. To attain this purpose, a questionnaire was emailed to respondents, and a survey was also done in person with respondents. Following that, a multivariate statistical analysis was performed. According to research, consumers prefer to obtain information via the Internet and would prefer to visit a store physically. Our Indian traditions & rituals also have an effect on consumer preferences. According to the report, Internet usage is increasing among Ahmedabad locals. The most compelling reasons to shop online are time savings and ubiquity (products are available 24*7). Similarly, for the majority of consumers, Internet browsing, video, and interactions with colleagues are their top sources of information regarding online purchasing. Apart from existing online purchases, customers who intend to use online buying in the future place a premium on transaction security. Thus, if online shopping service providers plan to promote online shopping usage, they should beef up security measures.

Kanwal (2012) prepared a questionnaire in three Punjab cities, namely Jalandhar, Ludhiana, and Amritsar, with 450 respondents to ascertain customer expectations and views regarding internet transactions. The results suggested that the majority of respondents in the age bracket 36-45 years (44.6%) were predisposed to be early adopters of internet shopping. Male respondents (55.3 percent) were found to be more receptive to online shopping than female respondents (53.7 percent), who were found to be non-adopters. The majority of adopters (48.9 percent) were postgraduate degrees with yearly pay between Rs.20,000 and Rs.30,000. Respondents who spent an average of 5-7 hours a day on the Internet were found to be avid online shoppers. Additionally, factor analysis was performed to decipher the many causes of respondents' adoption or non-adoption of online shopping. Four aspects have been demonstrated to be significant: Price Sensitivity, Convenience, Product Variety, and Easy Payment Options. Consumers assume that bringing payment cards to the store entails risk and is thus pointless if the identical goods can be purchased from the comfort of their own

homes. Consumers who are educated are aware of what appear to be straightforward online shopping procedures. Consumers' primary concern is the dependability of certain websites, as they must supply their credit card information in order to make online purchases (Pookulangara & Koesler, 2011). The investigation concluded that the mentality of an Indian customer remains the same when it comes to personally see a thing before buying it, which presents a mental barrier for online shopping.

Shopping online rather than in a regular shop can be a more environmentally friendly option. Online shopping may have a lower emission than in-store purchasing despite the delivery trucks. According to a 2013 MIT research, internet buying might produce less CO₂ than conventional shopping in certain circumstances, and most of the consumers prefer online shopping to traditional shopping. The research on social media usage and online buying behaviour is mixed. For years, online merchants have realized the value of social media, but they have not fully grasped the link between social media and online buying behaviour. A previous study, for example, shows that social media has limited influence on online buying, with only 0.34% of transactions recommended by social networking sites, according to IBM data from 2012 and 2013. When people only have so much time in a day, every time spent on social media reduces the amount of time available for online shopping. However, social media is frequently utilized for consumption-related activities like discussing recent acquisitions or promoting sale items. Individuals are exposed to consumption-related knowledge when they connect with their social media platforms. That contact enhances the number of items that a person is exposed to and reduces the amount of time they need to conduct online research before buying a product. The study's findings analyzing the association between social media usage and online buying imply that both possibilities are correct: social media has both pros and cons for online purchases. Because the more a person utilizes social media long time, the more they purchase, social media and purchase are connected. Consistently higher social media use was associated with a higher chance of buying items online. The more social media a person utilized, the more online purchases they made and the more diverse merchants they purchased. Furthermore, individuals who spent the most time on social media had distinct online buying

behaviours. The higher the variety and number of things purchased by participants on social media, the more probably these commodities were 'an impulse buy' products.

Ashish et al. (2013) examined the effect of client participation on a firm's social networking site on a key indication of the customer-firm relationship's volume, customers' buying visit, or purchase frequency. They also looked at the moderating effects of media action & client characteristics. Additionally, they evaluated the impact of customer engagement on a critical metric that contributed to the investment income outcome, namely customer profitability. They employ a quasi-experimental design that combines PSM and DID analyses to rule out consumer self-selection difficulties related to social media engagement and the strength of the customer-firm connection as evaluated by visit frequency. Customer engagement via social media appears to promote customer purchasing visits. Additionally, their findings indicate that this effect is more significant for a larger level of participation on the company's social media site. Additionally, they discover that the effect is more substantial for customers who spend more on high-end products and have a lower purchasing focus and transaction sensitivity. They find out that these outcomes also benefit customer profitability.

According to Goyal (2014), an increasing number of people are connecting online. Nonetheless, it is a common occurrence for consumers to discover offers online but make purchases offline. The inverse tendency has already begun, with buyers getting a sense of the goods in stores but purchasing online. 35% of respondents indicated that they conducted offline searches and made online purchases. However, 47% of responders act in the opposite manner. They conduct research online but make purchases in stores. This implies that consumers continue to use online sources for analysis and price comparison but are more comfortable purchasing things in stores. According to the researcher, 53% believe shopping online can supplant small, family-owned, and popular businesses, while 40% feel it can substitute shopping malls. Shops and shopping malls invest a significant amount of money in rent, store maintenance,

décor, atmosphere, and staffing. The majority of these fees are avoidable in an online game. According to the report, the massive discounts offered by e-tailers put shopping centres and brick-and-mortar retailers under intense competition. With a rising number of individuals making online purchases, shops fear they may cease to exist if they cannot pass on the discounts offered by e-tailers.

Kumar and Sinha (2014) evaluated the correlational effects and discovered that there is a large positive correlation between age and customer attitudes regarding online purchasing. However, the study found that older consumers are less interested in shopping online. The study's objective is to assist internet merchants in strategizing their sales and consumer traffic by age group. Similarly, to the trend of online consumers with varying levels of education, the findings indicated a solid positive link between education & attitudes about online purchasing, implying that a more significant education level makes online shopping more appealing. There is a very high positive correlation between income and consumer attitudes about internet buying. According to the findings, the most persuasive and enticing element among the four was web design offering opportunities. The next most critical factor is convenience. Time savings and security are other essential considerations, particularly when purchasing online. The majority of respondents recognise the safety of internet shopping.

Ngai investigate the correlations between consumer reviews of products and marketing variables such as product price and how these interactions develop as the Internet or consumer review websites gain widespread acceptance. This study illustrates that the correlations between marketing characteristics and customer online-posting evaluations are distinct at the early or mature stages of Internet use, based on data from three main consumer online review sources collected between 2008 and 2015 (Ngai et al., 2015). For example, when consumers began to use the Internet, prices were found to be adversely connected with the tendency to write a review. However, as customer usage Internet developed, the link between the product's price and the number of online user comments took on a U-shaped pattern. On the other hand, when it comes to the

relationship between product pricing and consumer ratings, the earliest years show a U-shaped relationship between price and overall customer rating, but this correlation becomes less significant over time. Such distinctions between the two stages of Internet usage could be explained by the fact that various groups of consumers have distinct reasons for submitting online reviews.

We begin with (Barajas-Portas, 2015), a research study conducted to understand the concept of brand perception, which is relevant in the market in the form of customer preferences. The study tries to associate brand perception with online customers to that of their activities over social networking sites and applications. They try to state that most of the customers' perceptions or drawings regarding a particular brand or e-commerce business, or a vendor are influenced by the social interactions that occur in the communities of social media platforms. The customer-to-customer interactions are a cause for this. The paper discusses brand perception and social media's role-related literature and analyses, then available data and findings on the topic. The research then proposes a model under the research method where it establishes; factor, code and item. The factors were functional perception, reputation, affective perception, brand experience and interactions. The survey analysis was done, and the authors used varimax rotation as an analysis tool. The research results show that business organizations should pay closer attention to their activities on social media as it influences how a customer perceives the brand of that business firm or company. It suggests how marketing strategies can be based on extensive research of the data generated due to digital or online interactions. The interactions and activities over social media platforms can act as agents that form the brand image and help gain a competitive advantage in the long run. The limitations of the study include that it does not consider the impact on the intent of buying. At the same time, the research study focuses on brand perceptions and does not compare or relate it with actual positions.

The way we get our daily news has changed dramatically due to social media. Because it is handy to read, many individuals choose to obtain their news through applications on their phones. With the rise in the usage of digital media as a source of news, it's

worth considering if print media may eventually become obsolete. Print media became a main source of news during the following 600 years or so. Over the last ten years, an increasing number of print media businesses have moved away from conventional print and begun publishing news on digital platforms like Twitter, company websites, Facebook, and Instagram. Younger generations appear to be spending more time on social media than reading printed publications. Humans have become inactive as a result of technological advancements. The print media business has suffered as a result of news being captured and shared on social media platforms. “Average daily circulation decreased 7%, the highest since 2010,” according to a newspaper story. This decrease was completely attributable to a 9 percent loss in print circulation, while digital circulation grew by 2 percent. The reduction in Sunday readership, like with weekday circulation, was attributable to a drop in print circulation, which dropped 5% while digital increased 4%.” The best part is that marketing firms are anticipated to spend \$540 billion on advertising globally in 2015, with a 15.7 percent increase in digital media spending. The scary part, however, is that marketing money in television, magazines and newspapers are on either the decrease or displaying a failure to thrive profits, providing much further proof that print media may be on its way out.

Here I am citing a case of a Jordanian female consumer highly impacted by “social Media” for online shopping to support a study to support social media influences online shoppers. According to a study on social media given by the Arab Social Media Influencer Summit (2015), 86 percent of young adults between the ages of 25 and 35 are active on virtually every social media platform available. Jordan has the highest Facebook and WhatsApp use rates in the Levant, with a high level of usage and engagement among young people. The purpose of this research is to examine the impact of social media marketing among Jordanians, namely females, and how it boosted their impulsive purchase of goods through a social media network. The researcher used a quantitative method and disseminated the questionnaire to a total of (400) female participants, creating a suitable sample for the study. Additionally, the research discovered that marketing on the internet, particularly social media, has an effect on female consumers, causing them to make snap choices to purchase an item depending

on the source of the advertisement. That is, women are drawn to purchasing things online and using the tools provided by social networking websites such as commenting and reviewing because they allow them to express their emotions and become more conscious of the object they are acquiring rather than the purchase process itself. In terms of the scope of impulsive purchasing that the researcher used in the current study (website quality, hedonic, trust, variety seeking & situational variable), the findings indicate that each of the aforementioned variables contributed to individuals' increased level of impulsive purchasing behaviour. Additionally, the study discovered that the most important variable across all dimensions is 'variety seeking,' with a value of $R=.772a$. The present study's findings suggest that variety-seeking is evident in the social media-based marketing strategies with the highest R value; this conclusion is consistent with those of Sundström, Balkow, Florhed, Tjernström, & Wadenfors (2013). This is supported by the fact that marketing via social media promotes brand switching, bringing plans and tactics to almost every business. As a result, consumers may discover various deals for various brands. Given the nature of women, which seems to be a desire to change & try every brand available, it's reasonable to conclude that social media increases impulsive buying among women.

Paward et al. (2015) examined the disparities in graduate students' online shopping habits and the factors that influence their purchasing decisions. The study used a structured questionnaire survey to collect data from 246 students enrolled in four colleges in Satara, Maharashtra state, India. The aim of this paper was to analyse the elements that influence online shoppers' and non-shoppers purchase decisions in terms of total benefit and demography. The study discovered a substantial correlation between gender and management students' online purchasing model. The study examined demographic characteristics affecting both online shoppers and non-shoppers online shopping behaviour. It observed that the majority of male students with a business background whose parents have sufficient money engage in internet buying. The findings of the hypothetical tests revealed a substantial correlation between the parent's career, household income, and the amount spent on the internet shopping. Additionally, there is no significant relationship between the educational attainment of the samples

and the amount of money spent on internet transactions. The findings indicated that respondents with a stable economic background tended to prefer online purchasing.

A Goyal (2015) conducted a review of prior research on several aspects of online purchases. This paper contributes theoretically to our overview of the existing status of internet buying and provides data on customer behaviour and preferences when it comes to online purchasing. This subject will contribute to the dissemination of knowledge regarding the evolution of online shopping websites and the issues confronting online retailers in the Indian industry. Finally, the researcher concluded that with large-scale global investment, the development of specialised category e-commerce enterprises, and the entrance of global competitors/brands, India's e-commerce scene appears to be quite bright. India, along with China, is one of the fastest-growing e-commerce markets in the Asia-Pacific area. With increased internet penetration, the adoption of smartphones, and decreasing data rates, the way India shops is undergoing a dramatic transformation. Along with classic online retail and lifestyle formats, emergent online business categories such as classifieds, real estate, the food market, and health care have grown in popularity and will continue to do so. Consumer thinking and buying habits are evolving at a breakneck pace. Online shopping will grow more prevalent in the next years. Taking advantage of the changing landscape currently, e-Commerce companies have identified a very lucrative opportunity and are exploring ways to capitalise on it. The government should support indigenous industries while simultaneously encouraging FDI in that sector.

Binoy Mathew (2015) examined the existing buying habits of Indian consumers and noted that experts predict that e-commerce will become a mainstream phenomenon among consumers in the future years. The commercial enterprise model of Indian e-commerce is making a full circle return to its origins, though the infrastructure has changed, and with it the size & understanding of the market. The participants are progressing toward a theoretical account with which they did not begin; consequently, the assumption is that they've had definite solutions to the model's complexity and not just a me-too jump. The purpose of this study is to examine the shifting patterns in

Indian customers' online buying behaviour in the clothes market. Consumers were first hesitant to purchase clothing online due to the numerous limits. However, the market has overcome many of these barriers and increased customer confidence in online buying. E-commerce has risen dramatically in the apparel business during the last two years. The study's findings indicate that the Indian fashion online apparel business offers a wealth of opportunities. However, capitalising on these opportunities and transforming them into company value needs a comprehensive understanding of the company, from fibres to online fashion shopping. Beyond sales, marketing, merchandising, and category management, online fashion businesses must conduct thorough research into upstream and associated industries. Online garment sellers in India must constantly rebuild and realign their business models to satisfy the shifting needs of this changing marketplace (Sivanesan et al., 2015). The possibility in the online fashion industry is enormous, but it is only available to those who can envision the future and remake themselves in the legislative process in order to face associated obstacles. Retailers are anticipated to invest heavily in internet marketing, despite the fact that rural areas are largely unaware of online buying options. Additionally, they should minimise costs, reach out to their clients and target markets, develop long-term relationships, make apparel available anytime, at a low cost, and of higher quality, and improve sales. According to the author, we are now living in a digital age and as a result, we must keep up with new trends in online apparel shopping and where new norms are established over time; numerous challenges evolve, and we must keep up with new updates in the market while also delivering happiness to our clients. The researcher stated that online retailers operating in India bear a significant obligation to keep their clientele informed about a variety of services. E-commerce is the fastest expanding business and is ripe for innovation. The variables that have a significant impact on online clothing shopping are the facilities, the time factor, the offers, the advertisements, the price, the services, the impact on the economy, and the ability to adapt to new changes. Because these variables all impact changing trends in online apparel shopping among Indian consumers and have an effect on the economy, these factors will have a massive effect on changing trends.

Islam & Rahman examined the primary elements that influence consumers' purchasing motivations when shopping online or via e-commerce. To do this, multiple researchers' models were analysed. On the basis of the available literature review, a Consumer Online Behaviour Motivation Model (FFF Model) has been built and suggested (Islam & Rahman, 2016). They proposed that future research can use the suggested factors (F), filtering elements (F), and then filtered buying behaviour (F), (FFF Model) framework as a starting point for empirically examining the 37 factors. These factors affect the online consumer purchasing process and for interested researchers throughout the relevant field of inquiry to examine the suggested model.

Joseph (2016) did a study on online purchasing in India and discovered that consumers accept online shopping for various reasons, including convenience, price and feature comparison, and ease of comparison. Additionally, client happiness can be increased by enhancing online transaction security. Social media can be used to improve customer acquisition. Customer-friendly websites might encourage customers to return to online purchasing sites. They discovered that consumer pleasure is directly related to post-purchase behaviour. As a result, prompt procurement of products and services with adequate standards is required.

According to a study by GlobalWebIndex in 2018, 54% of social surfers utilize social media to seek items to purchase products, which reflects our survey outcome. More shoppers are logging on to social media sites to read reviews and suggestions. As per our study, the recommendation is given by the persons and a maximum of the products are purchased to their family members, omitting the self-shopping. Proving that the research by Lyfemarketing in 2018 reveals that, 71% of customers who have had a favourable social media encounter with a business are inclined to suggest the brand to their family members and friends. Connecting with clients on social media platforms has a beneficial influence on online purchasing.

P. Kalia examined the moderating impacts of household (e.g., shopping frequency) and product (e.g., sensory nature) characteristics on domestic brand loyalty, fidelity, and price sensitivity for grocery products purchased through online and offline channels.

They discovered that, in comparison to the offline channel, households are more brand loyal but less price sensitive in the online channel. Brand loyalty, size loyalty, and price sensitivity all have a strong correlation with household and product characteristics. In the internet channel, light online customers demonstrated the highest brand recognition and size, but the lowest price sensitivity. The internet channel's heavyweight marketers seemed to have the lowest brand loyalty and size, but the best price sensitivity. On the offline channel, moderate online shoppers expressed the most price sensitivity. For light online buyers, the gap between brand recognition & online price sensitivity was the biggest, whereas for heavy online shoppers, the difference was the smallest (P. Kalia et al., 2018). For both food & sensory products, offline and online variations in brand loyalty, size loyalty, and price sensitivity were more significant.

Sachin et al. (2018) attempted to examine the impact of Facebook textile purchasing behaviour in the city of Jaipur. Primary data from 70 respondents of various ages were collected and analysed for this purpose. The survey revealed that Facebook has a considerable influence on the online purchasing behaviour of clothes in Jaipur and on the e-commerce websites that consumers frequently use. The study investigated and concluded that Facebook had an effect on people's apparel buying decisions through data analysis. Facebook is a famous social networking site that is frequently visited by residents of Jaipur. In a single day, people spend a few hours or more on Facebook. People primarily use this social networking site for recreational purposes and to stay in touch with their friends and families. However, whenever they want to pass the time and surf Facebook, they are also drawn to advertising adverts for clothing. They feel that not all Facebook advertisements are fraudulent. They are trustworthy. They are also motivated to shop online when using these sites. They spend most of their time on Flipkart.

Additionally, they believe that using this platform keeps their knowledge far more current than directly visiting the market. Thus, the authors found that Facebook has a favourable effect on consumer garment purchasing behaviour in Jaipur. Traders have an excellent potential to attract new clients through the use of Facebook. They could

design their promotional operations and promote their schemes and ideas in such a way that they can affect a wider number of individuals.

Kaur discovered factors influencing the internet purchasing behaviour of two distinct customer groups in the United Kingdom and Turkey. These variables include culture, socioeconomic status, reference group, family, salary level & wage independence, age, and gender. As a result, their behaviour is distinct. These distinctions become more nuanced when two distinct customer groups from different nations are addressed. Because this was an online study of customer behaviour, an online questionnaire was constructed. Online data gathering methods were preferred. The findings of this study will benefit marketers seeking to penetrate the Turkish and United Kingdom markets, as well as those already present in the market who wish to retain their clients' loyalty (Kaur, 2019). The study of the quality of online shopping websites as a significant factor influencing buying behaviour was outside the scope of this inquiry.

Changchit et al. (2020) discovered that customer perceptions of online shopping vary by individual and are limited to a certain extent by the availability of sufficient connectivity and the consumer's exposure to online shopping in a survey of students at Madras University & Madras Christian College. Consumer perceptions vary according to personal variables such as age, gender, and so on. According to the report, young adults aged 20 to 25 are more likely to engage in online shopping, while middle-aged and older adults are less likely to do so. Additionally, it is discovered that the majority of people who shop online purchase books since they are lower than the market price with various rebates and incentives, followed by tickets (railway, movie, concerts) (Changchit, 2020). Additionally, the survey reveals that the price of products is the most influential factor in online purchases, followed by the security of the products and their guarantees and warranties, the delivery time, the companionship report, the privacy of the information, and the attractive description of commodities.

Based on the study by Statista, India's total retail ecommerce is expected to increase by 23 percent through 2021, with electronics and clothing being the biggest chunk. The maximum products purchased by our respondents are electronic items. The same was

conveyed in the previous study by Statista. The greatest place to buy electronics is online. Clothing is still a big seller on the internet. Electronics, clothing, health and food supplies, cosmetic products, household goods, apparel, jewellers, novels, toys and computer games, handcrafted goods, and subscription services are among the other things in great demand among online consumers (Ahmed, Muhamma[1] M. Ahmed and U. Farooq, "Effects of Social Media on Youth," no. January & Farooq, 2021). Consumer electrical items such as computers, tablets, laptops, and cameras may all be purchased on e-commerce websites. India is anticipated to be the world's fifth-largest fast-moving consumer market by 2025. The basic study hypothesis is that consumer satisfaction in online purchasing is directly dependent on the following factors. They are safety, availability of information, delivery, quality, cost, and duration. People's opinions on internet shopping are that it is safe to do so; all one has to do is double-check the site from which they are purchasing. Only two out of ten customers (21%) say they feel extremely safe purchasing online. In our study, 16 out of 152 customers (10.9%) feel extremely safe in online shopping. Our study implies that Amazon is the most used online shopping website. Acknowledging the point, every study recognizes that Amazon appears to be the marketplace king. It is improving by introducing new choices each day. Whatever the products one is looking for, whether it's home items, gadgets, apparel, books, or furniture, everything is available in it. Amazon provides same-day or one-day shipping on some of its items. It's no surprise that it's India's top online shopping platform.

Per capita income in Delhi, India, FY 2012-2019, published by Statista Research Department released in 2021. In that financial year 2019, the projected per capita income in India's capital, Delhi, was about 358 thousand Indian rupees which are approximately equal to our annual study income by the respondents, which is INR 3,49,899.47. Since the financial year 2012, the income per capita in the union territory of Delhi has consistently increased. According to the Economic Survey of Delhi 2019-20, which was submitted to the Delhi Assembly, the per income per capita of Delhi is expected to be \$3,89,143 in 2019-20, which is about triple times the national average of \$1,34,432 in 2019-20. Furthermore, although accounting for just 1.49 percent of

India's population, Delhi's contribution to national GDP has grown from 3.97 percent in 2014-15 to 4.20 percent in 2019-20. The preliminary forecast of Delhi's Gross State Domestic Product [GSDP] at current valuations for 2019-20 is projected to reach 8,56,112 crores, representing a 10.48 percent increase over 2018-19.

According to Pew Research Centre study, the people in the age group of 15 – 24 spend most of their time on social media, and then the 25-34 age group people uses the most, further people belonging to the 35-44 years age group uses an average which is similar like the study by Pew Research Centre, 2021. It acknowledges that 84% of 18 to 29-year-olds in the United States are active social media users. This percentage drops somewhat to 8% for individuals between the ages of 30 and 49 and 73% for those between 50 and 64. Adults in the United States aged 65 and up use social media the fewest. Emerging adults remain the generation that uses social media the most and has the most smartphone accessibility. On the other hand, Tablets are more popular among the elder age. Baby Boomers are also crossing the digital divide and are getting more comfortable with social networking sites.

2.1 Literature Related to Consumer Behavior

Singh et al. (2012) sought to understand the Indian public's attitude toward internet buying. In comparison to other countries of the world, India's condition is unique. Literacy, familiarity with the internet, and computer literacy all play a significant influence in this regard. This essay portrays the attitudes of everyday people because they have observed them. According to the author, India's e-commerce players continue to violate the country's e-commerce regulations and laws. For example, many national and foreign e-commerce businesses are still not complying with e-commerce legislation in India, FDI restrictions, and cyber security thorough research. Even foreign direct investment (FDI), taxation, and other restrictions are not strictly adhered to by a large number of domestic and international e-commerce companies. For instance, the Indian government has previously reported the Flipkart & Snapdeal instances to the Enforcement Directorate for alleged violations of the country's foreign direct investment (FDI) legislation. Additionally, the Indian government has launched an

investigation into Walmart's lobbying efforts in India about market access. Online shopping has become a viable option for consumers of all types, and it has something to offer everyone. Despite the fact that it is incredibly handy and time-saving, as well as a cost-cutting exercise in that one does not have to leave his or her family to buy, the primary worry is the limited usage of the Internet and the language barrier. A strong emphasis must be placed on these two characteristics in order for this IT revolution to benefit everyone in India, and only then can it be considered a success story in the true sense of the word. Otherwise, it will devolve into a fashion statement for a select few who wish to stand out from the crowd, and will lose its relevance in the tangible reality.

A.K Singh et al. (2013) explore the behaviour and perceptions of online customers in Aizawl based on the hypothesis of the model's classic conduct. The investigation incorporated both primary and secondary data. The primary data for this study came from a 30-person survey performed in Aizawl (Kumar Singh et al., 2013). Primary data were gathered through the use of a questionnaire. The three most critical variables found are time savings, the best pricing, and convenience.

- Consumers compare the prices in online retailers and then read all of the product's returns and evaluations before making a final selection and conclusion.
- The primary impediment to internet shopping is the question of security.
- Online purchasing is often satisfied with costs, shipping, and other factors related to the city's location.
- Between the ages of 18 and 33, online shopping is more prevalent due to the internet generation's increased influence, and online shopping has developed into an emerging trend among this age group. Because the majority of online shoppers are employed, they have the necessary independence to shop online, as the majority of them have varying levels of income.
- The frequency with which the internet is utilised for online shopping, with some respondents indicating that they only shop online once a year or every five months, etc.

- Online shopping is a lot more convenient method of acquiring things, according to 23 respondents, because it requires less physical activity on the part of the customer as products are ordered and delivered to their doorsteps. For instance, Jabong.com
- Online buyers are more receptive to purchasing online because it is convenient to pay and there is time to save.
- Online shopping enables comparisons of products from various online shopping websites, as well as comparisons between products on the website and in the actual market in terms of quality, price, and so on.

Hajli (2014) examined the effect that social media has on customers. To validate the suggested model, a poll of the general public was conducted. The study incorporated both online and paper questionnaires (Hajli, 2014). The majority of participants were from the United Kingdom & London. The current study builds on the technology acceptance model by incorporating trust and social media concepts in order to provide a framework for examining the usage of social media in e-commerce and social commerce adoption. The model was tested using the PLS-SEM technique, suggesting that social media boosts customer confidence and indirectly increases the intention to purchase via social networking sites (Nadaraja & Yazdanifard, 2014). The findings indicate that trust promoted via social media has a major effect on purchasing intent. When prospective customers are persuaded to trust suppliers through peer recommendations and also the SNS itself, they are more inclined to make purchases through social networking sites. This study demonstrates that technological improvements and the development of Web 2.0, as well as social media, have empowered customers. The purpose of this research is to provide light on the importance of social media and its impact on electronic commerce trust-building. The study reveals how social media and digital aspects affect one's confidence and willingness to purchase via social networking sites.

Yizao Liu and Rigoberto A (2014) examined the effect of social media dialogues on consumer brand valuation and demand for carbonated soft drinks (CSDs). They constructed a random coefficient, discrete choice consumer demand model that

incorporates social media talks and estimated it using Nielsen sales data on carbonated soft drinks and social media conversations on Facebook, Twitter, and YouTube. At the product brand level, they analysed two Nielsen Company datasets: CSD sales data and social media data (Ratana, 2018). From April 2011 to October 2012, monthly sales data on 18 CSD brands were collected across 12 designated market regions (DMAs). These data cover dollar sales, book sales, and prices for diet and regular CSDs for supermarkets with annual sales above \$2 million.

The research demonstrates that consumer exposure to WOM via various social media platforms can have a significant impact on consumer purchasing behaviour. Additionally, customer debates about the brands and nutritional content of CSDs have a considerable influence on their preferences. However, it is the volume of WOM that matters most, not the sentiment. It has major ramifications for commercial strategy, as well as public health policy aimed at influencing consumers.

Khaniwale (2015) argued that it is critical to analyse consumer behaviour while establishing a marketing strategy. Numerous internal (personal and psychological) and exterior (cultural and social) elements influence consumer behaviour and, consequently, the purchase process and decision-making. As such, marketers must take these elements into account when designing new products/services or advertising tactics, as this contributes to the organization's profitability.

According to Lakshmi S. (2016), consumers' buying behaviours are driven by a range of characteristics, including culture, social class, relationship with a reference group, family, pay level & wage independence, gender, and age. This study illuminates the significance of online purchasing and customer behaviour when it comes to online shopping. According to the findings, if a consumer's previous experience was positive, if the customer is satisfied with the items and services, and even if the consumer perceives little danger, he will purchase more in the future. E-commerce is gaining traction with the younger generation, particularly students & professionals. Students often prefer to purchase things directly from the manufacturer, and they do so mostly through internet shopping. When a buyer makes an online purchase, they are influenced

by a variety of things. Cost, trustworthiness, safety, accessibility, timeliness, after-sale support, and discounted bargains have been recognised as the primary influencing criteria. The price element exists because internet shopping is frequently less expensive than physical purchasing in the marketplace (AHMAD, 2018). Online shopping may be extremely beneficial to the customer in terms of comfort, time savings, or cost savings.

According to Raghunath and Sahay (2016), Indians are finding online purchasing more convenient, convenient, and time-saving. Price, confidence, and convenience are all factors that influence behaviour when it comes to online transactions. Many shoppers conduct offline research and make purchases online in order to obtain a sense of the goods. They then compare costs between online and brick-and-mortar retailers, analyse consumer ratings and comments, and finally make a buy. Businesses offer the COD (Cash on Delivery) option to entice customers who prefer not to pay online.

A. Zulqurnain et al. (2016) conducted a study to determine the effect of social media marketing on customer attitude. They assessed the effect of social media marketing on customers' impressions of purchasing a product or their choice to purchase a product in this study. Along with social media marketing, they evaluate the effectiveness of promotional and door-to-door marketing. One hundred fifty-two questionnaires were delivered to university students, and 145 responded. Five Likert scales were utilised to assess students' responses, and multiple regression analysis was employed to determine the correlation between the two variables. Multiple linear regression analysis were used to determine the elements that influence consumer perception. It was discovered that social media marketing had an effect on consumer perception. The regression model demonstrated a significant link between the variables (p.001), and the model summary indicated that the predictors explained 37% of the variation in the measured variable. Social Media Marketing (p.01), Promotional Marketing (p.01), and Door to Door Marketing (p.05) were the independent variables that demonstrated a statistically significant relationship with Consumer Perception (ALI et al., 2016). Finally, they find

that while social media does have a measurable effect on consumer perception, door-to-door and promotional advertising also have an effect.

Wagner G. et al. (2016) sought to understand the factors and mediators of consumer cross-border purchasing intentions in this study. According to the literature, consumers' general online purchasing intentions are influenced by their motivating factors (perceived benefits) & inhibitors (perceived hazards) for online shopping. Yet, little is known about the precise benefits and hazards that influence customers' intentions to engage in cross-border online purchasing, as well as the factors that influence this relationship. The authors developed a cross-border online purchasing model that is well-suited for examining this type of cross-border online shopping behaviour, and then tested it using data from 220 online shoppers. The statistics indicate that international online shopping is the norm, not the exception. The findings reveal that customers' cross-border e-commerce purchasing intents are influenced more by the potential advantages (e.g., a large selection and exclusive brands/products) of foreign shopping online than by the dangers (e.g., lengthy delivery periods, additional costs, and warranty claims). This link is influenced in part by international travel and consumer cosmopolitanism.

Kataria (2017) conducted an exploratory survey to determine the impact of social media on the purchasing decisions of Tween consumers (9-14 years) in Delhi and Mumbai and discovered that teens are incredibly conscious of brand names and have a strong preference for them. The author concludes that while tweens are not the final decision makers, they do have a substantial influence on the product selection process. Peer, parental, and social media influencers all have a significant influence on their purchasing decisions. According to the survey, social media has the most impact, as 53% of respondents examine user feedback on social media prior to making a purchase. They analyse costs, features, trends, and available brand selections prior to making a purchasing decision.

Prashar, Vijay, and Prasad (2017) used the S-O-R framework to examine the impacts of online purchasing values & website cues on purchasing behaviour and discovered

that a positive, cognitive, and emotional state is evoked in online customers by a web atmosphere. The scientists used the organism-response stimulus (S-O-R) model to describe Indian buyers' online shopping behaviour. The study demonstrates that pleasure results in favourable intentions for future purchases on the same site. The e-retailers should make their 118 websites visually appealing in order to influence client pleasure and purchasing behaviour. Web pages must have an attractive appearance, a variety of colours, an easy-to-navigate Web environment, and other aspects that can elicit impulse purchases.

According to Wang and Qu (2017), product return policies have a significant effect on consumer decision-making. Returns occur as a result of discrepancies between the images and the real features of the goods and specifications. The digital return policy can be classified into three categories: return cost, return delay, and return effort. To strengthen their competitiveness, businesses must include the return procedure as part of their complaints management strategy. It has been noticed that a return policy can help consumers lower their perceived risk while shopping online.

P. Sharma (2017) sought to examine consumer behaviour in relation to online buying. The purpose of this study was to ascertain the nature of demographic characteristics that influence shopping online, to ascertain customers' preferences for online shopping, and to ascertain consumers' satisfaction levels while browsing online. To accomplish the objective, the null hypothesis "Online shopping is not trustworthy or reliable for consumers" was examined. The study surveyed consumers in the town of Bhiwani. The sample was chosen using the convenience sampling approach (P. Sharma, 2017). Primary data were gathered from 100 respondents via a self-created questionnaire consisting of fifteen items. Excel & SPSS software was used to analyse the data collected. The author found that those with an annual income of less than Rs. 250000 prefer payments made at the time of delivery, whereas those with a higher annual income prefer bank transfers via the Internet. Consumers prefer cash on delivery as their preferred way of payment for e-commerce goods. The study's findings reveal that payment is determined by the respondents' income. The majority of those with an

annual income of less than Rs 450000 spend between Rs 1500 and Rs 3000 per month on the internet shopping. Individuals earning more than Rs 450000 per annum spend more than Rs 3000 per month on online transactions. Consumers under the age of 15 prefer the brand of the goods, consumers between the ages of 15 and 25, and consumers beyond the age of 25, prefer the cost of the product when purchasing online. The price of a product is not the only aspect that influences online buying, which is growing in popularity among the younger population (Jain, 2017). For consumers with an intermediate level of education, the reputation of the company or product is irrelevant; nevertheless, for graduates or postgraduates, the reputation of a firm is critical when making purchasing decisions. The majority of respondents shop at flipkart.com, making it one of the most popular online shopping destinations in India. Electronics are the most popular category of online shopping, followed by theatre tickets and clothes. Each client has encountered numerous difficulties. Online purchases are significantly impacted by the instability of the internet delivery system, and also privacy and security issues.

V. SANTHI et al. (2018) investigate the relationship between consumer behaviour and online shopping intention. They discovered that the relationship between demographic factors as well as elements of consumer attitude identifies the factors affecting consumer attitude toward online shopping, as well as the relationship between convenience and security. This study incorporated both primary and secondary data (Venkatakrisnan & Loganathan, 2018). The researcher gathered data through a convenience sampling technique. Samples were taken from a variety of locations in and around Coimbatore. For data analysis, the following statistical tools are used: percentage analysis, reliability test, ANOVA, and chi-square. The study's findings are as follows:

- There is no significant association between age & consumer attitude components.

- There is a strong correlation between educational attainment and consumer perceptions about safety.

- There is no substantial association between educational attainment and the ease or website design characteristics that influence consumer attitudes.
- There is no discernible relationship between yearly income & consumer views.
- There is no discernible relationship between annual salary or consumer attitude characteristics.
- No correlation exists between gender and internet marketers.
- There is no correlation between career and preference for buying.

Finally, the researchers concluded that their results will provide a complete picture for online merchants and will aid them in identifying the precise elements that encourage customers to purchase online, allowing them to develop strategies to meet the needs of online shoppers.

2.2 Literature Related to Social Media Marketing

Interactivity, persistence, enhanced reach, speed, or flexibility are among the unique accessibility of the Internet as a channel for customer engagement, according to Sawhney et al. (2005), who imply that companies could use these capacities to reach consumers in cooperative product development via a wide range of Internet-based processes. They talked about how these techniques can help with innovation activities at different phases of the System Development Life cycle (back end vs. front end) and for varied levels of consumer engagement (high reach vs. high richness). They demonstrate with two examples how the Internet helps businesses to contact customers more extensively, more deeply, and more quickly (Sawhney et al., 2005). It enables businesses to maintain continuing consumer communication, absorb social consumer insights, and scan customer knowledge of prospective or competitors. The corporation can gain low-cost knowledge from individual consumers as well as communities by providing a new, persistent, and dynamic relationship.

For assessing a customer's engagement value (CEV) with such a firm, Kumar et al. (2010) suggested four methods. Customer influencer value relates to continuing to

increase purchase, retention, & wallet share through word-of-mouth of existing clients and also retention, rising acquisition, retention, & wallet share through word-of-mouth of existing customers. Customer lifetime value relates to incentivized referrals of new customers (the value added to the firm by feedback from the customer). CEV provides a thorough framework that, over time, may result in more efficient marketing tactics and more customer input. They provided several behavioural, psychological, and network markers to measure the four components of CEV.

Saprikis V., Chouliara A. and Vlachopoulou M. (2010) explored the view of Greek University students – both adopters and non-adopters of online shopping. Demographic profile, anticipation of online stores, glitches and virtues of online purchases the whys and wherefores for avoiding online buying. During the months of January to March 2009, 427 samples were obtained from students. Statistical tests such as the Chi-square test and the t-test were used. The results revealed considerable differences between two groups of people who took part in the survey. Adopters had great aspirations from online shopping in terms of the privacy policy and risk, and there was a considerable gap between adopters or non-adopters in terms of their judgments of the benefits and drawbacks of online buying (Saprikis et al., 2010). Finally, it was discovered that internet purchasing provides fascinating insights into consumer behaviour as well as privacy and policy problems related to online shopping.

According to Brodie et al. (2011a), social media has the potential to deliver co-creative consumer experiences that lead to customer engagement. “Customer engagement (CE) is (1) a psychological state that arises as a result of interactive, co-creative user experiences with such a focal agent/object (e.g. brand) in focal service relationships,” they established a set of five key premises. It occurs (2) within a particular set of context-dependent parameters, resulting in varying CE levels; and (3) as a dynamic, ongoing process within co-creative service relationships. Other relational notions (e.g. engagement, loyalty) are antecedents and/or outcomes in iterative CE processes, and CE plays a vital role in an empirical network governing service interactions. It is (5) a multifaceted concept subject to the manifestation of appropriate cognitive, emotional,

and/or behavioral elements in a context and/or stakeholder particular manner.” Brodie et al. (2011a) also explore and justify a variety of other potential antecedents and/or outcomes of customer engagement, including involvement, empathy, service quality, confidence, self-brand link, and emotional attachment, among others. Some relational variables, such as engagement and commitment, have been identified to be prerequisites for driving engagement, while others could operate as both possible antecedents and outcomes within specific dynamic service interactions, according to the authors.

Pandya K. (2012) aimed to investigate how Indian businesses use social media in their marketing efforts. This study examines the situation of digital marketing in India using secondary sources of data. The author's goal in writing this paper was to raise public awareness amongst Indian merchants about the power of the SM Environment. It attempts to answer some significant research issues, such as: What is the current situation of digital marketing in India? What are the reactions of Indian businesses to this digital media? Based on the relevant study and research, this study gives crucial facts and numbers. Their research includes numerous case studies to provide a clear picture of the situation in India, and one of them reveals that UTI, one of the country's most well-known businesses, has lately established a social media presence to communicate with its customers. The world's largest mutual fund business, with over one crore investor portfolios, has gone digital to promote the "Language of Investment" by answering customer questions and assisting them in achieving financial stability. To show that UTI MF had taught India the language of investment, the mutual fund behemoth has established official accounts on social networking sites such as Facebook, Twitter, and YouTube. Apart from UTI, the author has emphasised many other brands that have gradually walked in and adopted this strategy for marketing their new schemes and products, such as Videocon and online travel company – cleartrip, for the simple reason of increasing their visibility to prospective customers, as stated by a well-known Social Media Expert and Founder at Blogworks. “Rajesh Lalwani” says, “Right now, the key is growth, not monetisation.”

Bashar A., Ahmed I., and Wasiq M. (2012) conducted an empirical study to determine the usefulness of social media as a marketing tool, with the goal of determining the extent to which social media aids customers in making purchase decisions. In addition, measures for enhancing the utilization of this instrument have been proposed. The purpose of this article is to investigate the disconnect between customer expectations for social media and its actual performance. The motivation factor for individuals joining brand pages or following a brand was taken as a dependent variable in the Buying Decision, as well as the recommendations that describe why employees believe a brand on social networking websites were treated as independent variables (Hari, 2020). The analysis discovered that the majority of the visitors to these websites are under the age of thirty. It was also discovered that practically every social media user who took part in this study visited brand pages to know more about brand, to learn about unique deals, and to see how their friends and peers reacted to the companies they chose. As a result, the efficacy of internet marketing tool will only be achievable if businesses with a social media presence supply consumers with concrete and timely information. Finally, the study recommended a few key strategies for attracting clients, including increasing website traffic and utilising social media platforms.

Kim and Ko (2012) used two social media channels to observe the luxury brand's marketing activity in order to occupy its consumers. The authors discovered that businesses entertain clients on their Facebook pages by providing a variety of free content, and also social network activities, and by allowing for tailored information seeking. Brand social media platforms may help spread the brand's message by encouraging users to interact with one another and by including elements of fashion and style. Instead than explicitly appealing to the value of real products or services, the SMM activities of a luxury fashion firm concentrate on hedonic & factual values that can be obtained via an indirect brand experience. Five elements of luxury fashion enterprises observed SMM activities were identified to include entertainment, interaction, trendiness, personalisation, and word-of-mouth. To learn more about how Louis Vuitton's customers feel about these five elements and the company's SMM efforts, a visual stimulus of the brand's Twitter and Facebook activity was created.

Based on previous study on luxury fashion businesses' social media marketing activities, participants were invited to go through the visual stimuli and answer 25 measurement questions. exploratory and confirmation factors were utilised by the researchers (Kim & Ko, 2012). Using social media to communicate with consumers has a significant positive influence on the brand's value equity, trust, and equity. There is a strong negative correlation between customer happiness drivers like brand equity and service quality, but there is no correlation between customer satisfaction drivers like value equity and relationship equity. Value equality & relationship quality both had a strong positive influence on purchase intention, while relationship equity seemed to have no effect on buy intention. Finally, there is indeed a link between customer equity and intent to buy.

Bullock L. and Agbaimoni O. (2013) attempted to demonstrate how and why it is critical for businesses to not just comprehend but also use social media marketing into their marketing plans. They also gave an in-depth examination of Facebook as a key social media marketing platform, as well as some basic tactics for success in social media marketing. Many aspects of this strategy were discussed in the definition of the topic, including the prevalence of social media and customers' increased ability to get opinions from those who are more objective than other customers because of the advent of the Internet and other forms of mass communication (Luis & Moncayo, n.d.). As a consequence, customers are less receptive to being spoon-fed marketing messages about products. Companies need to start paying attention to what consumers are saying if they want them to purchase their goods. The essay went on to explain the 5 W's of social media marketing: Why, Who, Where, What, and When. In addition, the essay emphasised three key factors in its answer to how to be effective in social media marketing: actions, consistency, and discipline. The article also said that Facebook has a global user base of over one billion individuals. Every day, more than half of the active users log on. Every day, almost 2 billion posts are liked and commented on, and 250 million photos are submitted. Facebook is available in more than 70 different languages. As a result, Facebook can claim to be the social media world's dictator. The fact that practically maximum business's clients use Facebook frequently is justification

enough for firms to leverage it as a marketing tool. When used correctly, Facebook has the ability to dramatically expand the reach of any brand: to "go viral," as they say. Finally, whichever tools a company chooses, the key to social media marketing success is consistency in implementing the strategy and making educated directional changes based on input from regular monitoring.

R. Bansal, R. Z. Masood, and V. Dadhich (2013) aimed to identify the obstacles and possibilities encountered by the social media industry, as well as to discover the instruments for effective digital marketing and to research present and future developments in the development (Bansal et al., 2008). Lack of necessary personnel, evaluating ROI (return on investment), maintaining & increasing social presence, connecting social media with the rest of the business, and monitoring social media are among the issues they believe social media marketing faces. The paper conducted an in-depth investigation into various social media marketing and how to select the most effective and efficient tool for marketing based on the product's characteristics. They looked at Twitter, Facebook, google+, YouTube, and Pinterest to see what the present and future patterns in social media marketing are, and discovered that nine out of ten firms are on at least one social media network. Companies are no longer limited by fear of the unknown, thanks to their experience on social media platforms. About half of businesses are on Google+ (albeit this may be a defensive search technique) and a quarter are on Pinterest. Furthermore, they are adjusting to the demands of the local community. Wherever possible, some businesses employ numerous languages, either through a single account or through specialised accounts. They finished the research by saying that companies must understand what motivates engagements in order to maintain things in line with the requirements of their followers if they want to achieve a good conclusion and build effective promotional programmes. Social media marketing is a crucial enterprise-wide trend that has an impact on a range of corporate activities, not only contact centres. Examples of this include employee cooperation and communication in the areas of sales, marketing, customer support, product development, corporate communications, and public relations. Additionally, social

media marketing should be used with care since it may not be the best option for every business or product.

R. Nadaraja and R. Yazdanifard (2013) debated the benefits and drawbacks of digital marketing in today's world. In relation to digital marketing, they made an attempt to identify the key benefits and drawbacks of advancements in online and Internet technology. Vendors that want to immediately connect with their target clients should utilise social media. This platform has a variety of benefits and drawbacks, depending on the organisation, and many of these make it challenging to use efficiently. The usual business owner or marketer doesn't really fully understand the dangers and difficulties. One benefit of using social media as a marketing strategy is that the majority of social networking sites are free to use, sign up for, create profiles on, post to, and share information on. Another advantage is how people communicate and participate on various social media sites. Social media may make it much easier to reach a customer's consciously and subconsciously thoughts since, according to several studies on the topic, individuals use it for and over a quarter of their time nowadays. Better targeting of prospective customers, better customer service given by providing links to Frequently Asked Questions (FAQs), toll-free numbers, virtual agents to provide online help, and many other advantages are also mentioned in the article. But as they say, every coin includes two sides: while one side of this system covers advantages, the other side highlights issues and difficulties that this marketing strategy faces. Time-consuming since someone must check each network, respond to comment, answer inquiries, and update product information on a regular basis, according to the authors. Trademark and copyright difficulties abound in this networking and marketing infrastructure. To make sure that people distributing content via media channels are not misusing their intellectual property, businesses should keep an eye on both their own social media accounts and those of third parties. Trust, which is strongly tied to security, is a highly essential aspect in the internet shopping process behaviour process, and social media marketing incorporates trust, privacy, and data security issues. Aside from that, the brand must contend with the issue of bad reviews. Anything can go viral on social media in a matter of seconds in the age of digital communication. On the one

hand, this offers a lot of benefits, but it also gives consumers a lot of ability to influence the market by submitting bad feedback and comments about the product. Therefore, before entering the field of social media marketing, a firm should do in-depth research on social media strategies. A business has to understand the core concepts and tactics of utilising social media as a powerful weapon if it wants to flourish in the field of social media marketing.

Venkateswarlu G. & Jayalakshmi M. set out to uncover several types of social media channels that aid in the communication of ideas & information about a product to potential buyers, as well as the growth of such networks through time. The study is based on data obtained from the Bureau of Immigration, the Government of India, the Minister of Tourism, and other publications. The study found that the number of internet users in India increased dramatically from 2,19,47,488 in 2004 to 24,31,98,922 in 2014. In addition, India's global Internet user rank has risen from 8th in 2004 to 3rd in 2014. Apart from the growth of the internet and its use in India, this study outlines many essential types of social media sites such as Twitter, Facebook, Yellow Pages, LinkedIn, Instagram, and several others, concluding that India is seeing a tremendous increase in internet users year after year, which can and is serving as an opportunity for companies to reach their customers in different ways (Abuhashesh, 2014). They media marketing is the ideal method for lowering marketing costs, which are now fairly costly.

Omoyzaicha & Agwvedwin (2016) investigated the impact of a social media marketing plan on logistics brands. They claimed that it had an impact on customer behaviour and therefore could be utilized as a practical tool in addition to improving the brand's organizational performance. The writers concluded by stating that the commerce and trade sector is rapidly evolving and increasing, and that the constant communication which has been made accessible to marketers has allowed them to handpick potential buyers while also gaining trustworthiness from current customers. The brands were also given the opportunity to have a deeper understanding of their customers straight from

their opinions and assessments; if sellers can fully comprehend the proper use of social media, the consumers' power may be reclaimed.

Sharma S. & Rehman A. (2016) investigated the use of several social media platforms to increase brand accessibility to certain audiences. The report compiles empirical facts on the frequency of use, budgets, reasons for use, and assessment measures for social media in various industries. They used ANOVA to compare the use of internet marketing communication tools in numerous industries, including consumer goods, automobiles, consumer electronics/home appliances, banking, financial services, and insurance (Analysis of Variance). The survey was conducted using a self-constructed questionnaire in this study. The questionnaire was created using information from Ernst & Young's "Social Media Marketing- India Trends Study- Insights from media-savvy social brands in India- 2nd edition (2015)" and Blogworks and NMIncite's (A Nielsen/McKinsey company) "India Social Media Report, Edition 2," as well as discussions with a few social media experts and digital marketers. Their research found that diverse marketing communication methods do not reveal significant disparities across the four industries they studied, implying that the relevance of various forms is impending across all industries. Because new media is being integrated with old media, marketers must apply their marketing communication strategy effectively. In terms of the use of different forms of digital channels across different sectors, the AUTO industry showed substantial contrasts with the other three sectors—Consumer Electronics/Home Appliances, Fast Moving Consumer Goods, Banking, Financial Services, and Insurance (S. Sharma & Rehman, 2016). Finally, their research indicated that radio appears to be the least preferred marketing communication channel after comparing numerous other forms of social media. The majority of brands have begun to establish a presence on non-traditional platforms, with many including social networks in their marketing strategy. The major social media outlets where brands have a stronger presence are Facebook, Twitter, and YouTube. Users are abandoning traditional advertising venues in favour of new media, giving it more time, attention, and "impressions."

Singh T.P. & Sinha R. discuss the advantages, impact, and popularity of the internet on company growth and success (2017). They want to learn more about how businesses utilise social media as a crucial tool in their operations that enables them to communicate with consumers more swiftly, as well as the impact of social media on business survival and productivity. By maintaining a social media presence, social media is important for business since it helps to emphasise the company's brand and establish a brand image. Because information about the company and its social activities is updated regularly, potential customers are always on the lookout for it. Social media networks are proactive instruments for boosting a company's credibility. By actively interacting with consumers on social networks, the company establishes itself as a reliable source of information, which makes it an invaluable resource for enhancing corporate awareness and brand reputation. Utilizing social media might help you provide exceptional customer service and transform a bad client experience into a win-win scenario for your business. Social media may be used by businesses to tailor their offerings for clients. Since of the organization's improved reaction to customer input, prospective users are more likely to become potential customers because the company can accommodate and respond to their specific needs and expectations. This study also shown the significant influence social media has on politics. They illustrated how Mr. Narendra Modi, our prime minister, has grown to be one of the most admired and talked-about leaders in history as a result of his frequent participation on social media.

In order to evaluate the influence of social media on marketing, Ibrahim S.A.S. and Ganeshbabu P. (2018) looked into social media marketing and also digital marketing trends. They compared marketing plans and business performance before and after social media's emergence and the widespread adoption of this strategy for promoting and advertising goods and services. The writers think that connecting with users is the most important aspect of digital marketing. The different ways of engaging with consumers have been shown by the customer engagement ladder. The survey also showed that companies need to have a strong platform before using digital marketing effectively. Using Interest as an example, the effectiveness of a social media site has

been investigated. The report also examines the situation of digital marketing today. The need of integrating all systems with digital platform in the contemporary environment has been established. A good example of current digitization trends is the conversion of a magazine from a printed edition to an online one. In order to increase organic website traffic, social media marketing & SEO strategies work well together. In order to increase lead generation & website conversion rates this year, there are a variety of social marketing trends that will affect how digital marketers handle their search engine marketing initiatives.

2.3 Literature Related to the Role of Advertisements in Online Shopping

Hoffman and colleagues (1995) were the first to offer a structural framework for studying the rise of corporate activity over the Internet. They looked at the Web's role as a distribution route and a platform for marketing communication, weighed the benefits to consumers and businesses, and discussed the obstacles to its commercial expansion from both the supply and demand sides. They said that the Web's synergistic nature liberated consumers from their conventional passive role as recipients of marketing materials, allowing them to access increasing amounts of dynamic data to support decision-making. Hoffman and many others have discovered benefits for businesses in terms of not only providing information but also developing consumer relationships. Alba et al. explored the potential impact of dynamic shopping on customer behaviour and revenue creation for retailers and manufacturers (1997). The relative consumer attraction of other shop models was taken into account. They found that technological advancements gave consumers unrivalled access to product information and comparison shopping, but that price competition could be mitigated by consumers' capacity to seek out more differentiated products that were better suited to their needs. They studied the impact of the Internet on customer goals and product and service categories, as well as the incentives & disincentives for consumers to purchase online rather than offline. It also explored the consequences for the industry's structure in terms of retailer-to-retailer competition, manufacturer-to-manufacturer

competitiveness, and retailer-to-manufacturer relationships. It came to a close with a list of research topics prompted by the rise of dynamic home shopping. Peterson et al (1997) investigated channel intermediation functions that could be performed over the Internet, classified its possible impact by category and type, discussed how pricing strategy might evolve, and proposed a theoretical model for recognizing its possible impacts on consumer marketing

According to Hart (2007), the rapid rise of internet advertising has piqued the interest of advertisers looking for innovative ways to leverage these communities for marketing reasons. As communities struggle to generate long-term, sustainable advertising earnings, Measure and Griggs (2007) found that there is a significant danger that members may feel exploited if the sites become over-run with advertisements.

Nutley (2007) said that there was increasing public pressure on the developing industry to find a middle ground between the need to generate ad income and the need of users for ongoing social interactions. 34 percent of Web users never click on adverts, according to an IDC study that was published in eMarketer (2010). Additionally, compared to just 11% of social networking users who glanced at the same ad, 23% of non-users from social networks who focused on an advertisement subsequently made a purchase.

P. Deshwal (2016) researched several types of online marketing & examined how online ad effects consumer purchasing behaviour. The aims of this study were to grasp the deep implications of Internet Advertising, Analyze the influence of Online Marketing on Consumer Behaviour and attitude and to acknowledge the value of online advertising. The author with some findings stated that with the rising ad industry use of the Internet, the Www is gradually becoming such a mainstream advertising platform. The Internet offers a vast array of corporate advertising with better visual aids, interactive services & global reach. The need to do is to understand the targeted customers and then strategize smartly in society to make most out of this new media . The real effect of advertising is difficult to detect and measure for both mass media and internet, yet interactive technology gives new opportunities for the entire ad sector.

G. Anusha (2016) highlighted the effectiveness and usefulness of internet advertising, as well as the motivations for adopting it. The study will use both % scaling & Likert approaches to accomplish this. A structured questionnaire was used to collect primary data for the investigation. A total of 100 people took part in the survey. The questionnaire was created to gather data from respondents in order to help the researcher achieve the study's goals (G. Kalia & Mishra, 2016). The data was carefully examined, collated, and evaluated using simple statistical procedures such as percentages. The study's findings are as follows:

- (1) The percentage of responses who use the Internet for one hour or less on a daily basis is larger than the number of participants who use it for two hours or more.
- (2) The majority of respondents prefer marketed products to non-advertised products. Online commercials are preferred above television ads among the various types of advertisements.
- (3) The majority of respondents favour video advertising over all other types of online ads.
- (4) It revealed that just a small percentage of respondents spend time making internet purchases.
- (5) Although only a few individuals have been a victim of internet advertising fraud, practically everyone is aware of the problem.

According to the author, internet advertising offers improved brand awareness, an easy way to share information, sophisticated ways of customer targeting, a quick and direct path to consumers, and cheaper project costs. The key issue here is online advertising interfering with people's job and the worry of falling victim to online ad fraud & malpractice. As individuals become more familiar to finding product information on the internet, ever more readers may actively seek out advertising websites.

Okon et al. (2016) looked at the factors that influence effective internet ads and how they affect Nigerian online shopping habits. A survey approach was used to quietly

gather data from 200 customers who had to give birth at any time and had visited and bought at several online shopping malls. To get primary data from respondents, a questionnaire was used. Frequencies, Simple percentages, and cross tabulation were used to assess the data collected. Despite the obvious benefits of internet marketing and online sales over conventional forms of business, many Nigerians have yet to adopt this technology in purchasing and trading operations, according to the report. While most enterprises operating in the field region want to advertise on the internet, the poll found that a lack of advanced technologies, a lack of awareness, and a desire for popular advertising media are the biggest barriers to the adoption of e-commercialism. Lack of Internet access, inconsistent power supply, and the expense of Internet access, on the other hand, are cited by consumers as barriers to online shopping adoption. Furthermore, the study found that the users' income, cost of using the internet, internet skills, content of the advertisement, location of the advertisement, other users' opinions, and the quality of advertising products are all important factors that influence the effectiveness of online advertisements and, as a result, influence buyers' decisions.

Using a large-scale research on Facebook, Lee.D et al. (2018) investigated the effect of social media contents on client engagement. The researchers employed a huge database of marketing attributes to investigate the impact of advertising material on users' future engagement with messages, as measured by likes and comments. The authors provide ways to account for probable selection biases caused by Facebook's EdgeRank filtering algorithm, which assigns content to users non-randomly. They revealed that social media content engineering has a considerable effect on consumer engagement as assessed by comments and likes for messages using a large-scale study. According to their findings, compelling content such as emotional and charitable information has a favourable impact on consumer loyalty (D. Lee et al., 2018). This suggests that businesses benefit from using social media to share their brand identity or knowledge about their social activities. Furthermore, we observe that product informational content has a detrimental effect on consumer engagement. This provides a problem for marketers looking to create a large social media following and convey information about new products and packaging. The findings show that the social media advertising

strategy and the methods they build for content coding or large-scale textual data give a framework for future work with unorganized natural language content like ad campaigns or product reviews. It would enable advertisers to comprehend the value of online advertising. This project will present data on how advertisers use social circumstances to promote their products. This research will also aid research researchers in determining how customers view internet marketing and what their criteria are for acquiring items from online stores. A study approach was used to compile the data, and a questionnaire was used as a tool for conducting a survey of 500 net savers. The questionnaire was created using the parameters that are often examined on the homepages of Web sites. The following conclusions are drawn after finishing the 500-person survey & reviewing the data:

- (1) The results show that while most individuals appreciate online advertising, they like commerce sites for shopping over web portals and enterprise websites.
- (2) When deciding between movable & immovable ads, netizens favour movable ads with images, soundtrack, graphics, & animations.
- (3) The study also found that while some internet users favour Big Picture Layout ads for tangible things, they prefer Copy Heavy Layout ads for service-oriented products.
- (4) While the website features a variety of Internet advertisements, respondents favour rectangular banners, associated with high ads in a vertical arrangement.
- (5) The majority of poll respondents strongly agreed or agreed that websites have more advertising than content.
- (6) Respondents saw online commercials for e-commerce websites like Jabong, Flipkart, Amazon, and others, associated with mobile phone advertisements, on the websites they assessed.
- (7) According to a research of online ad placement on websites, adverts placed just above header and on the right side of the homepage draw the most attention.

According to the findings, respondents prefer rectangle banners & skyscraper advertisements, especially those with large paintings and copy-heavy layouts. They pay far more attention to internet advertising on e-Commerce websites and cell phones than to any other goods, and they prefer commercials with revealed utility or functions.

Sama R.(2019) studied the impacts of ads on customer interest (INT), awareness (AWR), conviction (CON), and post-purchase (PPUR) behaviour, purchase (PUR), on television (TV), wireless, newspapers, magazines, and the Internet. This study employed an online survey methodology. A total of 529 people were surveyed, including Indian students. Statistical techniques such the Kruskal-Wallis (K-W) test, Cronbach's alpha, and exploratory factor analysis (EFA) were employed to evaluate the acquired data. The information showed that the AWR, INT, and CON phases of the CB are impacted by commercials on television and the internet. The PUR & PPUR stages of CB are most affected by magazines. Contrarily, radio advertising had little impact on the CB stages. On the other hand, newspapers are the only kind of media that affects CB at every step. This research employed a representative sample of Indian students interested in pursuing both graduation and post-graduation (Sama, 2019). This youthful generation, which makes up 65 percent of India's population, has a large financial interest in PURDEC. Similar studies might be conducted for different age groups. This research looked at how advertisements affected the CON, PUR, AWR, INT, & PPUR levels of CB.

2.4 Research Gap

Buying and using goods and services is the focus of consumer buying behaviour research. Predominantly, prior studies focused on the psychological aspects related to the selection of firms, the conduct of research and shopping as well as how marketing efforts might be improved to better influence customers.

- (i) Effects of social media and many other variables, such as coupons and discounts, influence consumer purchasing decisions were not conducted by earlier researchers.

- (ii) Other studies don't focus on how spare time of individual affecting consumer buying behaviour.
- (iii) Other researches were focused only on social media no other media.
- (iv) Other researchers don't focus on impact of feedback on consumer buying behavior.
- (v) It also focuses on Cashback payments improve the possibility that customers will make another purchase through the cashback firm's site.
- (vi) Other studies didn't cover the gap between how social groups impacting the consumer buying behavior.

These all above discussed points were not wisely explained by other researchers as they don't explain it in detailed manner. So our study will try to fill those gaps which were not focused by other studies in detailed manner.

CHAPTER 3: RESEARCH METHODOLOGY & DATA ANALYSIS

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3.1 Research Method Used

For this research thesis, the research experiment was conducted through a survey for the area of Delhi (NCR). We used the quantitative method to execute the survey activity. The quantitative research method is the process that involves a structural and systematic study of data that can be quantified into figures and numbers. The quantitative research process involves using statistical tools, mathematical and arithmetic operations and other computational techniques. The data shortlisted for the project is collected with the help of derivation of information from existing or prospective future customers. It is done through sampling techniques, and at the same time, the selected sample is provided with a survey questionnaire or multiple polls. One of the advantages of using this method is that all the activities and decisions leading to the resultant outcome can be put into numbers. It becomes to assess and understand which pattern is being followed. Another benefit of the quantitative method is that the depicted result in the form of numbers and numerical figures can predict future circumstances. The behavioural pattern of people and other factors contributing to a different attitude towards online shopping is quantified and put into numbers and ratio scales so that there is no confusion and ease of understanding. It can either be done privately in person, where a representative would go door to door to collect first-hand data from the sample population or send out online survey forms and questionnaires. We have used the latter method, wherein an online survey questionnaire was sent to different people to garner data. The quantitative research method is a means to present the study logically and statistically, without any form of bias. As previously mentioned, our research is data-oriented. There are two methods of performing quantitative research; Primary and Secondary. For this research, we have used the primary method.

Primary method- In this method, intensive market research is conducted. The main feature of this type of research method is that the researchers use data that they

collect from the 'market' and do not rely on already existing data sets. It avoids using data generated through previous researches which were done on the topic in the past.

Advantages-

- **Reliable data-** The data generated from seeking information from the people is reliable as it is free from adulteration from outside. Since the data is shared directly by the sample, there is also no scope of error generally. The accuracy of this type of data collection is very high.
- **Convenient and Time-efficient-** This method does not require researching large piles of research done already to collect data. Rather data is easily collected from the source, and no further investigation is required.
- **Wide scope of Data analysis-** Since the data is generated and collected for the first time, the researchers have full knowledge about the type of data, under which circumstances they were collected and from whom the data was collected. So, they have much more understanding and freedom to run special operations and computation on the data sets.
- **No bias in data-** Since the data is generated and collected for the first time and that too only to conduct particular research, there is no form of bias present. So, the researcher feels free to use the data in whatever manner they want to since they have no obligation to any other person or institution.

3.2 Data Collection-Research Techniques Used

The research technique used for data collection in the discussed research experiment is Online Survey Research.

Survey research comprises generic questionnaires, survey polls, online questionnaires, etc. These survey research tools carry the purpose of asking relevant questions to the subjects about the preferred topic of the researcher. It is the most opt technique if one wants to quantify the information of a sample population as per the topic of research. It can be said that a survey questionnaire is the first form of data collection. By using this

technique, a researcher can ask and enquire the respondents through well-framed questions. This technique is also favourable to get data from a pool of customers who may have different opinions regarding the same subjects. Once the respondents fill the survey questionnaire, then that questionnaire can easily be categorized according to what the researcher wants.

While conducting the survey, we tried to keep the pooled random so that the accuracy of the research can be maintained as there will be varied responses. Traditionally this technique has been conducted either face to face or over the telephonic interview. However, in today's time, the interview mode has shifted. It uses social media, website and portal links, online forms, etc. this research utilizes the cross-sectional survey combined with a longitudinal survey for deeper understanding and analysis of the research topic. The cross-sectional part helped measure multiple variables simultaneously, and also, due to cross-sectional, the information was not modified in any way or form. The small longitudinal aspect of the survey helped measure the time variations and behaviour of the respondents to the questions and the content of the questions. We prepared a google form which included two sections; personal details and questionnaire. The survey form was circulated online over social media. More discussion on it is present in the later sections.

3.3 Sampling Technique Used

The sampling technique is a method to eliminate some proportions of a large population to make it easy to study that population. It is generally impractical to research and study a topic in a very diverse and vast population size in literal terms. So, to tackle this problem, the sampling method is used. As the name suggests, sampling is related to the formulation and framing of a sample population representing the actual population. It does not constitute every element of the sample, and rather it comprises selected elements. The survey helps to form a sub-set population even though it does not contain every element; it contains enough elements to create the sub-set. It behaves as the representation of the actual population. It helps infer information for the population based on the results of the experiments and computations done on the sub-set. The

process of sampling helps in reducing the cost, workload and survey time. Also, while the population representatives are selected to form the sub-set, it is to be kept in mind that only the individuals who are relevant to the research and research topic must be chosen. If not, then there will be a decrease in the accuracy level of the research study.

The sampling technique used in the research experiment is Probability Sampling (Random Sampling). In probability sampling, the researcher uses a probability theory in selecting a group of individuals to form a unique sample population from huge population size. The individuals are selected randomly, and each individual of the population has an equal chance of getting selected. It results in an increased accuracy level of the research while simultaneously any kind of bias is avoided from forming. There are majorly four types of Probability sampling; Stratified sampling, Simple Random sampling, Cluster sampling and Systematic sampling. We have used the Simple Random sampling technique for sample formation (Kumar, 2018). In simple random sampling, the individuals are selected directly but randomly and are generally utilized when the target population and the area for research are huge.

3.4 Questionnaire Breakdown

Since there is not much information and very little published research done in India regarding the field of behaviour study of online shoppers and social media's role in this, it was needed to collect data first-hand through primary sources. The collection of original and authentic data via primary sources was necessary to check and test the hypotheses developed at a preliminary stage. It was also important to match the research objectives of the study with relevant primary data collected. The questionnaire was designed as per the research of published literature. Reviewing literature leads to understanding the places and factor variations left unanswered in the already small published literature available. The questionnaire was used to identify how social media can influence the buying pattern of an individual who spends time on social networking sites and applications along with what all other factors are there which have indirect control over individual purchasing goods and services online.

The survey questionnaire was supposed to be efficient when it came to collecting data, as this research is conducted at the time of the global pandemic. To promote both time and cost efficiency, the questionnaire was tested through Pilot testing, where a subset of the sample population was created. Pilot testing is a method of testing the developed questionnaire by first running it through a smaller sample subset of the actual sample population as a survey. Twenty-five respondents were tested, which were part of the sample population. It helped in figuring out what questions were to be added and what was to be removed. It also guided in framing the questions correctly to extract apt answers from the respondents. It enabled us to test the correctness and accuracy of the survey questions. We used pilot testing in the form of Un-declared Pilot Testing. In this type of pilot testing, the respondents are not informed that they are part of a pre-run or test-run questionnaire. It helps get more accurate results as a respondent replies as if they are responding to a full-fledged proper questionnaire, and they remain honest and vigilant. It allows reducing the error chances or input of wrong or inaccurate information.

The questionnaire is divided into only two sections: the first section comprises personal details in questions like; name, age, gender, profession, income, and place of residence. The other section is comprised of questions related to the study. The questionnaire included almost every question as close-ended question except for a couple of them being open-ended. The questionnaire also uses a 5-point Likert scale to get an approximated answer with information related to a particular question.

3.5 Advantages of Using Primary Data in Research Papers

The primary data collection method is referred to as an original study that was performed solely for its objectives. The researcher will be the one who acquires the raw data collected for the current study needs directly. Primary research uses various approaches, such as telephone interviews and questionnaires in market research, direct observations in physical science, and experiments. Analysis, observation, surveys, and interviews are all types of primary research. The analysis process entails gathering data

and structuring it to support the criteria established in the objective. It is useful when the researcher is looking for a pattern or trend (*Advantages of Primary Research: Get a First-Hand Experience!* - *Udemy Blog*, n.d.). Observation entails keeping detailed records of what is going on in the world. A survey is a more structured form of asking than an interview. It involves a huge number of people and gives useful data when trying to understand how a large group of people thinks that is an assumption about the population can be made using the sample investigation. The primary data collection method has an accuracy in the data, kind of depth knowledge about the data, will have control over the analysis and the data also know where and why the data is biased. In addition to that, the researcher can get direct experience and can become an active participant in the process. Primary research provides the most reliable facts about the issue or topic under investigation. Information is a true first-hand report that other researchers have not altered. When researchers conduct their research, they might be aware of the bias introduced to the study's writing and research. When researchers use primary data, they have complete control over the data collection process, including the purpose for which the data will be used, who will collect it, and where it will be collected. It shifts researchers/students from passive recipients of information to active participants in creating knowledge. When working with primary materials and conducting experiments, students can vividly experience the content. Primary data cannot be replaced by a dry interpretation of a textbook's conclusion. Primary research is a tried-and-true way to conduct a good study, and the results are guaranteed to lead to genuine scientific discoveries.

Statistical tools used in the analysis:

- ✓ Normality Test
- ✓ Pilot Testing
- ✓ Diagrammatic Representation
- ✓ Descriptive Statistics
- ✓ Percentage Analysis
- ✓ Chi-Square

- ✓ Contingency Table
- ✓ Correlation
- ✓ Mann- Whitney U Test
- ✓ Regression Testing
- ✓ T Test

(1) Normality Test:

Many statistical procedures, particularly parametric tests, require the assumption of normality to be tested because their validity is dependent on it. The tests used for assessing the normality are the Shapiro-Wilk test, Lilliefors corrected K-S test, Kolmogorov- Smirnov Test, Jarque-Bera test, D'Agostino-Pearson omnibus test, D'Agostino skewness test, Cramer- von Mises test, Anscombe-Glynn kurtosis and the Anderson-Darling test (Hamasha et al., 2022). Among these normality tests, to determine if data is normal, the Shapiro-Wilk test and the Kolmogorov- Smirnov test are often used.

Sometimes, the ordinal data is considered a nonparametric statistic since it relies on the rank or order, not the numbers. In this thesis, most of the questions are the ordinal level of measurement. For instance, the customer's purchasing rate in online mode, the influence of the social media in the purchasing of the products, the level of agreement in the number of advertisements one gets on the social media platform, etc. are all range from always to never or from strongly disagree to agree strongly would be considered as ordinal data. It is said to be a nonparametric statistic. Because of its simplicity, nonparametric statistics have gained popularity. The data becomes more applicable to a wider range of tests as the need for parameters is reduced. This statistics method can be used without the sample size, mean, standard deviation, or other required parameters' estimation when no further information is available. It focuses on fewer assumptions about the data in the sample. Nonparametric statistics have a broader application than parametric statistics because it focuses on fewer assumptions about the data in the sample. Identifying the influences that social media carry on the behavioural pattern of

online shoppers will be easier. Nonparametric approaches will be less efficient when parametric testing is more suited. It is because, unlike parametric statistics, nonparametric statistics reject some information from the data. This normality test is beneficial for examining whether the sample data collected from the online shoppers of Delhi (N.C.R.) frames a population with a normal distribution with some tolerance limit.

The two methods used for assessing the normality are the Numerical and Graphical methods. The Tests of Normality table and the chart of Normal Q-Q Plot, respectively using the SPSS software packages, are our numerical and graphical approaches for testing data normality.

Numerical Method Output:

Table 2: Tests of Normality Table

Annual Income	Place of Residence	Kolmogorov- Smirnov Test			Shapiro- Wilk Test		
		Statistic	Degrees of Freedom (df)	p-value	Statistic	Degrees of Freedom (df)	p-value
e	Urban	0.299	381	0.000	0.479	381	0.000
	Rural	0.374	75	0.000	0.441	75	0.000

Interpretation:

The commonly used normality tests such as the Shapiro-Wilk Test and Kolmogorov-Smirnov test are presented in the table above. The Shapiro-Wilk Test is efficient for the small sample sizes like less than 50. However, it can also handle sample sizes up to 2000. As a result, the Shapiro-Wilk test will determine normality numerically.

The above table shows that the annual income was not normally distributed for the urban and rural people. We can examine whether the significant p-value is greater than 0.05, and then the observed data is normal. But the table exhibits that the p-value is approximately zero, so the data is not normally distributed among the dataset. That means the data set follows the nonparametric statistic.

Graphical Method Output:

Q-Q Plot

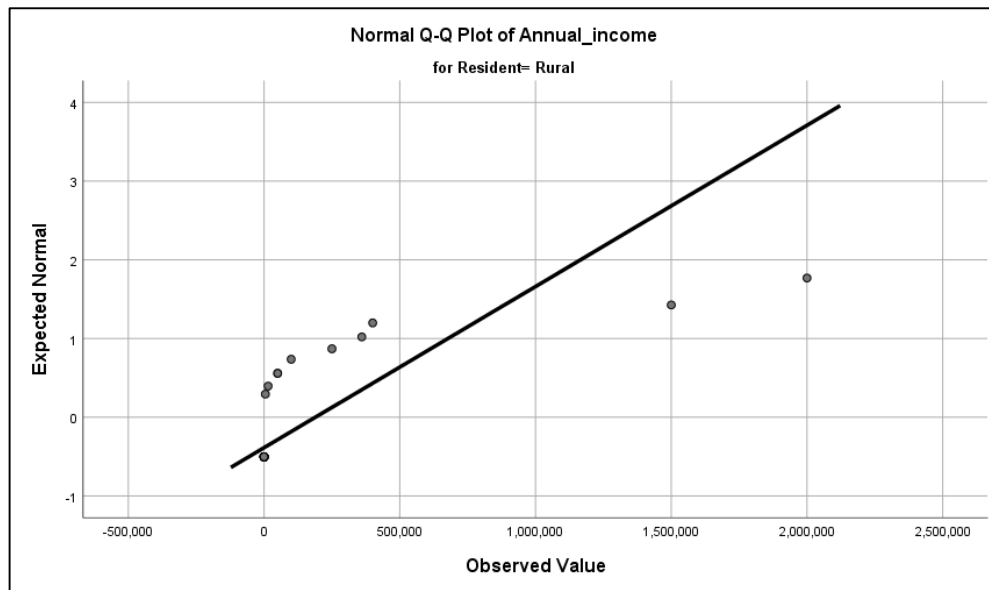


Figure 5: Annual Income Q-Q Plot

Interpretation:

We may utilize the result of a normal Q-Q Plot to determine the normality result graphically. The data points will be nearer to the diagonal line if the data is normally distributed. If the points stray off the line in an obvious non-linear pattern, the data are not normally distributed. The above chart checks that the annual income for the rural people is normally distributed are not. We observe the points stray from the diagonal line, so we say that the annual income for the rural background is not normally distributed.

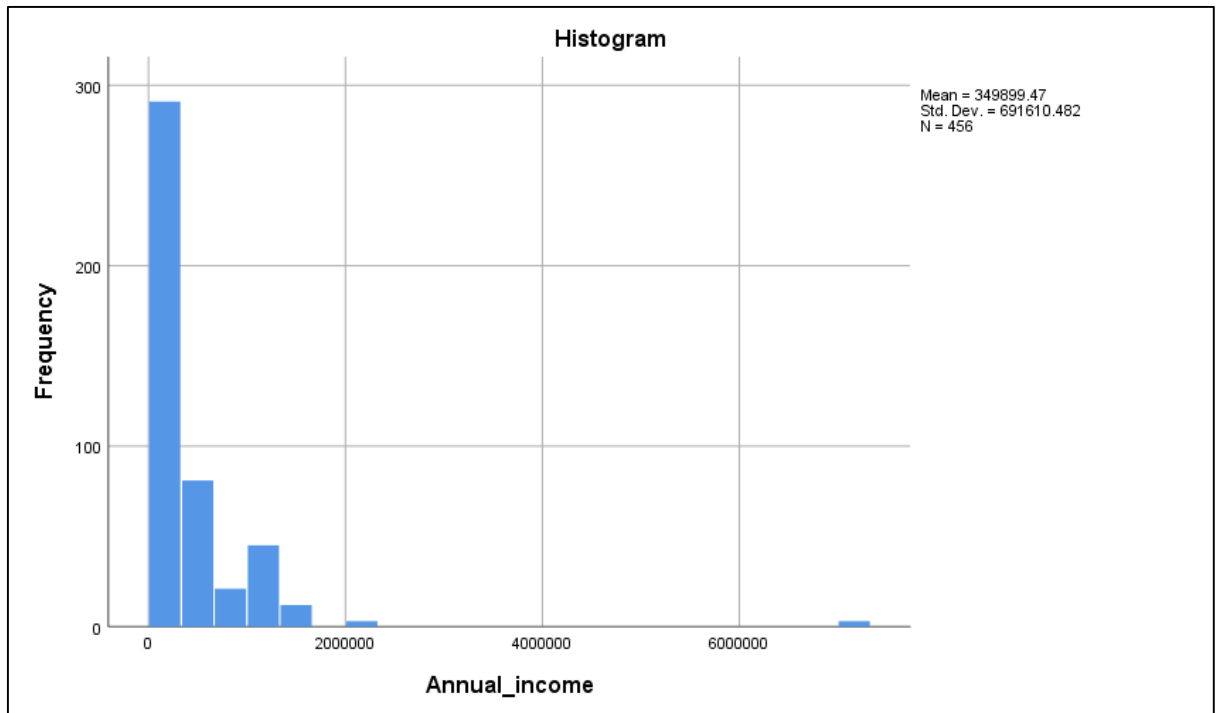


Figure 6: Annual Income vs Frequency Histogram

Interpretation:

The histogram result is one of the graphical techniques to determine normality. If the graph is in the bell-shaped curve and symmetric about the mean, it reveals the normal distribution. But in the above histogram, the graph is positively skewed, revealing a nonparametric distribution in the annual income of the customers.

(2) Pilot Testing

Before moving on with a bigger research project, a pilot study, sometimes referred to as a pilot experiment, pilot study, or pilot project, is a smaller-scale preparatory study used to investigate length, feasibility, and cost as well as to enhance the study design. A pilot research's main objective is to ascertain the viability of the planned big investigation. The costs and sample size needed for the bigger research may also be determined from the pilot test. To avoid wasting so much money on a poorly conceived project, pilot trials are often carried out before large-scale quantitative

investigations. Typically, pilot research is conducted on individuals of the target population. Pilot research is utilized to develop the entire design for the experiments that can subsequently be modified. The pilot study could provide essential information about the treatment testing, sample size, and statistical analysis to enhance the power of testing the research study's hypothesis. The pilot experiment results can enhance the probability of a clear output in the full-scale experiment. A pilot study is a miniature version of a larger study that could lead to a larger population if it generates a high internal consistency result.

Internal consistency using Cronbach's Alpha and finding stability using the test-retest are the two types of reliability. Cronbach's alpha is commonly used to measure the data's internal consistency ("reliability"). It is mostly used when a survey/questionnaire comprises a Likert scale and determines reliability. For the pilot test, the final coefficient of reliability alpha will be between 0 and 1. If alpha =0, the items are completely independent. If alpha=1, the items indicate a high covariance between the items, which means "Redundancy." To check the data collected for this thesis is either reliable or not the Cronbach's Alpha is used. The entire data set is involved in the reliability test, and its result shows the percentage of the internal consistency of the data set.

Output:

Table 3: Pilot Testing Output

Case Processing Summary		
	No. of cases	Percentage
Valid Cases	70	100.0
Excluded Cases	0	0.0
Total	70	100.0

Table 4: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
0.816	0.818	20

Interpretation:

From the 70% data analysis, we observe that the alpha coefficient for 20% of items indicates that the data set has high internal consistency and is in the acceptable range.

(3) Percentage Analysis

Percentage Analysis gives the frequency & percentage of responses arrived for each of the questions in the questionnaire. It summarizes the values and their frequencies in the questionnaire, which explains the demographical profile of the customer who purchases online.

Table 5: Demographic Profiles of the Respondents

Place of residence for the Respondent			
Place of Residence	Frequency	Percentage	Cumulative Percentage
Urban	381	83.6	83.6
Rural	75	16.4	100
Total	456	100	

Age of the Respondent			
Age	Frequency	Percentage	Cumulative Percentage
15 – 24	300	65.8	65.8
25 – 34	75	16.4	82.2
35 – 44	39	8.6	90.8
45 – 54	33	7.2	98.0
55 – 65	9	2.0	100.0
Total	456	100.0	
To what extent are you satisfied with the privacy policies of the social media platform which you use?			
Satisfaction level for the customers with the privacy policies of the social media platform	Frequency	Percentage	Cumulative Percentage
Very dissatisfied	30	6.6	6.6
Dissatisfied	51	11.2	17.8
Neutral	204	44.7	62.5
Satisfied	93	20.4	82.9
Very Satisfied	78	17.1	100.0
Total	456	100.0	
How many hours per day do you spend on the social media platform?			

Hours per day spend on the social media platform	Frequency	Percentage	Cumulative Percentage
Less than 2 hrs	174	38.2	38.2
2-5 hrs.	180	39.5	77.6
5-8 hrs.	57	12.5	90.1
8-10 hrs.	39	8.6	98.7
More than 10 hrs.	6	1.3	100.0
Total	456	100.0	
How often do you get advertisements of services and goods on your feed?			
Rate of advertisements of service and goods on the feed	Frequency	Percentage	Cumulative Percentage
Always	195	42.8	42.8
Only once	204	44.7	87.5
Rarely	51	11.2	98.7
Never	6	1.3	100.0
Total	456	100.0	
To what extent you find such advertisements helpful?			
Does the advertisement are helpful?	Frequency	Percentage	Cumulative Percentage
Not at all helpful	30	6.6	6.6
Helpful	87	19.1	25.7
Rarely helpful	180	39.5	65.1

Very helpful	108	23.7	88.8
Extremely helpful	51	11.2	100.0
Total	456	100.0	
How often do you purchase products online?			
Rate of products purchasing online	Frequency	Percentage	Cumulative Percentage
Always	129	28.3	28.3
Only once Sometimes	264	57.9	86.2
Rarely	60	13.2	99.3
Never	3	0.7	100.0
Total	456	100.0	
Which mode of shopping do you prefer?			
Shopping modes	Frequency	Percentage	Cumulative Percentage
Online shopping	210	46.1	46.1
Telephone shopping (teleshopping)	6	1.3	47.4
Visiting malls	126	27.6	75.0
Visiting supermarkets/departmental stores	114	25.0	100.0
Total	456	100.0	

How much Money (in Rupees) on an average do you spend per month on online shopping?

Average Money (in Rupees) spends per month on online shopping	Frequency	Percentage	Cumulative Percentage
<2000	243	53.3	53.3
2000-5000	156	34.2	87.5
5000-10000	30	6.6	94.1
1000-15000	21	4.6	98.7
More than 150000	6	1.3	100.0
Total	456	100.0	

What is your preferred mode of payment?

Mode of Payment	Frequency	Percentage	Cumulative Percentage
Cash on Delivery	261	57.2	57.2
Debit/Credit card	114	25.0	82.2
EFT	3	0.7	82.9
EMI	3	0.7	83.6
U.P.I.	75	16.4	100.0
Total	456	100.0	

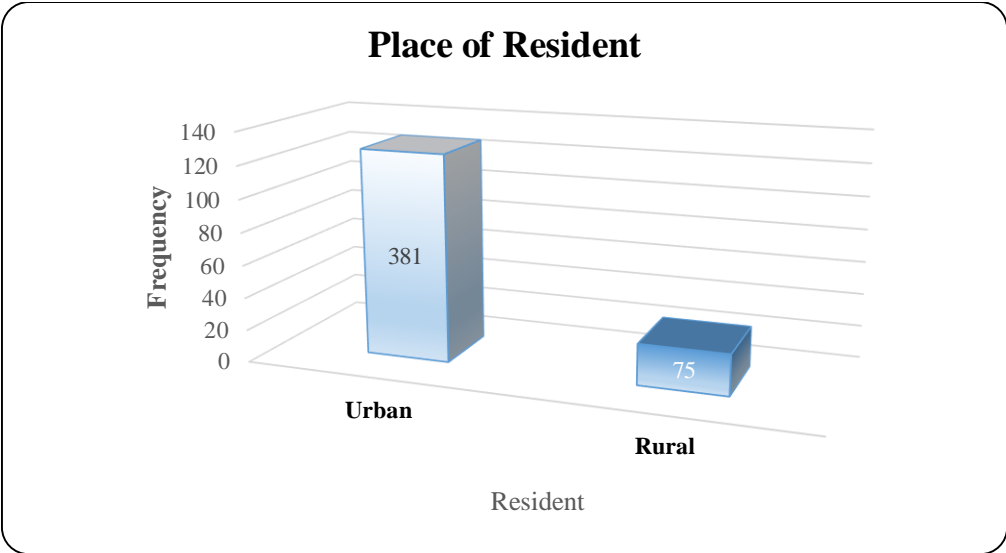


Figure 7: Resident Frequency plot

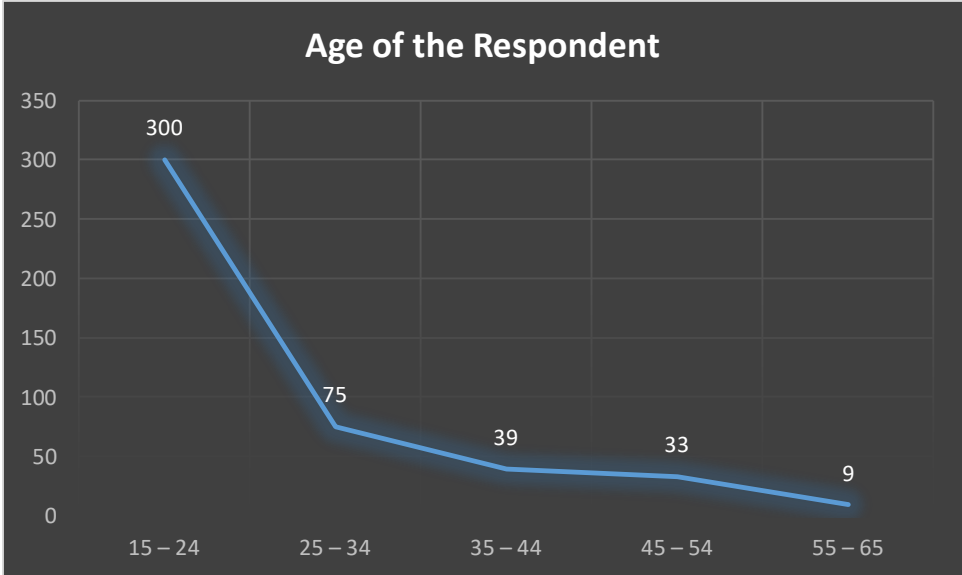


Figure 8: Particular Respondent Age Frequency

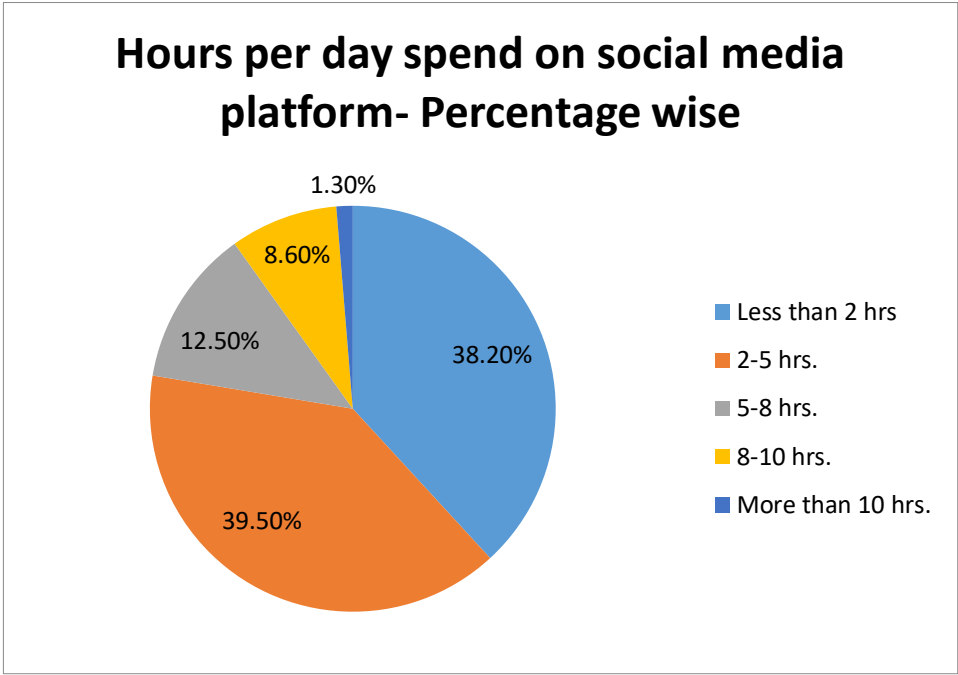


Figure 9: Time spent on Social Media

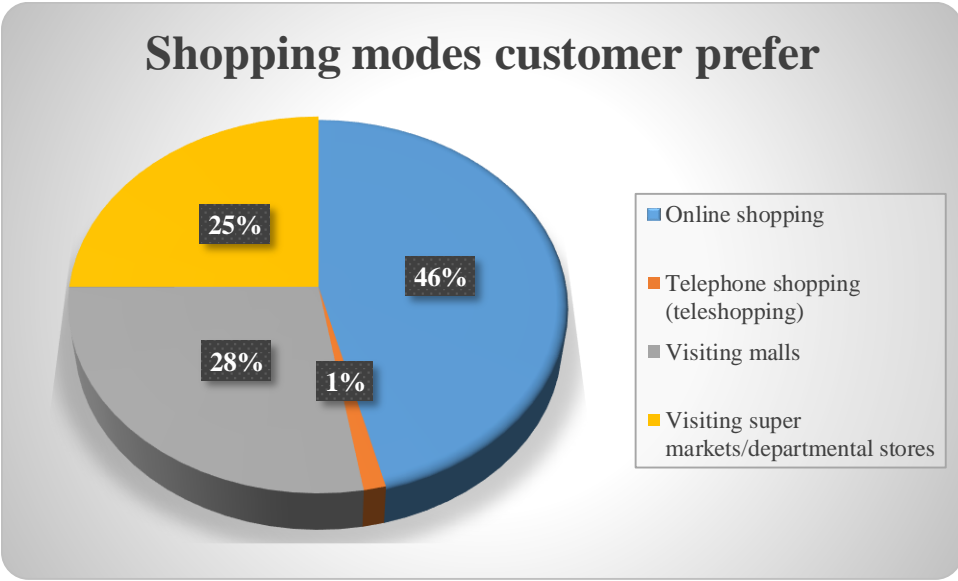


Figure 10: Preferred Shopping Modes

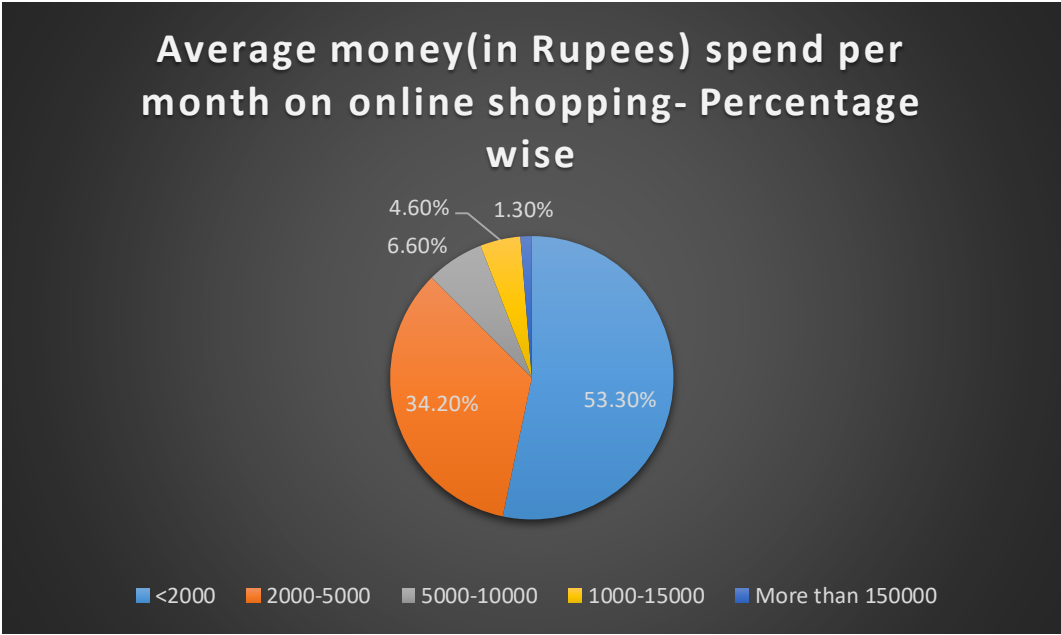


Figure 11: Average Money Per Month Spend on Online Shopping

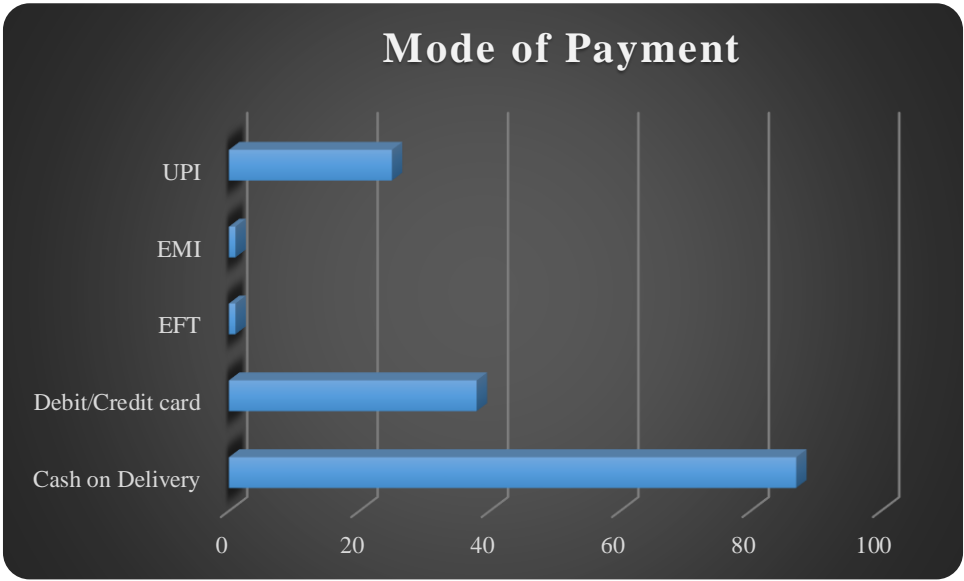


Figure 12: Different Modes of Payment

Interpretation:

- ❖ The above table and the column chart in Figure 1 reveal that out of 456 respondents, there were 381 urban respondents, and 75 respondents were from a rural background. The majority of the respondents belong to the urban area. Hence it can be inferred that social media is being used by both urban as well as rural but more widely used by urban people.
- ❖ The line chart in Figure 2 and the above table exhibits that out of 456 respondents, 300 respondents belong to the 15-24 years age group, 75 respondents were 25-34 years, 39 respondents belonged to the 35-44 years age group, 33 were 45-54 years respondents and only 9 of the respondents belongs to the 55- 65 years age group. The majority of the respondents belong to the age group of 15-24.
- ❖ The above table and the doughnut chart in Figure 3 exhibit the satisfaction level for the customers with the privacy policies of the social media platform. Out of 456 respondents, only 30 were very dissatisfied, 51 were satisfied, a maximum of 204 respondents had a neutral satisfaction level, 93 respondents were satisfied, and 78 respondents were very satisfied with the privacy policies. The majority of the respondents have an unbiased satisfaction level with the customers with the privacy policies of the social media platform.
- ❖ The pie chart in Figure 4 and the table explain that 174 respondents spend the time in social media for less than 2 hrs. One hundred eighty respondents were using social media for 2-5 hrs., 57 respondents were using 5-8 hrs., 39 respondents were using social media for 5-10 hrs., and only six respondents were using the social media for more than 10 hrs. The majority of the respondents spend less than 2 hrs. on social media websites/ apps.
- ❖ The above table and the pie chart in Figure 5 explain that out of 456 respondents, 210 respondents prefer online shopping. Only six respondents prefer telephone shopping, 126 respondents prefer visiting malls, and 114 respondents prefer visiting supermarkets or departmental stores shopping. The majority of the respondents prefer online shopping.

- ❖ The above table and the pie chart in Figure 6 reveal the average Money (in Rupees) spent per month on online shopping. Out of 456 respondents, 243 spent less than 2000, 156 spent 2000- 5000, thirty respondents spent 5000- 10000, 21 respondents spent 10000- 15000, and only six respondents spent more than 15000. The majority of respondents spend more than 150000 in shopping.
- ❖ The above table and the row chart in Figure 7 reveal that out of 456 respondents, 261 respondents prefer the cash on the delivery method for payment, 114 prefer the debit/credit card mode, only three of them prefers the E.F.T. and E.M.I. mode, and 75 respondents prefer the U.P.I. mode of payment. The majority of the respondents prefer the cash-on-delivery model.

Table 6: Social Media Apps or Websites used by the respondents

Social Media Apps	Frequency	Percentage
WhatsApp	435	95.39
Instagram	330	72.37
Facebook	264	57.89
Snapchat	168	36.84
Twitter	159	34.87
Others	21	4.61

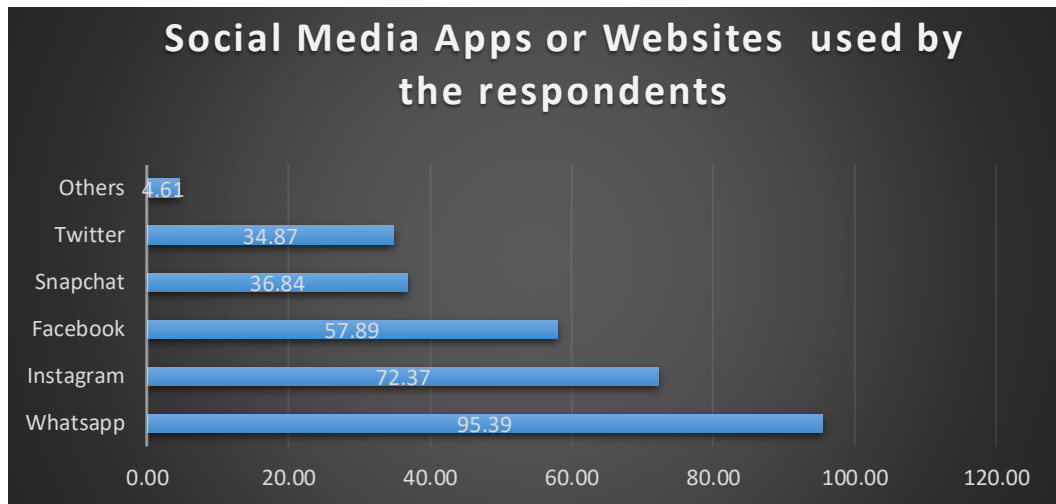


Figure 13: Social Media App/Website Used by Respondent

Interpretation:

We've witnessed a significant change in recent years toward messaging applications for personal communication, and a growing number of individuals are using WhatsApp for work as well. The worldwide pandemic has shown that companies need rapid and effective customer service and sales methods. WhatsApp has evolved into a simple and handy tool in the modern day. According to our study, consumers prefer to WhatsApp message an assistance business and are more inclined to purchase when they can.

The above table and the column chart in Figure 8 reveal that a maximum of 95.39% of respondents uses WhatsApp, 72.37% of respondents use Instagram, 57.89% respondents use Facebook, 36.84% of respondents use Snapchat, 34.87% respondents use Twitter, and rest of the 4.61% respondents use some other social networking apps or websites. A maximum of the respondents uses WhatsApp.

As we can see, customers least use Twitter among other apps due to some downsides of Twitter for business. Like keeping a presence on Twitter takes time. Additionally, the personnel responsible for the account must have the necessary skills and training.

Customers may make public complaints about products or services. Negative remarks may have a detrimental effect on your company. This might be why a business on Twitter is not as famous for online shopping as other apps.

Table 7: Online Shopping App/Website Used by Respondents

Online Shopping Websites / Apps used by the Respondents	No. of Respondent	Percentage
Amazon	411	90.13
Flipkart	342	75.00
Myntra	282	61.84
Snapdeal	45	9.87
Others	18	3.95

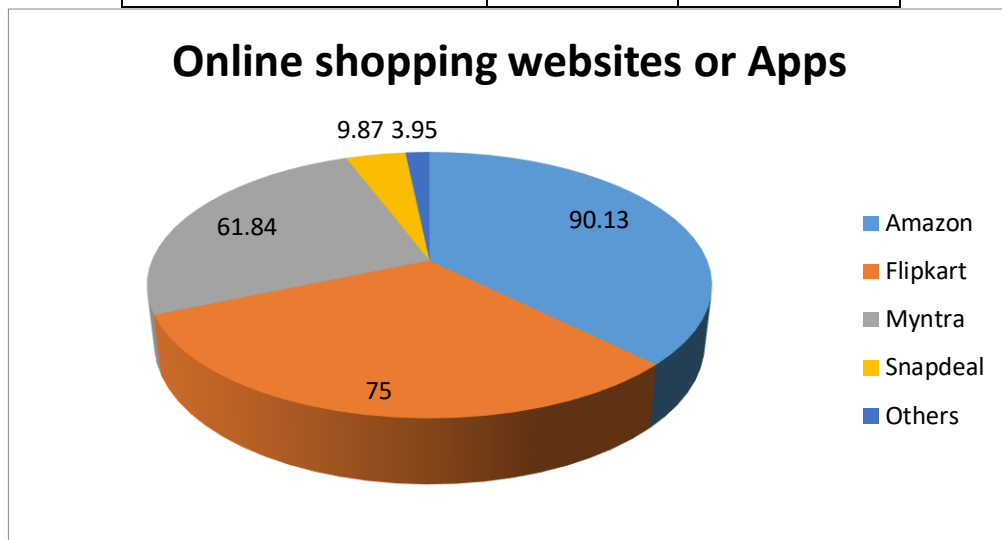


Figure 14: Online Shopping App/Website

Interpretation:

The above table and the pie chart in Figure 9 reveal that a maximum of 90.13% of respondents use Amazon, 75% use Flipkart, 61.8% use Myntra, and 9% use Snapdeal.

The rest of the 3.9% of respondents use other websites/ apps for online shopping. From the above interpretation, Amazon used the highest number of customers than Flipkart, Myntra, and Snapdeal because no one beats Amazon regarding technology and services. Even for sellers, Amazon provides an exceptional experience. Amazon has enormous information and is well aware of spending its money. However, Flipkart is well-known for its speed and efficiency when it comes to delivering your order as well as quick delivery. Snapdeal is currently improving its performance in the fashion sector and delivering goods on schedule. Maybe we can see a larger audience on Snapdeal in the future. Also, in terms of delivery, Snapdeal, and Myntra, are the same.

Table 8: Profession of the Respondents

Profession of the Respondent	No. of Respondents	Percentage
Unemployed	9	1.97
Employed	156	34.21
Student:		
(a) Unemployed Student	264	57.89
(b) Employed Student	27	5.92
Total	456	100.00

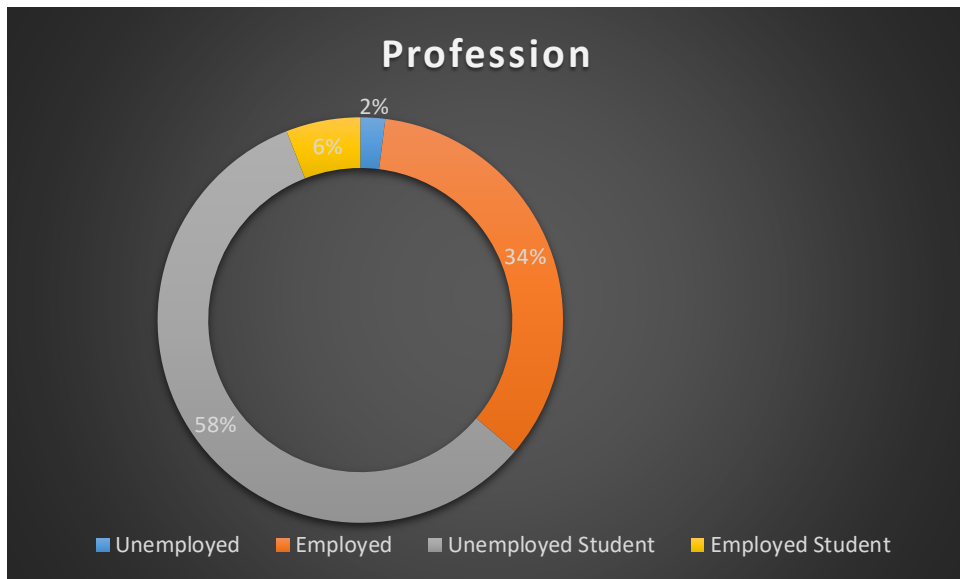


Figure 15: Respondent Profession

Interpretation:

The response to this question was categorized into four classifications: unemployed, Employed, Unemployed Students, and employed. The above table and the doughnut chart in Figure 10 reflect that a maximum of 291 respondents were students in that 264 were unemployed students and 27 were employing students, 156 respondents were Employed candidates, and the rest of the nine responses were from unemployed people. Most of the data gathered for this research study was focused on the students, particularly unemployed students. Hence, 57 people spend more than 5000 online shopping with an annual income of 6 lakh. Out of 57: 18 students are employed, and 30 are working and not the student. Therefore, we can conclude that the people who spend are employed. Also, the review is given by the person on the question “What is your opinion on the services provided by online shopping websites/apps” is mostly satisfied, so we can say people prefer online shopping rather than offline shopping.

Table 9: Respondents purchased on online websites

What are the products you purchase online?	No. of Respondents	Percentage
Electronics	264	57.89
FMCG	150	32.89
Apparels	231	50.65
Personal	297	62.93
Others	12	2.63

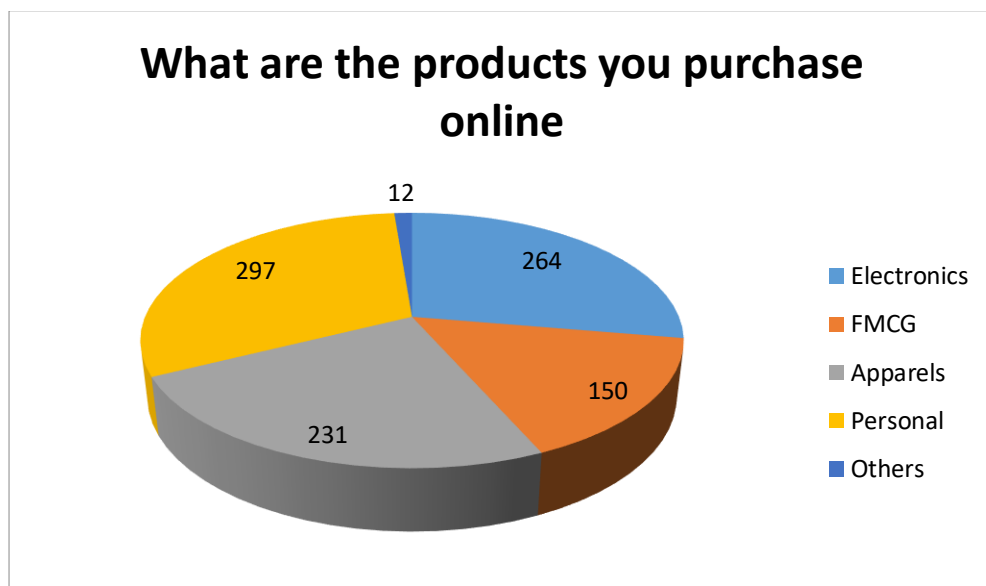


Figure 16: Products Buy Online

Interpretation:

The above table and the pie chart in Figure 11 reveal that a maximum of 297 respondents buy their products, 264 buy electronica products. 231 respondents purchase

apparel. The second minimum of the product is FMCG by 150 respondents. Only twelve respondents use the online websites to purchase the rest of the products. Most of the respondents purchase their products via online shopping mode.

There are many reasons why individuals buy customized goods online: originality, emotional connection, expression of one's individuality, pleasure, vanity, ingenuity, ownership, and a sense of control.

Table 10: Mode of Shopping Customers Prefer

Mode of Shopping Customers Prefer	No. of Respondents	Percentage
Online websites	297	65.13
Social media pages	87	19.08
Mobile applications	192	42.11
Shopping portals	147	32.24

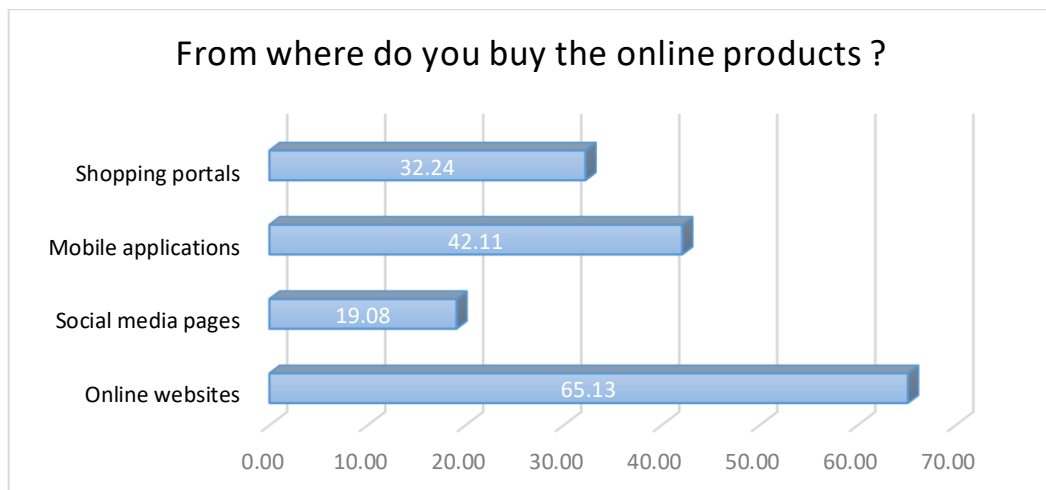


Figure 17: Modes of Buying Online Product

Inference:

The above table and the bar chart in Figure 12 reveal that a maximum of 65.13% of respondents prefer online websites to purchase products. Secondly, the preferable mode is the mobile applications as 42.11%, 32.24% of respondents prefer the shopping portals, and a minimum of only 19.08% of respondents prefer social media pages to purchase the products online. Many of the respondents prefer online websites to purchase the products on online shopping mode because their pages may be shown in search results and included in industry-specific directories. Mobile websites are much simpler for people to discover, making it easy for suitable visitors to find you. Most significantly, when visitors to your normal website are using a portable device, they may be instantly sent to your mobile website (using device detection). On the other hand, App exposure is mainly limited to vendor app stores.

Table 11: For whom online products the customers purchasing

For whom do you buy the products online?	No. of Respondents	Percentage
Myself	396	86.84
Girlfriend/Boyfriend/Spouse/Partner	108	23.68
Family members	306	67.11
Friends	126	27.63
Relatives	54	11.84

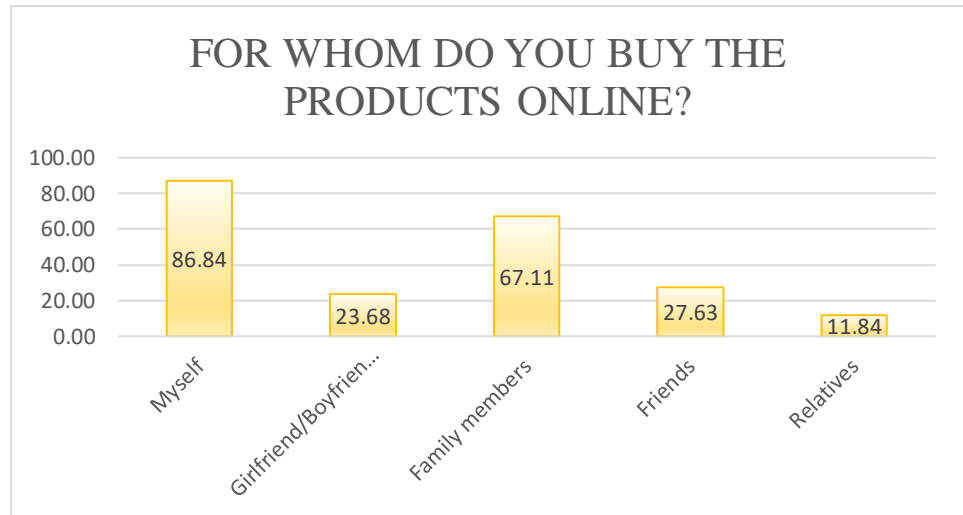


Figure 18: For Whom to Buy Online Products

Inference:

The above table and the Column chart in Figure 13 reveal that a maximum of the customers' purchase products for themselves as 86.84%, then as 67.11% of respondents purchase for the family members, 27.63% of respondents purchase for their friends, 23.68% respondents purchase the products for their girlfriend or boyfriend or their spouse or partners. Most of the Respondents purchase products for themselves.

Table 12: Feature attracts online shoppers

What are the features of online shopping which attract you the most?	No. of Respondents	Percentage
Convenience	297	65.13
More options	198	43.42
Cheap cost	171	37.50
Special offers	249	54.61
Variety of payment modes	99	21.71

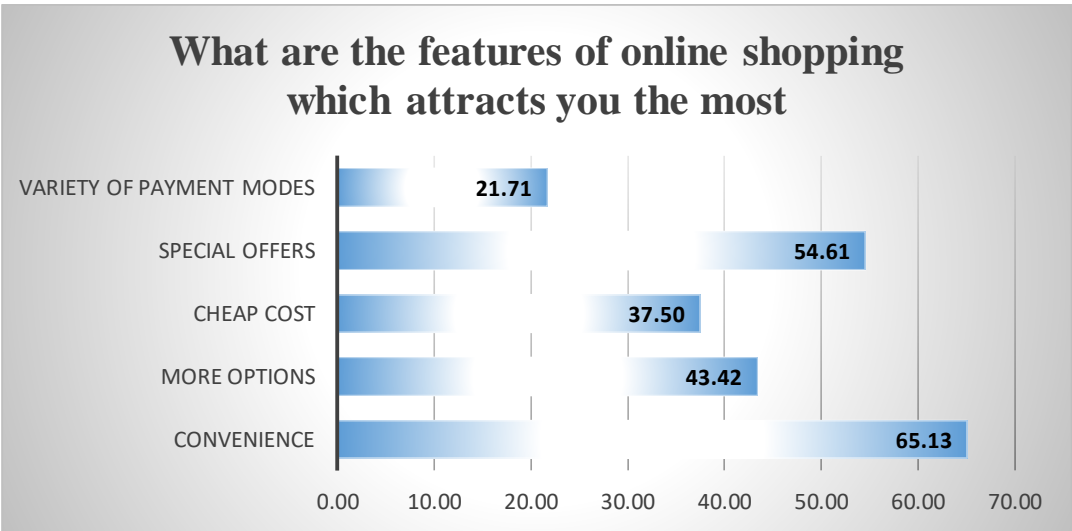


Figure 19: Features of Online Shopping that Attracts Audience

Inference:

The above table and the Column chart in Figure 14 reveal that the convenience of the online websites attracted a maximum of 65.13% of respondents because customers may make purchases from the convenience of their own homes or offices. Consumers may purchase more easily and comfortably thanks to the internet. Transaction cancellation is also a straightforward process. Secondly, the special offers given by the online websites attract customers of 54.61%. When consumers learn they're receiving a great offer, it encourages them to make more purchases and spend additional time browsing the site. 43.42% of respondents were attracted by the many options given by the online portals, 37.5% of respondents were attracted for the cheap cost, and the different payment modes attracted the customers only for 21.71% as there are many common methods of internet payment. Still, the trick is to identify the buyer and executing the most effective solutions is difficult. The convenience of online shopping portals attracts the majority of the customers.

Table 13: Issues faced in online shopping

What are the issues faced in online shopping?	No. of Respondents	Percentage
Payment security	123	26.97
Delivery time	243	53.29
Privacy of information	123	26.97
Nice description of goods but received some different products.	198	43.42



Figure 20: Online Shopping Issues

Inference:

The above table and the pie chart in Figure 15 reveal that a maximum of 53.29% of respondents faced the delivery time problem, nice description of goods but received some different product was faced by the 43.42% respondents, 26.97% respondents faced

the issue of payment security and privacy of information. Products ordered for purchasing are not delivered on time is the major problem faced by the customer.

The relative lack of electronic payments is a significant problem for internet users. Sometimes the funds are taken out of the customer's bank account but not given credit to the seller's account because of a bad internet connection or a technical problem. By trying to contact the company's customer service, clients can recover their funds in this circumstance. Processing the refund should take 7 to 10 days.

The delivery time seems to be a major problem that comes up when making online purchases. Although most online stores have a tracking system, this isn't always the case. Occasionally, delivery personnel will bring the goods when you are not home. In this situation, the goods will be rescheduled for delivery.

(4) Descriptive Statistics

Descriptive Statistics is a type of summary statistic that statistically describes or summarises features from a set of data and the process of applying and analyzing such statistics. Measures of central tendency and variability or dispersion are used to analyze a data set. The mean, median, and mode are the tools in measures of central tendency. The maximum and minimum values, range, standard deviation, variance, range, kurtosis, and skewness are the statistical tools in the measures of dispersion.

(5) Arithmetic Mean

Arithmetic Mean or mean is the average of the data set. In mathematics and statistics, the concept of mean is essential. The mean is the average or most common value in a set of numbers. The total of all values in a collection of numbers divided by the number of total values collected is the arithmetic mean. Simply, the sum of values of the data set is divided by the total number of values.

$$\text{Arithmetic mean} = \frac{x_1 + x_2 + \dots + x_n}{n}$$

Median:

The Median is the middle value in the data set. The value separates a data sample's upper and lower halves in statistics and probability theory.

Mode:

The mode is the most frequently occurred value in the data set. The mode value is not necessarily unique in the given discrete distribution, and it can contain more than one mode, a multimodal model.

Range:

The range of a dataset set is the difference between the maximum and minimum values.

Standard Deviation:

The standard deviation measures variance or dispersion in a data set. It demonstrates how widely the data is dispersed around the mean or average. It is the square root of the variance.

Percentiles:

The percentile is the percentage of data that falls less than a certain value. The term quartiles refer to which data splits into specified quarters. Commonly, the quartiles divide the data into Quartile 1, Quartile 2, and Quartile 3. The 25th percentile, 50th percentile, and 75th percentile are known as Quartile 1 (Q1), Quartile 2 (Q2), and Quartile 3 (Q3), respectively.

Table 14: Annual Income of the Respondents

Annual Income of the Respondent	
Valid No. of Cases	456
Mean	3,49,899.47

Median		325000.00
Mode		0
Std. Deviation		691610.482
Range		7000000
Minimum		0
Maximum		7000000
Percentiles	25	0.00
	50	325000.00
	75	503000.00

Interpretation:

The total number of cases collected in this thesis is 456. The mean or average and the standard deviation of the annual income of the respondents are 3, 49,899.47 and 6, 91,610.482, respectively. The maximum range of the annual income is 70 00,000. Because the range formula is the difference between the maximum and minimum value and the minimum annual income given by the respondents is zero, the value of the maximum and the range are the same in the above table. 25% of the respondents have an annual income of zero. It implies that 25% of the respondents are students. 50% of the respondents earn less than or equal to 325000 Rupees. The 75 percentile reveals that 75% of the respondents earn less than or equal to 503,000 rupees.

Table 15: Respondent Age

Age of the Respondents		
Valid No. of Cases		456
Mean		25.78
Median		21
Mode		20
Std. Deviation		10.030
Variance		100.592
Range		50
Minimum		15
Maximum		65
Percentiles	25	19
	50	21
	75	30

Interpretation:

The mean or average age of the respondents is 25.78, and the standard deviation of the age is 10.03. It means that every individual age is around the mean value of 25.78. The minimum and maximum of age of the Respondent is 15 and 65. 25% of the respondent are at the age of less than or equal to 19. 50% of the respondents are at the age less than or equal to 21, which is the median age of the respondents. The 75 percentile tells that 75% of the response is from the age less than or equal to 30. It

indicates that the age group between 31 and 65 has the least response. The respondents with age 20 gave their responses to the maximum.

(6) Chi-Square Test

A chi-square (χ^2) statistic is a statistical tool to exhibit the association between two variables. The actual data is compared to the expected data, and its relationship is measured using the chi-square test. In this thesis, two variables, social media & advertisements rate of service and the goods that occur on their feed, are compared & their relationship will be discussed so that we can identify which customers mostly use social media websites & which apps deliver the greatest number of advertisements (Ogbo et al., 2019). Secondly, the association is observed between those who believe that online shopping is better than other shopping modes and the recommendation rate given by online shoppers to others. It evaluates the customer's desire and their belief towards the online shopping mode over the traditional shopping.

Comparing the rate of respondents who prefer online shopping is better than other modes of shopping and recommendation level given by online shoppers to others:

Hypothesis 7:

H₀: There is no relationship between the customers who believe that online shopping is better than other shopping modes and the recommendation rate given by online shoppers.

H₁: There is an association between the customers who believe that online shopping is better than other shopping modes and the recommendation rate given by online shoppers.

Table 16: How often do you recommend online shopping to others

Do you think online shopping is better than other modes of shopping? *
How often do you recommend online shopping to others?

		How often do you recommend / discourage online shopping to others?					Total
		Very Rarely	Rarely	Occasionally	Frequently	Very Frequently	
Do you think online shopping is better than other modes of shopping?	Always Better	0	0	3	18	27	48
	Much Better	0	3	15	69	21	108
	Somewhat Better	3	18	111	75	6	213
	Stayed the same	3	18	18	12	0	51
	Somewhat worse	5	3	6	0	0	14
	A lot worse	4	3	3			10
	Never better	3	9	0	0	0	12
Total		18	54	156	174	54	456

Table 17: Chi Square Test 1

Chi-Square Tests			
	Value	Degrees of Freedom	Asymptotic Significance (2-sided) p- value
Pearson Chi-Square	369.047 ^a	20	0.000
Likelihood Ratio	302.011	20	0.000
Linear-by-Linear Association	200.397	1	0.000
No. of Valid Cases	456		
a. 11 cells (36.7%) have an expected count of less than 5. The minimum expected count is .47.			

Interpretation:

The Chi-Square test result shows the chi-square value χ^2 (df= 20, N= 456) = 369.047 and its respective p-value is less than 0.05, which rejects the null hypothesis. It indicates a positive relationship between the customers who believe that online shopping is better than other shopping modes and the recommendation rate given by online shoppers. It ensures that customers who believe that internet shopping is preferable to other shopping modes would often recommend it to others because social effects on customer purchasing choices are also most likely to benefit your business's development. The study's findings indicate that customers depend on word of mouth to acquire both daily and long-term products. The individuals that seem to have the most effect on a consumer's choice are close relatives, friends, and acquaintances. Each human being is a part of a particular community. We have all heard

great about reference groups: main, secondary, desirable, and formal. People like reading evaluations written by their peers with similar interests and needs. For instance, if you sell automobiles, your prospective clients will be extremely concerned about the opinions of other drivers.

Comparing the time of surfing the social media/ apps and the advertisements level they get on the feed about the services and goods:

Hypothesis 1:

H₀: There is no association between surfing social media and the advertisements on the feed about the services and goods.

H₁: There is an association between surfing the shopping websites and advertisements on the feed about the services and goods.

Table 18: How often do you get advertisements for services and goods on your feed?

How often do you surf social media? *					
How often do you get advertisements for services and goods on your feed?					
How often do you surf social media?	How often do you get advertisements for services and goods on your feed?				Total
	Always	Only once	Rarely	Never	
Always	48	12	6	0	66
Very Often	66	66	6	3	141
Sometimes	51	87	18	3	159
Rarely	18	39	21	0	78
Never	12	0	0	0	12
Total	195	204	51	6	456

Table 19: Chi Square Test 2

Chi-Square Tests			
	Value	Degrees of Freedom	Asymptotic Significance (2-sided) p-value
Pearson Chi-Square	82.921 ^a	12	0.000
Likelihood Ratio	88.137	12	0.000
Linear-by-Linear Association	16.374	1	0.000
No. of Valid Cases	456		
a. 6 cells (30.0%) have an expected count less than 5. The minimum expected count is 0.16.			

Interpretation:

The Chi-Square test result shows the chi-square value χ^2 (df= 12, N= 456) = 82.921 and its respective p-value is less than 0.05, which rejects the null hypothesis. It indicates a positive relationship between surfing the social media and the advertisements on the feed about the services and goods. It means that everyone who frequently visits social media will be flooded with advertisements for services and products on social media websites or apps. By using GPS technology, the Internet can assist users in providing information on virtually any location on the globe. You may look for companies in your neighbourhood or determine the fastest route to your destination. However, today's modern search engines are very strong in determining the user's location and assisting in providing relevant results for your region. Additionally, it may supply you with the phone number or location of any showroom or other service provider.

Test of Independence of Attributes - Contingency Tables:

The contingency table is also known as the two-way frequency table, which provides a possible number of responses that occurred for two categorical variables together. It is crucial to examine the discrepancies between the marginal and conditional distributions of two categorical variables when explaining their relationship. The distribution of one variable under the assumption that the other variable equals some value is the conditional distribution. The total distribution of one variable, ignoring all other variables, is the marginal distribution. In this thesis, the variables of how often people surf online websites and how comfortable they are with the websites are compared, and their frequencies are displayed. Further, the opinion on the service provided by the online shopping websites and the customer's thought on the safety level in buying products online are compared using the contingency table. According to the frequencies, it is discussed.

The payment mode, Average Money spent per month on online shopping, Security level, and rate of purchase online are compared with the different residential places:

Table 20: Test of Independence of Attributes

Payment Mode	Rural	Urban	Grand Total
Cash on Delivery	48	213	261
Debit/Credit card	12	102	114
EFT	3	0	3
EMI	0	3	3
UPI	12	63	75
Grand Total	75	381	456
Average Money spent per month on online shopping	Rural	Urban	Grand Total

<2000	45	198	243
10,000-15000	3	18	21
2000-5000	21	135	156
5000-10,000	3	27	30
More than 150000	3	3	6
Grand Total	75	381	456
Online shopping is safe	Rural	Urban	Grand Total
Agree	33	198	231
Disagree	0	12	12
Neutral	27	135	162
Strongly agree	12	36	48
Strongly disagree	3	0	3
Grand Total	75	381	456
How often do you purchase online	Rural	Urban	Grand Total
Always	15	63	78
Rarely	9	48	57
Sometimes	30	147	177
Very Often	21	123	144
Grand Total	75	381	456

Interpretation:

Comparing the mode of payment with the two mutually exclusive residential places-Urban and Rural (who moved to urban areas for studies or business purposes), the outcomes are both kinds of people preferring the cash on the delivery mode by 57.23%. The majority of 213 urban customers prefer cash on delivery mode, and 102 urban respondents prefer paying amounts via the debit card or credit card. Three of the urban and rural respondents prefer E.M.I. and E.F.T. mode of payment, respectively. The U.P.I. payment mode is mostly preferred by the urban people rather than the rural people. People in rural regions have begun to buy online as well. However, internet buyers rely largely on the cash-on-delivery payment method (COD) in India. More than half of all transactions are made using the cash-on-delivery payment method. But the question is, why do Indians continue to choose cash-on-delivery over electronic payments? It is a well-known truth that Indians like and are used to cash transactions. Rural & semi-urban residents are more easily with cash payments than with digital payments. Many Indians remain suspicious about digital payments. It is the primary reason for the dominance of cash-on-delivery in the Indian e-commerce industry. They believe that digital payments are unsafe because they lack confidence on the internet and are concerned about security concerns.

Additionally, each day, individuals are exposed to internet and e-commerce fraud news. After completing online payments, citizens may not get the goods. As a result, they have developed an apprehension about digital transactions. Also, India lacks strict cyber regulations that safeguard customers from financial loss while making digital payments.

The average money spent per month on online shopping is discussed for the rural and urban people, and it is obvious that the urban people spend the maximum of their earnings in the e-shopping mode. Most rural people spent less than 2000 and greater than 150000 per month on online shopping. The majority of the urban people spend Money of 5,000 to 15,000 per month. The average amount spent by rural residents every month is between 2000 and 5000 Rupees. A good chunk of the rural

population in India has reservations about banking on internet goods due to concerns about product damage or theft, difficulty returning the product, and other problems. As a result, all businesses must establish a trust foundation before establishing operations in rural areas or villages across India. Currency is a significant area of difficulty for the majority of village e-commerce companies operating inside the borders of India. Different nations have distinct export and import requirements. Thus, credit card limitations & currency exchange rates have a negative role in the eCommerce industry, limiting the overall smoothness of e-commerce purchasing. This can be why urban area residents spend more on online shopping than rural people.

The security level concerned by the rural and urban people is discussed by classification. Both communities' people are satisfied with the safety level of online shopping. An equal percentage of responses is received for the neutrally satisfying option. No one agrees or disagrees strongly with the level of safety offered for e-shopping by the rural and urban populations, respectively. Rural people strongly agreed with the safety level provided by the online shopping portals for 25%, while only 75% of urban people agree strongly with the safety level.

When comparing the rate of online purchases made by persons in rural and urban communities, it becomes clear that they both make purchases occasionally. Rural and urban shoppers both *purchases online at a rate of 19.3% and 80.7 %, respectively.

(7) Correlation

Correlation is a bivariate analysis that computes the direction & strength of a relationship between two variables, and it is numerically expressed as a correlation coefficient, rho (ρ). The value of the correlation coefficient lies between the ranges -1 to 1.

The correlation coefficient, rho value greater than 0, signifies the positive correlation between two variables, and the value less than 0 indicates a negative correlation. In statistics, usually, the correlation is divided into four types, namely

- Pearson Correlation
- Spearman Correlation
- Kendall Rank Correlation
- Point- Biserial Correlation

In this thesis, the yearly income of the customer is compared to the rate of products purchased online, the mode of payment they prefer, the amount spent for online shopping per month, and the association between the two pairs of variables are discussed. From this, the customer's behaviour on spending money online and the preferable products to buy online was discovered.

Hypothesis 2:

H₀: There is no relationship between the annual income of the respondent and the frequency of products purchased through social media.

H₁: There is a relationship between the annual income of the respondent and the frequency of products purchased on social media.

Table 21: Spearman's Rho Correlations between Annual Income & Purchased Products

Spearman's Rho Correlations			
		Annual Income of the Respondent	How often do you purchase products through social media?
Annual Income of the Respondent	Correlation Coefficient	1.000	0.131
	Asymptotic Value (2-tailed)		0.005

	No. of Cases	456	456
How often do you purchase products online?	Correlation Coefficient	0.131	1.000
	Asymptotic Value (2-tailed)	0.005	
	No. of Cases	456	456

Interpretation:

Spearman's Rho Correlations results show the correlation coefficient value is 0.131, and its p-value is 0.005, which is less than 0.05 (L.O.S). Therefore, the null hypothesis is rejected. (i.e.,) There is a positive relationship between the annual income of the Respondent and the frequency of products purchased through social media. **It indicates that a customer purchases products through social media according to their annual income.** It illustrates what economists refer to as a consumption schedule: the connection between income and expenditure. When income increases, expendable income increases, and people purchase more things. As a consequence, consumption of large purchases or non-essential items increases.

Numerous reasons contribute to why customers opt to invest more in items that are not necessary for daily living costs. Stock market fluctuations, tax legislation, or even customer optimism are examples of this.

Hypothesis 3:

H₀: There is no relationship between the respondent's annual income and the average Money (in Rupees) spent per month on shopping.

H₁: There is a relationship between the Respondent's annual income and the average Money (in Rupees) spent per month on shopping.

Table 22: Spearman's Rho Correlations between Annual Income & Money Spend Per Month

Spearman's Rho Correlations			
		Annual Income of the Respondent	How much money (in Rupees) on average do you spend per month shopping?
Annual Income of the Respondent	Correlation Coefficient	1.000	0.304
	Asymptotic Value (2-tailed)		0.000
	No. of cases	456	456
How much money (in Rupees) on average do you spend per month on online shopping?	Correlation Coefficient	0.304	1.000
	Asymptotic Value (2-tailed)	0.000	
	No. of cases	456	456

Interpretation:

Spearman's Rho Correlations results show the correlation coefficient value is 0.304, and its p-value is approximately 0, which is less than 0.05 (L.O.S). Therefore, the null hypothesis is rejected. (i.e.,) There is a positive relationship between the Respondent's annual income and the average Money (in Rupees) spent per month on shopping. It illustrates that users spend Money on the internet in proportion to their annual income.

(8) Mann- Whitney U Test:

When the dependent variable is ordinal & continuous but not normally distributed, the Mann-Whitney U test is used to analyse differences between two independent groups. The Mann-Whitney U test is commonly used as a nonparametric alternative to the independent t-test, which is a parametric test (*More Accurate Two Sample Comparisons for Skewed Populations*, n.d.). The assumptions of these tests are:

- The dependent variable should be in a continuous or ordinal level of measurement.
- The Independent variable should form an independent group with two categories.
- The data set should have observation independence, which means that there should be no correlation between the groups or between the observations in each group.
- The Mann- Whitney U test can be used only if the two variables are not normally distributed.

As the place of residence for a customer is an independent variable with two categories and the rate of the products purchasing in online is the dependent variable with the ordinal level of measurement ranging from always to never, both are together taken to the Mann- Whitney U test and its significant different level is computed using the two-tailed asymptotic significance value which needs to be greater than 0.5. Suppose if the value is less than 0.5, the null hypothesis is to be rejected. In that case, the null hypothesis framed for these variables is there is no significant difference in the rate of the products purchased online according to the customer's residential (urban and rural).

The customer's opinion on shopping through social media stability is the dependent variable ranging from strongly agree to disagree. The customer residential is taken as the independent variable and analyzed by taking the null hypothesis. There is no

significant difference in the customers' opinions in the urban and rural backgrounds about the security level in online shopping.

Comparing the place of residence of the respondents and the rate of the products purchased through social media:

Hypothesis 4:

H₀: There is no significant difference in the rate of products purchased through social media according to the customer's residential (urban and rural).

H₁: There is a significant difference in the product purchase rate through social media according to the customer's residential (urban and rural).

Table 23: Ranking of Residents & rate of Product Purchased

Ranks				
	Place of Residence	No. of cases	Mean Rank	Sum of Ranks
How often do you purchase products through social media?	Urban	381	229.03	87261.00
	Rural	75	225.80	16935.00
	Total	456		

Table 24: Test Statistics 1

Test Statistics ^a	
	How often do you purchase products through social media?
Mann-Whitney U	14085.000
Wilcoxon W	16935.000
Z	-0.204
Asymptotic Significance p- value (2-tailed)	0.838
a. Grouping Variable: Place of Residence	

Interpretation:

From the above Mann- Whitney U test statistic Table, the Mann- Whitney U test value is 14085, and it is observed that the significant value is 0.838, which is greater than the level of significance value 0.05. Hence, the null hypothesis (H_0) is accepted. According to the customer's residential (urban and rural), there is no significant difference in the rate of the products purchased through social media according to the customer's residential (urban and rural). It ensures that customers living in urban and rural areas purchasing the products through social media are in the same ratio.

As is the case in urban India, rural customers are likely to embrace online shopping and drive consumption gradually. Rural areas are already well-served by basic telecom services and see an increase in computer and smartphone usage. To leverage these changes, internet portals are regarded as critical platforms for businesses seeking to penetrate and build a presence in rural markets. The Internet has evolved into a cost-effective method for businesses to break down geographical boundaries and expand their reach.

I am comparing the respondents' residence and the customer's belief on the security level in social media.

Hypothesis 5:

H₀: There is no significant difference in the customers' opinions in the urban and rural background about the security level in social media.

H₁: There is a significant difference in the customers' opinions in the urban and rural background about the security level in social media.

Level of Significance: (0.05)

Table 25: Ranking of Place of Residence and Online Shopping

Ranks				
	Place of Residence	No. of Cases	Mean Rank	Sum of Ranks
Would you agree that online shopping through social media is safe?	Urban	381	229.37	87391.50
	Rural	75	224.06	16804.50
	Total	456		

Table 26: Test Statistics 2

Test Statistics ^a	
	Would you agree that shopping through social media is safe?
Mann-Whitney U Test	13954.500
Wilcoxon W	16804.500
Z	-0.352
Asymptotic Significance p- value (2-tailed)	0.725
a. Grouping Variable: Place of Residence	

Interpretation:

From the above Mann- Whitney U test statistic Table, the Mann- Whitney U test value is 13954.500, and it is observed that the significant value is 0.725, which is greater than the level of significance value 0.05. Hence, the null hypothesis (H_0) is accepted. There is no significant difference in the customers' opinions in the urban and rural background about the security level in social media. It implies that both the urban and rural background customers feel safe in purchasing products online.

Rural customers who have made internet purchases report a range of advantages, including savings, convenience, quickness, and variety. Marketers can assist rural internet consumers in overcoming current obstacles by developing tools and incentives that boost awareness and usage, ultimately resulting in purchases and loyalty.

Accurate information reassures prospective urban & rural buyers that they will not get a product with incorrect features. By giving accurate information, various possible

issues and product returns may be avoided, online transactions become less hazardous and simpler, and consumers become more pleased.

Comparing the opinion of respondents who are involved in online businesses about the product safety level of online shopping through social media:

Hypothesis 6:

H₀: There is no significant difference in the opinion about the safety level of online products on social media, whether they are involved in the online business or not.

H₁: There is a significant difference in the opinion about the safety level of online products on social media, whether they are involved in the online business or not.

Level of Significance: (0.05)

Table 27: Ranking of Involved in Online Business and Online shopping is safe

Ranks				
	Are you are involved in any online business?	No. of Cases	Mean Rank	Sum of Ranks
Would you agree that online shopping through social media is safe?	Yes	99	230.82	22851.00
	No	357	227.86	81345.00
	Total	456		

Test Statistics ^a	
	Would you agree that shopping through social media is safe?
Mann-Whitney U Test	17442.000
Wilcoxon W	81345.000
Z	-0.218
Asymptotic Significance p- value (2-tailed)	0.827
a. Grouping Variable: Are you are involved in any online business?	

Interpretation:

From the above Mann- Whitney U test statistic Table, the Mann- Whitney U test value is 17442.000, and it is observed that the significant value is 0.827, which is greater than the level of significance value 0.05. Hence, the null hypothesis (H_0) is accepted. There is no significant difference in the opinion about online shopping through social media safety level whether they are involved in the online business or not. It conveys that the respondents involved in online businesses have a secure opinion about online shopping through social media as those not involved in online businesses. It does not make any differences between the securities levels according to the business they are running online because eCommerce security implements the policies that govern online transactions. It comprises procedures that protect individuals who conduct online sales and purchase products and services. You must earn your consumers' confidence by implementing fundamental eCommerce security measures. Among these fundamentals are the following:

- Privacy
- Integrity

- Authentication
- Non-repudiation

Hence running a business online doesn't impact the safety level.

(9) Regression Testing

We could utilise more than one factor to generate a prediction with multiple regression test analysis. While multiple regression allows us to separate causative factors by studying how they impact the variables, in this example the influence of customer behaviour on desire to buy, multiple regression allows us to separate causal factors by examining how they influence each other. SPSS would be used to assess the multiple linear regression in this study (Abdu & Purwanto, 2013). The regression analysis of the association between dependent & independent variables in this study is shown in table below.

Table 28: Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.290	.450		-.065	.949
	Social Factors	.490	.107	.037	.455	.650
	Discount	.568	.118	.444	4.834	.000
	Feedback	.063	.101	.053	.634	.528
	Age	.364	.111	.279	3.286	.001

a. Dependent Variable: Impact on Consumer Buying Behaviour

All of the variables in this study cannot be assessed as units when examining at the independent variables. The researcher utilized the standardised coefficients column, represented by the beta value column, as that of the determinants for coefficient regression because the constraint of variables that cannot be quantified as units (doesn't have constant value). As a result, the regression equation will be:

$$Y = 0.037X_1 + 0.443X_2 + 0.053X_3 + 0.278X_4$$

The coefficient from the regression analysis is positive, as shown in the above equation; the equation's meaning is as follows:

(10) F Test

The F test is a statistical method with an F-Distribution when the null hypothesis is true; it is a significant testing method for determining if the independent variables have a substantial impact on the dependent variable. Essentially, the F-Test is used to determine the effect of all independent variables (X) on the dependent variable (Y). The result of T counts from SPSS & F table having 0.05 significant and the value of sig are compared in this test. If F count is more than F table ($F_{count} > F_{table}$), the independent variables are influencing the dependent variable at the same time.

Table 29: ANOVA Testing

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.679	4	8.174	19.567	.000 ^b
	Residual	43.865	105	.418		
	Total	76.562	109			

a. Dependent Variable: Impact on Consumer Buying Behaviour?

b. Predictors: (Constant), Social factors, Discount, Feedback, Age

The value of F count is 19.5567 with 0.000 probability, according to the ANOVA test or F test table 2 above. Because the F count is $19.5567 > F \text{ table } (= 0.05) 2.48$, H_{a1} is accepted in this study, and the regression model can be used to predict the customer's willingness to buy (dependent variable). In other words, all the independent variables, such as social factors, discount, feedback, and age, have a significant effect on the dependent variable, customer's willingness to buy.

(11) T Test

Table 30: T Test

	T Count	T Table
Social factors	0.455	1.6595
Discount	4.834	1.6595
Feedback	0.634	1.6595
Age	3.286	1.6595

The T-test is used to determine the effect of each independent variable (X) on the dependent variable (Y). The t test is utilised in this study to examine how the independent variables (Social Factors, Discount, Feedback, and Age) affect the dependent variable (customer desire to buy).

Coefficient Correlation of Multiple Determination (R^2)

Table 31: Coefficient of Correlation

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	.654 ^a	.427	.405	.646

a. Predictors: (Constant), Social Factors, Discounts, Feedback, Age

Above table shows that the R value for the variables Social Factor, Discount, Feedback & Age, is 0.654. According to above table which describes the standards for the correlation between independent variables and dependent variables, independent variables have a moderate correlation with decision for 65.4 %, and the coefficient of determination, which is the square of the correlation coefficient (R^2) in table, is equal to 0.405, which means that 40.5 % in willingness to buy is described by all of the independent variables.

CHAPTER 4: RESULTS AND DISCUSSIONS

CHAPTER 4: RESULTS AND DISCUSSIONS

Consumer behaviour in the Digital World, particularly on social media, was the driving force for this research. The amount of information available to us expands every day, and as a result, we are excessively exposed to and drawn to a wide range of information through social media. A fresh approach to marketing is needed because of the shift in consumer positioning brought about by social media's openness and accessibility. Ultimately, the study sought to show how and when social media has altered consumer decision-making procedures in theory and practise, both theoretically and empirically. Online consumers' reliance on social media was examined in this research, as well.

The above study thesis deciphered the complexities of internet shopping behaviour in Delhi (N.C.R.). It looked at social media as a factor that influenced online shoppers' purchasing patterns and behaviour. This thesis covered a wide range of topics related to social media. It includes a survey conducted in the topic area and an analysis of the survey results. The total number of data collected for this research is 456. It is primary data collected first-hand from the customers through the google forms with the 40 questions, including all types of data that are nominal, ordinal, ratio, and interval level of measurement. The name, age, the profession of the respondents collected in the questionnaire are examples of the nominal data. The maximum of the questions collected in the questionnaire is ordinal data because the options given range from always to never or from strongly disagree to agree strongly. Further, the ratio level measurements example is annual income because it includes zero. Finally, the example for the interval level measurements is the age of the respondents because it cannot be zero. The respondents' maximum age range is from 15 to 24, with persons under twenty most likely to respond to the questionnaire. As a result, the Respondent's topmost profession is a student.

This survey was collected from the customers in Delhi (N.C.R.), and the data collected was not normally distributed. The findings from the Shapiro-Wilk test and the Kolmogorov- Smirnov test are conducted in the above report. It was conducted to the annual income variable collected for each Respondent. It was divided into two

categories according to their residential place, a rural and urban area. Some of their annual income was mentioned as zero since the maximum data is collected to the graduated students, who are unemployed. So that the maximum of the data and the range of the data remains the same as 70 00,000. Also, for confirming the results of numerical method tests, the Shapiro-Wilk test, and the Kolmogorov- Smirnov test, the graphical method was also used. The normality was checked by plotting the Q-Q Plot graph and the histogram. Histogram reveals the right skewness present in the variable which the annual income is skewed in the positive direction. It indicates that the mean is greater than the mode of the same variable that is the annual income of the respondents. The descriptive statistics table proved the above statement by displaying the mean value as 3, 49,899, greater than the mode value, zero.

The mode value 0 clearly says that the maximum data was collected from the unemployed customers who depend on their family members to purchase the products online. From the respondents' demographic profile and the diagrammatic representation, we can observe that the urban people respondents are more as compared to rural customers. However, the products purchased online, and their thoughts about the safety level of the products are in the same proportion for urban and rural respondents. Customers prefer to shop the products on online websites rather than shopping portals, social networking pages, or smartphone apps. According to this, Amazon is the most usable social networking app or website. Many responders buy their items. We might assume that personal products sold well on the Amazon website and purchased for themselves. The preferable mode of payment is cash on delivery since the problems faced by the customers are the description given for the products, and the receiving products are not the same. The descriptions seem nice, but the products received in hand are different. So that customers prefer cash on delivery mode for payment, media can be defined as reflecting what is going on in the world. In the modern environment, the media has become more highly evolved. Print media was once the pinnacle of information sharing and enjoyment, but it has been overtaken by 'social media.' Anything and everything associated with the internet is referred to as social media.

Nowadays, people spare most of their time on social media. It can be defined as an online platform where millions of users generate and share a wide range of content, such as articles, images, videos, blogs, and so on, all with the click of a button. We can't imagine a day when we aren't on the internet, and social media networks significantly impact our lives. By proving this, the response collected for the question, how many hours do you spend on the social media platform? It reveals that most respondents spare 8-10 hours per day. And, they spend more than 150,000 per month on online shopping. 90.7% of the urban customers spent their maximum time on online shopping websites than the rural people & total of 17.1% people including rural & urban residents purchased online the advertisement level one gets in their feed is raised in the last five years.

WhatsApp is the social media app maximum used by the respondent, and it does not expose any advertisement. The features that attract customers are the convenience of online shopping. The major problem faced by the customer in online shopping is the products cannot receive at a specific time. However, the rate of recommendation given to others is infrequent. We observe from the chi-square test that customers who believe that internet shopping is preferable to other shopping modes would often recommend it to others. The recommendation for the online websites is maximum shared by the urban people to the other customers which help the people to choose the best website also it improves the sales for the online website or apps. The maximum number of respondents who spend their time surfing shopping websites is unusual, and the advertisement in their feed is also very rare or getting only once for a time. The chi-square test expresses that everyone who frequently visits shopping websites will be flooded with advertisements for services and products on social media websites or apps. The privacy policies given by the online shopping portals are neither very satisfied nor very dissatisfied by the customers. People feel online shopping is somewhat worse than the other shopping modes by 213 respondents, especially urban people, express that online shopping is much worse than other shopping modes. The correlation results display that people spend money and purchase products online according to their annual income. The Mann-Whitney U test results show no significant difference in the rate

of the products purchased online according to the customer's residential (urban and rural), which ensures that customers living in urban and rural areas purchasing the products online are in the same ratio (Theses, 2015). In addition, it delivers that there is no significant difference in the customers' opinions in the urban and rural background about the security level in online shopping, which implies that both the urban and rural background customers feel safe in purchasing products online. Also, the Mann-Whitney U Test conveys that the respondents involved in online businesses have a secured opinion about online shopping as same as the respondents who are not involved in online businesses. It does not make any differences between the securities levels according to their business online. It also explains that there is no significant difference in the opinion about the purchase in the renowned online shopping websites whether they are involved in the online business or not. It explores that every customer prefers and recommends purchasing products in renowned online websites/ apps, whether they are a part of any online business. There is no difference in the opinion about favouring the renowned websites according to their business they are associating in online.

According to the objective noted for this report, the advertisement in the feed about the service and goods has increased in the last five years, and it rarely seems helpful to the customers. The online purchase in the pandemic (Covid-19) situation has raised to the extent that the customers prefer to buy personal products on renowned websites rather than new ones. Customers are more likely to buy for themselves than their family members, spouses or partners, friends, or relatives

4.1 Framework of Social Media Affecting Consumers for Online Shopping

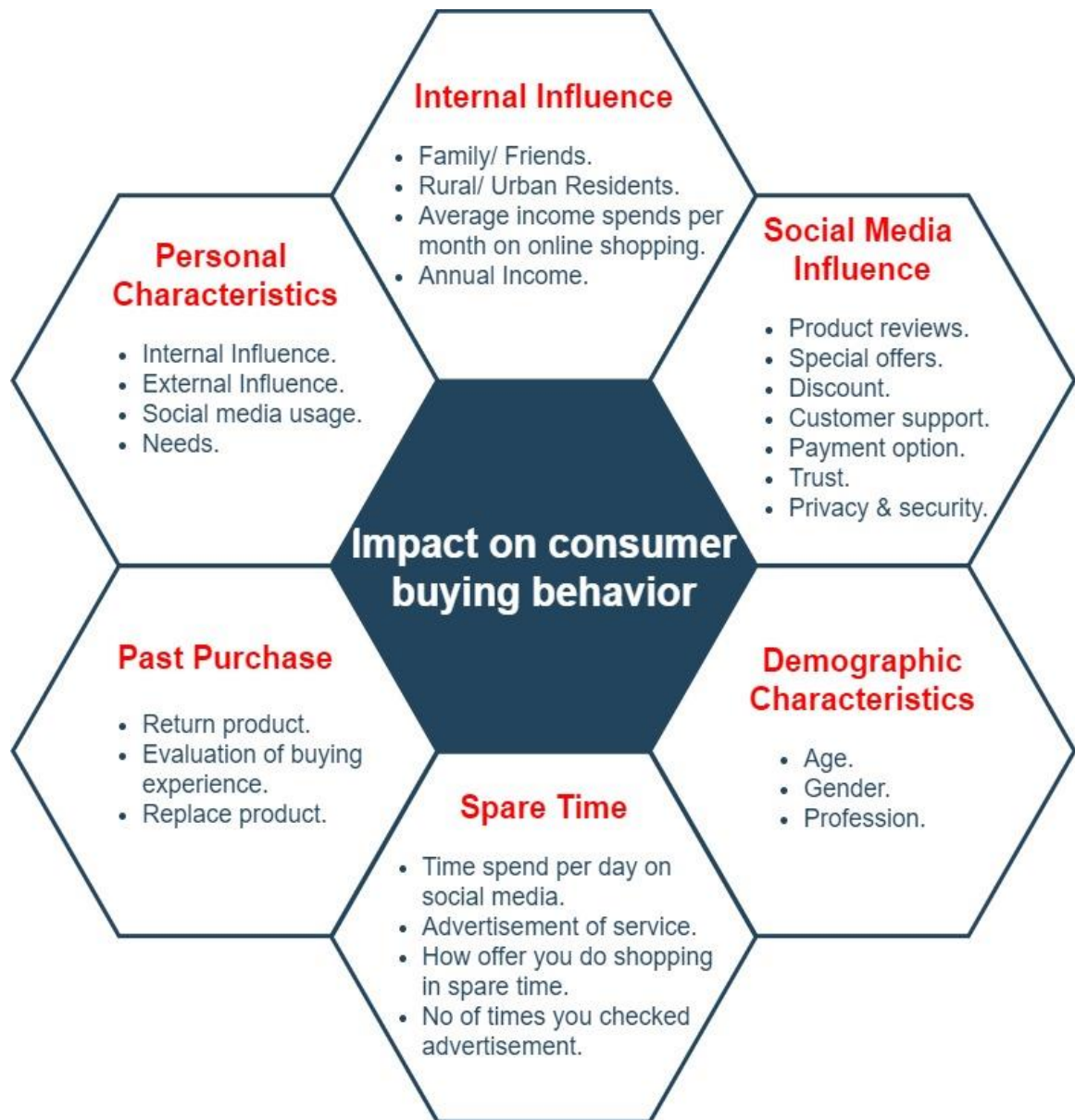


Figure 21: Social Media Framework

How various factors impact consumer buying behaviour

- (i) **Social Media Influence-** Social media platforms like Twitter, Facebook, Instagram, & LinkedIn are now being used by individuals worldwide to communicate their thoughts and ideas. People who have used a product or service in the past are more likely to provide feedback and details about their experience with it. This information influences consumers & their purchasing habits (Mulyawan & Kusdibyo, 2021). According to our survey, 43.1% of respondents are on social media; hence, social media greatly influences buying behavior.
- (ii) **Demographic Characteristics-** When attempting to learn and respond to customers, demographics are an essential set of criteria—age, gender, employment, occupation, marital status, & mobility.
- According to our study, the people in the age group of 15 – 24 spend most of their time in social media, then 25-34 age group people uses the most, further people belong to the 35-44 years age group uses in average which is similar like the study by Pew Research Center, 2021.
 - 57 people spend more than 5000 online shopping with an annual income greater than 6 lakhs. Out of 57: 18 students are employed, and 30 are working and not the student. Therefore, we can conclude that the people who spend are employed.
- (iii) **Spare time on social media-** Customers spending was four times higher in households where social media had an impact, according to a Deloitte report. The influence may also be so great that 29% of customers are more inclined to buy on the same day they use social media than not. We found that 42.8 percent of respondents who were impacted by social media made purchases online.
- (iv) **Past Purchases-** Most customers are influenced by their past purchases, including the return and replacement policy. Having an effective return policy in place for your shop is critical not just for complying with the law but for retaining consumers.

According to (<https://www.termsfeed.com/blog/how-return-policy-affect-customer-retention/>), Over 81 % report being more loyal to merchants with a "generous" policy, whereas over 73 % report being less inclined to purchase from a company with a restricted one.

- (v) **Personal Characteristics-** Internal and external variables significantly impact online buying choice (Zhang et al., 2013). Internal aspects represent an individual's characteristics and experiences, which influence their attitude to online shopping and may even result in impulsive purchases. On the other hand, external elements are more tightly regulated by the nature of the goods or services, consumer recommendations and evaluations, and cultural and societal effects.
- (vi) **Internal Influence-** Proving that the research by Lyfemarketing in 2018 reveals that 71% of customers who have had a favorable social media encounter with a business are inclined to suggest the brand to their family members and friends. Connecting with clients on social media platforms has a beneficial influence on online purchasing.

Examples:

- Consumers invest time in doing research and comparing several items. They look at product reviews and also consult with friends and sales experts. The method is more time-consuming. For instance, consumers spend considerable time visiting several stores and comparing options when purchasing a television.
- Male teenagers spend more time playing video games and using technological devices than female teenagers, who engage with social networking and messaging through their smartphones. When it comes to social media, they have the highest expectations for honesty and a strong connection to published information, especially in the usage of social media (Djafarova & Rushworth, 2017). According to Lee and Chen (S. S., 2010),

4.2 Case Studies

Case Study 1:

Headline:

Factors Influencing Consumer Buying Behaviour

Problem:

The study of consumer behaviour encompasses people, groups of persons, and organizations. It includes all consumer-related behaviours, such as purchasing, using, and disposing of products and services and the customer's emotional, mental, & social dimensions that lead or follow these activities. To compete in today's dynamic and fast-changing industry, marketers must understand everything about their customers - what they need, what they believe, how they work, and how they invest their time and money.

This study will examine how consumers respond differently under various conditions in this research. We will look at how the customer chooses between various options and the factors that impact their purchasing decision.

Solution:

This research was exploratory in nature, with important material acquired from various secondary sources, including journals, magazines, books, websites, or publications from the Government of India.

Conclusion

Customers' purchase choices are revealed via consumer behaviour research. In other words, it offers a solution to the problems of how and why people make purchases. Depending on the accuracy of consumer behaviour data, these replies may or may not be correct. In the context of consumer behaviour, accurate information relates to components such as historical, sociological, and psychological aspects of consumer behaviour. A thorough understanding of client preferences and purchase habits is essential for market analysts. In order to achieve success, marketers must

take into account all of the factors that influence customer behaviour in any manner [44].

Case Study 2:

Headline:

The Influence of Personality Traits on Consumer Impulsive Buying Behaviour

Problem:

There are many aspects that impact how individuals behave as consumers, including the environment, people's demographics, their personality quirks, and even their cultural influences. A person's personality is made up of a complex interplay between their physically and mentally characteristics, which determines how they behave and respond in relation to their physical and social surroundings. Consumers' shopping choices seem to be continually influenced by their personalities, according to this marketing ploy. In order to improve their marketing strategy, many marketers now include personality traits into their product commercials. A marketer's goal has always been to cater to a certain personality type by creating and selling products that are specifically tailored to that person's needs.

Conclusion:

The findings indicate that common personality characteristics have a substantial link with impulsive purchasing behavior, namely psychoticism, in males and females. Gender has a key effect on impulsive purchasing behavior. In comparison to women, males exhibited more impulsive purchasing behavior.

Let's move to the case studies to go in-depth about the disadvantages of social media on consumer buying behavior.

Case Study 3:

Headline:

The #NoJapan campaign in South Korea is a good example of a social media-driven boycott.

Problem:

The social media age has transformed several behaviours, including consumer boycotts. Consumer power has increased due to social media, and the majority of boycott activities now have an online presence, extending their effect beyond particular geographical locations. Rather than that, social platform technologies have a far-reaching global influence.

This study aims to fill a gap in past consumer boycott research by investigating the impact of social media (Essays.Se: OCTREE, n.d.). The #NoJapan movement in South Korea serves as a case study in the changing model of consumer boycotts in the digital era.

Solution:

Self-Determination Theory & The Honeycomb of Social Media Framework are two theoretical frameworks employed in the study process. These frameworks explain various motivation elements, forms of motivation, & social media capabilities, among other things.

This study uses a mixed-methods approach. This study will involve in-depth interviews with participants in the #NoJapan boycott movement and analyze social media postings relevant to the boycott effort. The major emphasis of this investigation is on the use of social media and the motive for boycotting Japan, as seen in the #NoJapan case.

Conclusion:

The results of the research demonstrate the wide range of behaviors that individuals participating in #NoJapan boycotts in the online environment use while interacting on social media platforms. Furthermore, the discovery problematizes the social media sphere as a domain with both good and bad impacts on an individual's propensity to boycott a product or service. By

widening their viewpoint on online engagement, this thesis has made major contributions to the fields of SDT and boycott studies.

Case Study 3:

Headline:

Based on these findings, one might reach the conclusion that marketing via social media is ineffective.

Problem:

The fast-food industry is a big contributor to national GDP and a substantial employer in many countries throughout the globe. Malaysia's generation Y is increasingly relying on social media platforms like Facebook and Twitter as a source of news and information. Positive reviews and ratings of a fast-food brand may assist boost the company's reputation and increase sales. Customers may be less inclined to acquire a product if they hear about poor experiences, rumours, or lies. A boycott of fast-food restaurants is another issue that might have an influence on their business. Research shows how generation Y's desire to purchase fast food is affected by these two issues (Abdullah & Singam, 2014). This study examines if the consumer's brand trust in the brand name may ease these two hurdles. An attempt to boycott fast food restaurants is being studied in this study to see whether it has any effect on people's buying decisions. The second objective is to examine whether the connection between these two parameters and purchase intent is moderated by brand trust.

Solution:

To answer the research questions, a self-administered questionnaire survey was utilized in this study, which used a quantitative research approach. Students at UTM who were born between 1980 & 2000 constitute the study's participants. Only members of generation Y are the focus of this research. The unit of analysis is undergraduate students since they match the requirements outlined above. The total number of students enrolled at UTM is 11,392, according to the university's registrar. According to the example table provided by Sekaran

and Bougie (2009), a total of 370 students would be needed to complete this study. Random sampling was used to choose the samples.

When the questionnaire was evaluated on 30 students at University Utara Malaysia, it was found to be accurate (UUM). For all of the variables, Cronbach Alpha values were greater than the 0.70 threshold, suggesting that the survey was valid in this context.

Conclusion:

However, the boycott effort had no major impact on food service purchase intention, according to the research. According to the results of the research, confidence in the brand does lessen the relationship.

Social media negativity has a higher impact on generation Y's purchasing intentions than a boycott attempt. Nonetheless, brand trust may result in a continuous purchasing of the fast-food product, mitigating the negative effect.

4.3 Online Shopping Advantages & Disadvantages

(a) Advantages

(i) Provides financial savings

With a plethora of enticing deals, discounts, and coupons, online consumers may save a significant amount of money. Additionally, summer discounts, winter sales, and special event deals are always available. Numerous gift cards also help you save money.

(ii) Additional selections

You can only pick your purchase cautiously and sensibly by visiting the web pages of several websites and attentively reading the reviews.

(iii) Items may be returned or cancelled easily.

You may cancel or return any online-ordered goods if you believe it does not match your expectations. If you paid for the goods, your money would be reimbursed to your account within a few days.

(iv) There is no obligation to purchase

While shopping online, there is no need to purchase anything. However, this may occur while purchasing offline. You are free to choose your chosen things without being pressed by the store's owner or merchants.

(v) Reasonably priced transportation

If you need to ship or transport huge and heavy objects between locations or inside your house. It was a migraine. However, with internet buying, you no longer have to consider it. They will be delivered to the address you choose.

(b) Online Shopping Disadvantages

(i) Delay in delivery- The time for the product to arrive at the customer's doorstep might be delayed from 1-3 weeks. This causes the buyer to get frustrated and discourages them from purchasing online.

Based on some sources we find that-

- According to a survey conducted by Harris Interactive, consumers "are significantly less or less inclined to buy with a store in the future if a product they ordered is not supplied within two days from the date stated," according to a survey conducted by Harris Interactive.
- After getting a late delivery from a business only once, 17 percent of respondents said they would no longer buy with them. (**"Impact of Late or Inaccurate Deliveries Can Be Disastrous, Study Shows", 2022**)
- After getting a late delivery 2 to 3 times, 55 % will discontinue their purchasing with that company. (**Howen, 2022**)
- Also, according to our above survey conducted (chapter 3), 53.29% of people are dissatisfied with delivery delays.

(ii) Payment Security- The shopping website may go down at any point. Apart from the issue mentioned above, internet transactions are not very safe. Customers' credit card & bank data have been misused, posing privacy risks.

26.97% of consumers have faced security problems based on an online survey conducted.

- (iii) **Privacy of information-** A user's privacy may be invaded in various ways, and an unwary user is sure to come across risks like phishing, online frauds, & spam sooner or later. Based on the interpretation, 26.97% have faced the issue of their privacy.

4.4 What Factors Besides Social Media Influence the Consumer Behavior of Online Shoppers?

Many factors impact consumer behaviour. A marketer should attempt to understand the aspects that influence consumer behaviour. There are some important characteristics other than social media that impact customer behaviour:

- (i) **Television-** the degree of persons watching TV could help marketers better plan their TV ad budget and provide better online purchasing recommendations for online customers who watch TV all the time.
- (ii) **Magazine-** For a long time, magazine companies & publishers have extolled (quite rightly) the outstanding, one-of-a-kind attributes of magazine advertising. The magazine media network provides trusted, high-quality, selected ads that consumers desire to purchase online.
- (iii) Online purchases are highly influenced by a person's family. People's tastes are formed as children by watching their parents' shop, and as they get older, they continue to shop in the same way.
- (iv) The economic consequence of price reductions is that they provide a financial benefit to consumers, providing an incentive for them to purchase the items.
- (v) When a person has a group of people with whom they are acquainted, they are referred to as a "reference group." Each member of the reference group has an impact on the others' buying patterns.

The internet revolutionized the globe. As was the case with its predecessors—except this time, everything is in our hands. There are many benefits to social media:

1. Digital media is the future of communication. There are no signs of a slowdown imminent.
2. You may publish articles for little or no cost, thanks to a multitude of simple and free platforms.
3. Search engine optimization, customer relationship management systems, and internet marketing have made it simpler than ever to study, identify, & target your ideal client avatar. Algorithms guide the target audience to your content based on their browsing habits.

4.5 Negative Impact of Social Media on Consumer Buying Behavior

Only 31% of consumers strongly feel that companies respond favourably to their social media postings, according to a thorough social commerce survey done by Hootsuite, e-consultancy, as well as the Magento eCommerce platform. In comparison, 57% "strongly agree" that they regularly participate with their customers' online content.

According to a Stackla poll, 90 % feel that a brand's authenticity is crucial, while 92% of marketers feel that their content is real. 51% of customers, on the other hand, believe that just half of the sponsored material they see is real. The gap between what customers desire on social media and what merchants can or are willing to deliver is significant.

In addition, brands & consumers utilise different platforms. Marketers in Southeast Asia, for example, are 95% less likely to utilise YouTube than they are to use WhatsApp (3, 2022). Based on these findings, one might reach the conclusion that marketing via social media is ineffective. A poor implementation of social commerce leaves customers with a sterile experience rather than the rich, engaged one they expect.

4.6 Popular Social Media Websites and Applications

- **Facebook** was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, Andrew McCollum, and Chris Hughes. It is the biggest social media platform with approximately 2.6 billion monthly users. The user base is huge; it has an estimated 1 million small and medium enterprises running their business over it. Facebook laid the foundation of the global revolution, which unravelled in the early 2000s.
- **Instagram-** Instagram became a photo-sharing website cum application in 2010 founded by Kevin Systrom. However, later in the year, 2012 Facebook bought the company to eliminate its social competition since Instagram was gaining many users. It was and still is one of the most used social media applications and has given rise to the profession of 'influencers' and 'Instagram models' (Bailey, 2019).
- **Twitter-** Twitter is a microblogging website where one can share videos, texts, and images as 'tweets.' Politicians and celebrities use this platform to stay connected with their followers. Business firms use Twitter to interact with prospects as Twitter has more than 300 million active users. Many brands have Twitter handles and run hashtag campaigns to gain the general public's attention.
- **YouTube-** YouTube is the most well-known video-sharing platform in the social media world. The users have channels that can post videos and spread information about their products. It is a very easy and cheap mode of advertising products. Some brands sponsor videos of big YouTubers who then persuade their subscribers to buy the service or the goods. Google bought it up in 2006, and it is the 2nd most used searching website after Google itself.
- **Reddit-** Reddit is a website cum application platform where registered users can share content, and other users present on that Reddit can either upvote or downvote the content. It is a convenient site to reach out to garner feedback on the content or the product about which the post was made. Redditors in recent times were responsible for the Area-51 raid.
- **WhatsApp-** WhatsApp is a text messaging media that gives the feature of setting up business accounts. It is used for smooth communication and is one of the most

used chatting social media applications. Facebook owns it. It uses the internet to send texts, videos, pictures, emojis, etc.

- **SugarBiz-** SugarBiz or BizSugar is a social networking site that connects businessmen, entrepreneurs, and other smaller business organizations. Sometimes, one-on-one interaction is done on the recent trends in the market, business movement, strategies, and sharing information about their respective organizations and entrepreneur ideas.
- **LinkedIn-** One of LinkedIn's primary goals is to connect professionals and assist them enhance their careers via professional networking. LinkedIn is a great place to build your professional reputation by posting updates and engaging with other members. Your résumé, job search, and other self-promotion may all be done on LinkedIn.

4.7 How Does Social Media Convey Information to the Customer?



Figure 22: Pros of Social Media

Buying things on social media has never been easier. However, certain social media shopping solutions are still relatively new to buyers and companies.

When we questioned, "Have you ever bought anything through a social networking platform?"

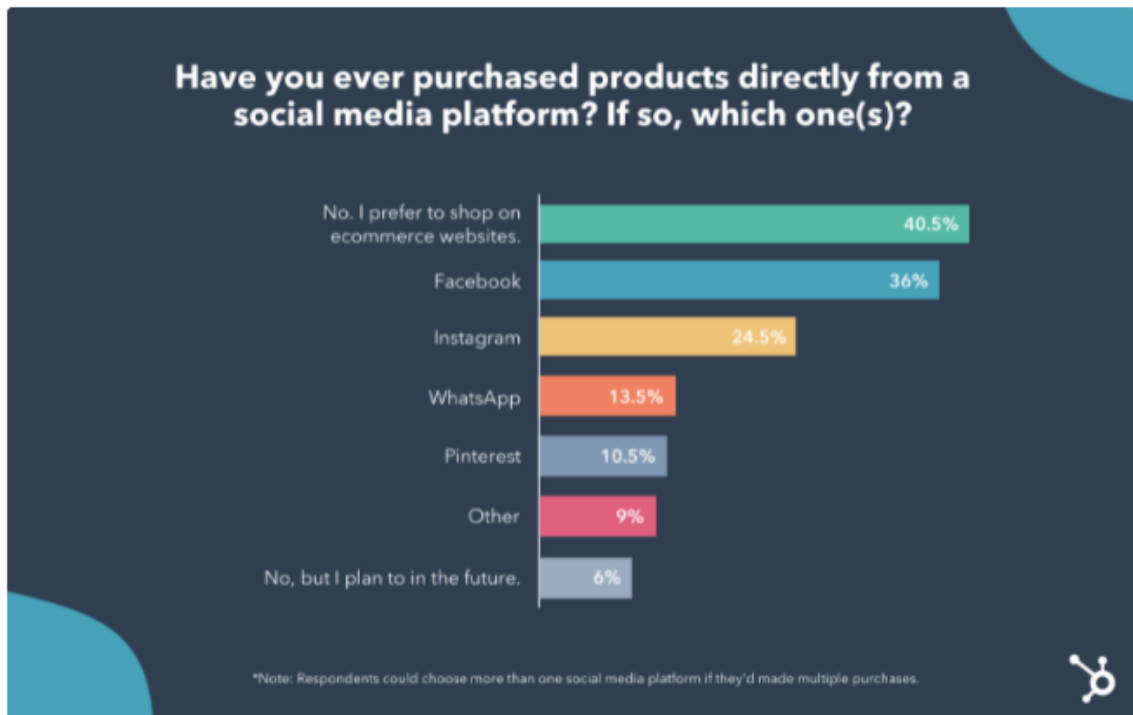


Figure 23: Number of Purchase through Social Media

More than half of buyers bought something on several platforms.

9% of those who haven't bought a specific product from a social networking platform intend to do so, whereas 40.5% prefer to buy through e-commerce websites. However, if social media buying platforms acquire greater usage, popularity, and trust in the coming months, 9% of customers planning to purchase on social media may climb. While social network shopping capabilities are still new to customers, they may make sense for firms seeking a scalable e-commerce entry point.

4.8 How Does a Newcomer is Influenced by Social Media?

With the rise of social media platforms like Facebook and Twitter, people are able to communicate more effectively than ever before. People throughout the world use social media to connect with one another. Social media platforms like Twitter, Facebook, Instagram, and LinkedIn allow users to broadcast their thoughts and feelings to a worldwide audience. Customers provide feedback on products and services, as well as food and health tips, product recalls, and other helpful tidbits.

Groups and forums based on interests have been created by a large number of social media users. On social media, promos, discounts, and deals impact consumers' purchasing habits. Marketers may rapidly interact with billions of active social media users on a low-cost platform like social media. In order for companies to have an effect on the consumer behaviour of their target audience, they need to ensure that their goods are seen, liked, and shared on social media platforms.

As a result of social media's ubiquity, information is extensively disseminated. Having this information affects clients' purchase decisions in the long run. In certain cases, newcomers are influenced indirectly by social media, which means that they plan to purchase items or services after receiving information about them from a person they trust. The customer isn't influenced by social media; hence this is an example of social media's indirect effect on consumer purchasing behaviour.

For example, if a person is using simple android phone while his/her friends is using iPhone and friends use to tell the amazing features of iPhone which this person also use to read over the social media platforms about its features time to time, this results that the person gets attracted by its features & decided to buy a iPhone.

Social media also has indirect impact on kids having age 3-10 years. Nowadays parents also getting more active on social media and they follow a lot of kids Instagram page and learning page which shows different platform for students to learn different things also some popular celebs also do the advertisement of some learning platforms like

Byjus which attracts the parent to buy the subscription package for their kids for better learning it shows that kids are indirectly influence by social media.

4.9 How Marketing Campaigns Successful & How it Fails

(a) Success

- (i) **American Apparel** - American Apparel has had its share of ups and downs over the years. Still, new owners have lately attempted to shed the brand's contentious image and attract a younger generation of consumers. To do this, they've kept their marketing basic, using direct, succinct language. It's a straightforward strategy, but one that fits the brand's traditional — even simplistic — clothes and looks.

Consider their welcoming email. When you sign up for American Apparel's newsletter, you'll get an email with a promotional code for your first purchase. The code is not hidden under pages of text; it is large and obvious. It immediately captures the reader's attention.

- (ii) **Dominos-** Programs designed to reward customers are not new. When cutting-edge technology, a game-like reward, and pizza are added to the mix, however, you have the makings of a marketing campaign that is almost certain to go viral.

Domino's Pizza, the world's largest pizza chain, has launched a limited-time loyalty program dubbed "Points for Pies." Customers may earn redeemable points for each pizza scanned through their mobile app.

Marketers should take away this lesson: Motivate your audience to engage in gamified incentive schemes. Allow them to do so even better if they use their favourite channel, whether it's a mobile app, social networks, or email.

- (iii) **Spotify-** Being funny is more difficult than it seems, but the rewards are spectacular when a company gets it right. Spotify, the music streaming service, launched its worldwide advertising campaign "Everywhere" utilizing the "Me, Also Me" meme structure to highlight the platform's musical diversity.

Spotify also released a series of short, hilarious video snippets as part of the campaign, captioned "Music for every mood." Spotify is now available."

Takeaway for marketers: Be fun if it fits your audience and product. Bringing a sense of humor to a brand humanizes it.

(b) Failure

Pepsi: Kendall Jenner TV Spot: Pepsi intended to portray its product as a cultural unifier. To be fair, this is a reasonable objective for your campaign. However, what occurred next must have been entertaining to see.

"How about we get reality star Kendall Jenner to mediate a Black Lives Matter impasse between demonstrators and police by delivering a cop a can of Pepsi." As a result? Outrage.

Following widespread social media satire and a parody on Saturday Night Live, the advertisement was quickly pulled. Firms in the advertising industry took advantage of the situation to malign Pepsi's in-house advertising division, asserting that it would not have happened if the business had hired an advertising agency instead. Six months later, Brad Jakeman, PepsiCo's president, resigned, telling Ad Age that the commercial was "the most gut-wrenching event of my career."

Ford: Print Misfire: In the wake of Harvey Weinstein's scandal and the #MeToo movement, Ford could not have picked a worse image for their marketing campaign. In this video, three women were shackled, gagged, and strapped into the trunks of their new Ford hatchback. The advertisement was withdrawn, and Ford was forced to offer a public apology since many people found it insulting and believed it promoted violence against women.

Sony: "Racist" Print Ad: This Sony advertisement appeared in 2006. It was a promotional video for Sony's white PlayStation Portable. On the massive piece of advertising, there is a depiction of a light-skinned woman with white hair grabbing a black woman by the face. While the black figure looks to be extremely obedient, the white figure gives off an impression of being anxious

and determined. The writing on the device simply reads "PlayStation Portable."
The Color White Is Coming"

There are many more effective strategies to publicize the debut of your new product. According to Sony, "photos featured in the ad were created exclusively to demonstrate the contrast between many hues available for the PSP."

4.10 How Social Media Operates & Influence Consumer Buying Behaviour

Products and services that are purchased for personal use alone and not for resale or manufacturing are referred to as "consumers." They are the last recipients of a product's sale in the sales distribution chain. Influence is the ability to have an impact without using force or direct command. Social media may have a significant influence on the purchase choices of consumers since it allows them to communicate with others about products that they are interested in.

Businesses may benefit from social networking as much as individuals. Consumer purchase decisions have traditionally been influenced by word-of-mouth, but this has never been more prevalent than it is now, thanks to the widespread use of smartphones and social media. Consumers from all across the globe are linked together via social media. It is common for people to utilize social media to speak with one another and pick what they want to purchase.

Let's discuss some factors that have impact on consumer influence-

(i) **Feedback/ Reviews-** A good reputation is the most powerful promotional tool a company can use to acquire new consumers. As a result, good internet reviews have a significant impact on purchase behaviour.

Value of positive & negative reviews

- People like reading other people's opinions and determining if their purchase was effective or not. Customers rely on online reviews just as much as they do on personal recommendations. Each consumer evaluated

three factors: the product's fairness, perfection, and predictability. Because consumers want to know how things will look and work. Individuals typically write about this in their evaluations. They explain how a product fulfils their needs and expectations. As a result, those who are still doing research before making a purchase are feeling the effects of post-purchase behaviour.

- A company's great reputation is among the most powerful marketing weapons it can use in its quest to acquire new customers. As a direct consequence of this, the purchasing decisions of consumers are significantly influenced by positive evaluations found on the internet. Still, some individuals are suspicious of internet evaluations, claiming that they might be faked (Gajda, 2020). For example- Businesses may post menial-paying projects for producing phone reviews on sites such as Freelancer.com, and there are lots of fake review writers on Fiverr.com, often charging \$5 for each glowingly good review.
- Based on our analysis if the products get positive review then 90% of the consumer buy the products while 10% of the consumer still has trust issue so they don't buy immediately instead they try if they can purchase same product from the market or they spend more time in investigation about that online product & others website. From 90 % of the consumer who buy product out of which 60% of the consumer having average salary & those who are studying wait for the festive sale to buy products because of the following reason-
Things are more inexpensive during sales: One may easily get economical and high-quality products online at a significant discount during sales. We may look for costly brands at a lower price point, which can help us save money.

Increased Diversity: During sales, the majority of online platforms open their doors to exciting alternatives and increased variety. We may choose from the most recent products on the market.

Increased Comparability of Prices: Shopping during sales gives you the opportunity to compare the price of a given product across many online marketplaces.

Heavy Discounts & Free Delivery: The majority of online platforms such as Myntra, Amazon, and Flipkart provide free shipping on all purchases, which is an added benefit of shopping during promotions.

- While 40% of consumer who has good salary, living in urban areas having age between 55-65 mostly don't wait for sales or any festive season for buying anything because they are having enough money to spend, if they need any product urgently, some people have opinion that at "SALE" time on online sites seller sells defected products.
- If the product has negative feedback 75% of consumer don't prefer to buy that online also try from outside source than online like markets, malls etc. This shows how social media feedback feature is affecting the shoppers to buy offline.

Example 1- A research student from the Indian Institute of Technology Madras was given a real shock when she discovered that the parcel she had received from snapchat contained a brick rather than the cell phone she had ordered online. After that rating & sales of Snapdeal down heavily & Snapdeal failed to restore its reputation. Hence it shows people gets influence by feedback easily.

(ii) Offer/Discount, Free Gift /Loyalty Points & Easy Payment –

- According to the economic effects of price decreases, a price reduction provides a cash benefit, which encourages buyers to purchase the items. Customers perceive a larger amount of savings for a product when a greater price decrease is given.

- "Free gift with purchase" campaigns provide purchasers with an added incentive to purchase, as well as increased sales and enhanced brand recognition for the shop offering the deal.
- Providing a number of payment methods streamlines the purchasing process for customers, since the most suitable payment method for their requirements will be readily available. They may choose to pay with a digital wallet, submit their credit card information, or opt for cash on delivery, as they see fit. Additionally, different cards such as HDFC, SBI, and Axis provide various discounts, such as 10% off when purchasing with HDFC.
- By providing a variety of convenient payment methods, we could bring a new consumer. Generational differences and demographics of buyers choose to pay in a variety of different ways. By integrating a variety of payment methods across our primary various touchpoints, we can encourage a broader audience of customers including younger consumer as well as old age people to buy with us and increase their likelihood of returning.

Which payment mode prefer by old age consumer?

(a) Based on our survey 25% senior citizen prefers to do Cash on Delivery mode of payment because of the following reasons-

- There were several situations when consumer purchase something and get something completely different. In such circumstances, it just adds to the misery of internet buying. COD is an excellent alternative in these instances since it allows purchasers to inspect the product prior to paying for it.
- While confidence in online purchasing and e-commerce has grown in India, many people remain fearful of utilizing new e-commerce businesses for fear of being cheated.

(b) If old age people choose to pay online, they took help from customer support and youngsters to know the procedure of online payment.

The reason they choose online payment because they are much more

aware of the benefits of doing payment online like offers, discount, cashback they can get by paying online.

- Based on our analysis 60% generation z consumers prefer cash on delivery while 40% prefers online payment.

Example- Bewakoof.com was founded in the year 2012 with the new concept of customized T-shirts in India. At the initial stage of business, bewakoof.com took help from social media to grow their business. As in 2012 Facebook was on the boom, so they used the marketing strategy of putting advertisements on Facebook and to influence the customer they are providing a free keyring with every T-shirt along with it they are providing 10% of the total buy as a Bewakoof coins which user can redeem on the next buy.

Apart from providing a new concept of a customized T-shirt in the Indian market, they used the offers like 10% coins and freebies of keyring that help to make the brand of million-dollar company only because of social media influence.

Which payment mode is preferred by youngsters?

- Based on our survey 65% youngster's newcomer prefer pay online 35% prefers cash on delivery.
- Also, many e-commerce websites like customizable gifts 90% chances they don't prefer cash on delivery so user who wants to pay only in cash therefore they explore the different customizable gifts store in the malls & markets which influencing the shoppers to buy offline.
- These easy payment option also attracting offline buyers to shop online as in today's time no one has much time to go to the stores physically and waste their time in traffic & travelling time also they can explore variety of products according to their actual needs. So if they can pay & buy online through different form of payment option they would prefer to buy online rather than offline (Sarkar, 2019). Hence it is cleared that offline shoppers buying behavior also getting influence through different payment option they see provided by retailers on social media.

(iii) Cashback

- Cashback payments improve the possibility that customers will make another purchase through the cashback firm's site. Customers who receive payback rewards are not just more likely to purchase from same firm again, but they also raise the quantity of their next purchase. With the use of e - wallets, there will always be some kind of cashback the end user gets now days and that's how buying never ends. If discount allows the clients to be drawn to an online website, cashback & coupons guarantee that they maintain those customers. This promise of permanence is the finest part about such arrangements.
- “Cashback programmes are operated to promote new customer retention or to enhance the frequency of transaction among current customers,” said Shankar Nath, senior vice-president of One97 Communications, the parent company of Paytm (*Cashback: The New Mantra for Online Business to Attract Customers - The Economic Times*, n.d.). For the payment wallet firm that is moving to e-commerce, cashback incentives push up mobile recharge orders by 15-20%, and potentially more than quadruple online sales.

Hence above discussion concludes cashback facility affecting both old & new consumer. As most of the offline stores do not allows to pay online so that consumer cannot take the leverage of getting cashback & discounts apart from that paying online has other advantages like-

- The online approach is convenient and fast. With a single flick of your finger, you may send a large amount of money.
- You have a complete record of all transactions. This contributes to the reduction of payment fraud.
- In terms of fraud, online methods are more secure since the online payment gateway assumes responsibility for the funds during transactions.

- You may do business in any region of the globe without worrying about currency exchange rates.
- Worldwide acceptability & 24 *7 availability.

The above-mentioned reasons are moving consumers to online store rather than offline. Also based on our survey 80% consumers are purchase online because of cashback.

Example 2- Smita Khanna used CashKaro, a site that gives cashback and coupons, to buy an Apple MacBook Pro. The 40-year-old, who works for an MNC in Gurgaon, got a cashback of more than Rs 12,000 this year because he bought a lot of things. "I began purchasing online a year ago "says Khanna. According to Khanna, discounts are certain to intrigue a customer, but cashback converts that temptation into an impulsive purchase (How Cashbacks Are Emerging as a Tool for E-Retailers to Lure & Retain Customers - The Economic Times, n.d.). He replies, "Cashback prevents me from having to give my wife money,.". It shows cashback has a positive.

(iv) Group Discussion- Forums are a component of social media technologies that include blogs, business networks, microblogs, picture , sharing, social bookmarking, product/service reviews, social networks, video sharing, social gaming.

(a) Sharing video

Demo video demonstrate how the product works- It shows the user personal feedback about the product, with unpacking and testing a real product. These points influence consumers.

For example- Rage Coffee, a top rising FMCG coffee brand located in Delhi, has launched a unique advertising campaign #RageCoinByRageCoffee that has captured the attention of its fans and produced a lot of discussion on social media groups and forum. Group members gives their positive feedback and opinion about it. Still, it

doesn't impact other group members because they want to stick on the same taste. But advertisement and reviews are flooding from everywhere so they visit their website to check what is Rage coffee is all about which also doesn't attract them much. But the visitor's device IP address get save on their cookies after that if any new offer they release it starts pop up on user's device like buy 1 get 1 free so, they start taking more interest in this way group forums influencing customer to search more about product and make decision whether to buy or not.

(b) Fake Groups

As much as social networking has infiltrated our culture, we can't always depend on technology to keep us connected. There has been a long history of misinformation on social media. We encounter a lot of incorrect information on social media on a daily basis. As a result of such erroneous or misleading information, phoney news is created, in the form of made-up stories including no factual data, sources, or quotes. These tales have been concocted to sway or mislead the audience.

For example- One of my friend gets trapped through Instagram feed post by ecommerce website claiming 80% discount on the product without Cash on delivery and she makes the payment because of this discount and that product never delivered to her.

(v) Quality Products:

- Many e-commerce websites like JioMart claims that they deliver fresh products like groceries on social media so the consumer can influence because of their claiming.
- As we know there are two types of consumers-
- Daily waged consumers are those who buy items in 2 or 3 days. For example, street food vendors who sell fruit chaat along with vegetable &

fruit juice so they need to buy fresh fruits & vegetables to influence the consumers but they don't know the place where both fresh vegetables and fruits they can buy at once to save time. As we know everyone now a days active on social media so after seeing the advertisement of super shops claiming to have fresh products so he came to know he can get all the required things at once if he visits there. So, this influences the buying behavior of offline shoppers.

- On the other hand, there are other consumers who buys grocery for a month so they need product whose expiry date is long or they also need some fresh juices like real juice so through social media they can see the advertisement of home delivery/ take away stores like Jio Mart who can deliver the products at some special discount offer within 1 or 2 days. So, consumer gets influence by home delivery service along with some offers which saves money. It shows buying behavior of consumer to do shopping online. Also, some super shops offer some gifts if purchasing is over some fixed amount so consumer also get attracted by gifts.

4.11 Findings

- As social media is most efficient way to attract customers to products and services, it is advised that companies understand the essential role it plays in marketing and promoting them.
- In order to reach a wide range of customers, marketing plans must be tailored to their specific demographics.
- Influencers on social media have a positive impact on customer purchase choices.
- Material that features discounts, coupons, or influencers attracts more customers since it has the ability to change their attitudes and beliefs.
- Consumers who are affected by social media spend four times as much and are so drawn to the product that they buy it on the day that they see it advertised on the internet.

- Social networking is a great tool that is also quite affordable.
- Communication with customers is easier because to social media platforms like Facebook, Twitter, and Instagram.
- It's no secret that social media is a potent sales and lead generation tool.
- When it comes to e-commerce, social media reviews are a major factor in swaying people to make purchases.
- The most commonly bought goods from E-retailers are electronics and FMCG.
- In addition, it sees no difference between the different degrees of security based on the kind of company they are doing online
- There is just no significant variance in the opinions expressed regarding purchases made on well-known online shopping websites, regardless of whether or not the websites are engaged in online commerce.
- Buyer's rate of purchase depends on their annual income.
- Indians continue to choose cash-on-delivery over electronic payments due to security reasons.
- Urban people spend the maximum of their earnings in the e-shopping mode.
- The advertising for services and goods on social media websites and apps will be bombarded upon anybody who regularly visits shopping websites or uses social media applications.
- There is a connection between browsing shopping websites and seeing ads for services and products on the news feed.
- There is a correlation between consumers who think online shopping is superior to other forms of buying and the recommendation rate provided by online shoppers.
- Customers' primary issue is that products requested for purchase are not delivered on time.
- Social media platforms like Twitter, Facebook, Instagram, & LinkedIn are now being used by individuals worldwide to communicate their thoughts and ideas. According to our survey, 43.1% of respondents are on social media hence, social media greatly influences buying behavior.

- Other studies don't focus on how spare time of individual affecting consumer buying behaviour. So based on studying different websites like Deloitte we conclude that people who spend more time on social media are likely to interact with different advertisements and surf the ecommerce websites this create a sense of attraction towards buying the products.
- We also focused on social media is more likely to impact over other media like print media & broadcast media. As other researches were focused only on social media no other media.
- We also focused on several factors like feedback and try to link other consumer buying behaviour factors to design a framework of impact of social media on consumer buying behaviour.
- This study includes details explanation of impact of feedback & reviews on purchasing behaviour along with it How positive & negative feedback are important for consumer.
- It also tries to find the relation like if there is a positive review then individual who are having average salary 60% buy the product & who are studying wait for the festive sales on the other hand despite of positive review some individuals don't buy because of the trust issue.
- The study also tried to focus on how offer/discounts/free gifts/Loyalty points & easy payment influence consumer to acquire the goods. It is also included how z- generation consumer & youth generation are influenced by different payment modes like COD.
- It also focuses on Cashback payments improve the possibility that customers will make another purchase through the cashback firm's site.
- Our study tries to fill the gap between how social groups impacting the consumer buying behaviour.
- We also explained how quality of product affecting the consumer buying behaviour of online & offline shoppers.
- The majority of consumers purchase goods for personal use.

- Many of the respondents prefer online websites to purchase the products on online shopping mode
- Amazon used by the highest number of customers than Flipkart, Myntra, and Snapdeal.
- A maximum of the shoppers uses WhatsApp.

4.12 Our New Key Findings

- ✓ The below findings are different from other's thesis as in many of the studies it is mentioned that people have a different mindset based on the area they live; type of business they are involved, but according to our interpretation that is based on an online survey & applied different form of testing to analyse the how social media impacts on consumer buying behavior. The testing are as follows-
 - Normality Test
 - Pilot Testing
 - Descriptive Statistics
 - Percentage Analysis
 - Chi-Square
 - Contingency Table
 - Correlation
 - Mann- Whitney U Test

By applying above testing on our data it is concluded that

- According to pilot testing applied on 70% of data, it is observed that the alpha coefficient for 20% items indicates that the data set has high internal consistency and is in the acceptable range.
- Based on the normality testing the annual income was not normally distributed for the urban and rural people. So, the social media has different impact on consuming behavior for urban & rural people.
- There is a positive association, as shown by Spearman's Rho Correlations, here between yearly income of the Respondent and also the frequency with which

they acquire things via social media. **It indicates that a customer purchases products through social media according to their annual income.** It illustrates what economists refer to as a consumption schedule: the connection between income and expenditure. When income increases, expendable income increases, and people purchase more things. As a consequence, consumption of large purchases or non-essential items increases

- Based on our Mann- Whitney U Test analysis, whether people are involved in online business or not but have the same opinion on product's safety level, they purchase through social media.
- According to Mann- Whitney testing Customers feel safe in purchasing products through social media in both urban and rural backgrounds customers feel safe in purchasing products.
- Mann- Whitney testing indicates Customers living in urban and rural areas purchasing the products through social media are in the same ratio.
- The framework of social media affecting consumer buying behavior that include-
 - (vii) Social Media Influence
 - (viii) Demographic Characteristics
 - (ix) Spare Time
 - (x) Past Purchase
 - (xi) Personal Characteristics
 - (xii) Internal Influence
- 90% of the consumer are influenced by positive feedback and purchase the product based on the feedback.
- Consumer who are having less salary and those who are study wait for festive season sale to buy product.
- Based on negative feedback consumers are not ready to buy the product online or explore different online websites & markets/malls.

- Based on our analysis 60% generation z consumers prefer cash on delivery while 40% prefers online payment.
- New comer that includes both z generation consumer & young generation gets attracted by cashback, discount/offer & different forms of payment.
- 75% of z generation consumer prefers cash on delivery due to trust issue while those who prefer online payment are aware of advantages of paying online.
- Based on our survey 65% youngster's new comer prefer pay online 35% prefers cash on delivery.
- Consumer gets influenced by discounts & offers as they can save money.
- Cash on delivery is not available for many of the websites this influence the consumer offline buying behavior.
- Consumer buying behavior likely to influence by cashback as it makes person happy because they get some more money to buy more products. This influence consumer online buying behaviour.
- People do influence by common groups forum based on the information shared they make their buying decision.
- Consumer also gets trapped by some fake post in the group over Facebook & Instagram.
- Consumer also gets influenced their buying online & offline behavior based on quality of product they get on super market's advertisements on social media.
- Social media also influence business as it increases sales, brand awareness & targeted advertisement to targeted consumers.

4.13 Limitations

The research was able to provide some new insights into the current situation despite the fact that survey results confirmed assumptions.

- (i) The data were collected were confined to only Delhi NCR individual who has having smartphones. Due to covid-19 impact it was difficult to go out & take the survey offline.

- (ii) The respondent's age having between 55-65 are only 9 that indicates while the respondent has age between 15-24 is 300 so this thesis is mostly focusing on youth generation.
- (iii) People who are from urban locality i.e., 83.6% involved in the survey while only 16.4% people are from rural area so this thesis is mostly focusing on opinion of urban residents.
- (iv) There are only few payment modes which are included in the survey payment through what's app, payment through Facebook are not involved in the survey.
- (v) 90% people who buys products based on positive reviews are 60% youth generation having average salary only those who are having less salary or students doesn't do online shopping until there is any festive sell or discount.
- (vi) People who don't buy despite of positive review due to trust issue. So, by creating awareness among them these individuals also can change their behaviour & can attract towards shopping online.
- (vii) This study indicates 60% consumers from urban area and having good salary and age is between 55-65 don't wait for any festive season or discount for shopping online. While it is not applicable to others who is having less salary and age is below 55.
- (viii) If product is having a negative review, then only consumer tried from outside sources like markets which influence offline shopping while there is no case study or evidence that indicates if there is positive review than also people try from outside sources or not.
- (ix) 25% senior citizen based on our survey prefers Cash on delivery because they are having fear of cheating if they make payment online while there is no such evidence if younger generation is also having these fears. While new comer also having some kind of fear of being cheated if they pay online so if we create awareness of not being cheated by creating some government policy for cheated customer it can influence online shopping.

- (x) Based on the analysis cashback has severe impact on 80% of new consumer while it is not cleared which age group is mostly influenced.
- (xi) Online group forums also impacting consumer buying behaviour but it is not evident which residents like urban or rural, which age group it is mostly affecting.

CHAPTER 5: SUMMARY & CONCLUSIONS

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By conducting surveys using Google Forms, this research contributes to expanding what is known about the influence of social media on the shopping behaviours of people who do their shopping online. The previous research papers also helped justify and update the knowledge about this topic. Nowadays, the world is all about social media, and everything is digitalizing. Shopping is not an exception. From the study, In the past five years, there has been a discernible rise in the number of purchases made online.

Meanwhile, the rate of advertisements for services and goods are also increased rapidly in the last five years. But the advertisements do not seem to be more fruitful for the customers. But in opposing, the people prefer renowned online websites to buy. Suppose the privacy policy and the major issue that is the delay in delivering the product in mentioned time are solved by every renowned and ordinary online website. In that case, the rate of purchase online will be increased.

There is no doubt that social media has a considerable influence on consumer behaviour, as shown by the above-mentioned theories. Customer purchase behaviour in the digital era is greatly influenced by social media, according to a latest research. For both consumers and businesses, social media has had a huge influence. According to market studies, shoppers are quite selective when it comes to buying purchases. The customer attitude plays a crucial part in the purchasing decision even if there is a wealth of facts and sources of information accessible on social media.

The level of quality of the information shared on social media does have a significant influence, and it should be relevant to the audience that the client is trying to reach. Keeping in touch with potential customers and business partners is an important part of the job, but it goes beyond that. Since customers can exchange details about the product or service in real time, they are now the ones in charge, as the saying goes. Whenever it came to badmouthing a firm on social media, companies and marketers should exercise great care.

Many people believe that social media enables them to express their opinions and communicate more effectively with other customers and businesses. Social media has undoubtedly helped to bridge the divide between companies and customers. With this knowledge in mind, companies are now making every effort to engage with their customers & encourage them to contribute their ideas, opinions, comments, and reviews.

The company employs an integrated strategy in order to acquire, engage, influence, and retain customers in the most efficient manner possible. Customers' brand perceptions and propensity to buy are influenced by a variety of things, including the strategies used to form their viewpoints and the opinions of individuals who create content for social media. As a result, regular upkeep is a must for these methods. In order to retain present customers and increase customer lifetime value, businesses should fix all marketing services they use.

In order to better understand how and when social media influences customers' purchasing decisions, the researchers conducted a study. To address these issues, our research is the primary focus of our efforts at this point in time.

1. Before making a purchase, how do buyers pay attention to, assess, and chose information?
2. Whether social media influence buyers to purchase online?
3. Why do people choose social media over other media?
4. What factors make people choose Online shopping over offline?
5. Effects of aging demographic factor on consumer buying behaviour?

First and foremost, social media has had a huge influence on both consumers and businesses alike. This framework provides a methodical framework for summarising the main steps via which customers participate in all purchases, in answer to your first inquiry. When it comes to making decisions, information process theory goes into great detail on how information is gathered, analysed, and employed. The data analysis in

this study has shown that regardless of whether it is associated with social media, consumers are very picky in their attendance, processing, and selection of information before purchasing. The above hypotheses proved that reviews on social media sites are significant motivators for consumers to buy from E-retailers.

The initial stage of information exposure is particularly selective since consumers pick the information sources that influence the kind of information that would be exposed to. An individual's outlook on life has an important effect in how they gather and analyse data. Because of this, consumers' perceptions of products and services are probably based on it here, but it is also a significant driver of the information they seek, therefore altering the quantity of information they get. All social media platforms include two-way communication at its heart, enabling customers to discover diverse facts about a product or service and supporting them in the purchase decision-making process. Since social media has this core trait, it has created a new environment for information sharing and has compelled marketers to forsake their old mass media marketing methods. People's input has shown that consumers have access to consumer experience & word of mouth via social media. For better or worse, the goal of social marketing is to provide valuable content for your target audience. According to privacy activists, respect for privacy is essential to the brands of the businesses with whom they do business: 90% think that the way their data is handled reflects their treatment as consumers. Unsurprisingly, they also state that they will refrain from purchasing from businesses if they do not trust how their data is utilized.

However, the study shows some surprising results in privacy-related activities.

From our above finding, 44.7% of respondents out of 456 showed a neutral satisfaction level for the customers with the privacy policies of the social media platform, 20.4% were satisfied, and 17% were strongly satisfied with the policies of social media.

According to study conducted by Deloitte, consumers who engage with social media are four times as likely to increase the amount of money they spend. On the other side, consumers who use social media are far more likely to buy a product just after they use it. This percentage of customers is 29 percent. Based on our findings, only 8.6% of

people spend 8-10 hours on social media, and they usually get ads on their feeds. According to the finding, 42.8 % of respondents always get ads on the feed, out of which 23.7 % probability that the ads will be helpful. So, we can see social media greatly influence consumer buying behaviour.

According to our findings, there is a connection between consumers who think online shopping is superior to other purchasing modes and the rate at which online shoppers suggest online shopping to others. Hence it is proved that people mostly prefer to shop online. There are many reasons to shop online, but according to our research, rating & review from the buyer will remain at the utmost top. As far as company reputation goes, word-of-mouth has always been a crucial factor to consider when making a decision. However, because of the broad availability of the internet today, online evaluations are often considered just as credible as a strong recommendation from someone you know and trust. In this situation, the essential thing to remember is that customers will believe in a high-quality and genuine review. If it seems to be spammy or paid for, it is more likely to have the reverse impact and drive consumers away from the business.

In terms of consumer behaviour, age is an important demographic characteristic. As people become older, their needs change. Similar shifts in shopping habits occur. In addition to a number of other requirements that vary with age, our health needs change as we mature. Over the course of a lifetime, people's preferences and values evolve. Investment in leisure and entertainment, as well as fashion, tends to increase as people become older. People's spending on these things tends to decline as they become older. Even if elderly people spend the vast majority of their time inside, their health care expenditures may rise. When it comes to client behaviour and purchase decisions, age is becoming an important demographic factor. In our research, people aged 15-24 are more likely to shop online than older people. Elders are less digital natives, and therefore their use of digital goods may be reduced.

5.1 Future Research

The study's goal was to figure out how social media affects customer buying habits and how to counteract such influence. This study also uncovers a number of previously

unexplored territories. In the meanwhile, future research might include additional factors and increase the sample size to get more generalised data on the attitude of other locations adjacent to Delhi NCR consumers as a factor impacting consumer purchasing behaviour. We may be able to acquire more comprehensive data in this area if we include other consumer thinking characteristics in the same poll. A more objective point of view is more likely to be maintained by qualitative researchers throughout the research process.

Through the use of Google forms, this research adds to our understanding of how social media affects the buying habits of online buyers. We can see from the report that internet purchases have risen over the last five years. ' It's clear from all of the research that social media is having a huge influence on consumer behaviour. Customer purchase behaviour in the digital era is greatly influenced by social media, according to novel research. For both consumers and businesses, social media has had a huge influence. According to market studies, shoppers are quite picky when it comes to buying purchases. The customer attitude plays a crucial part in the purchasing decision even if there is a plethora of facts and sources of information accessible on social media. The following debate might be of interest to the future researcher-

- (i) Due to social media's ability to increase income and extend the company's market reach to worldwide markets, as well as perform market research & cut marketing expenses, it is critical for companies of all sizes to harness the power of social media. so that future academics might conduct in-depth studies on it.
- (ii) When it comes to how social media affects retail sales, little study has been done, therefore this may be the subject of future research.
- (iii) For example, it is possible to conduct research into the ways in which government agencies use social media to disseminate vital information during times of emergency. For instance, it is possible to conduct research into the ways in which governments can utilize social media to spread crucial data during times of emergency. Because of this, governments could have

the ability to change the way that important issues are portrayed in the media. Last but not least, governments might use social media to share information about scientists, medical professionals, many of whom are considered to be subject matter experts.

- (iv) Furthermore, social media has a beneficial and bad influence on students, allowing academics to examine how it has pulled students closer together throughout these difficult moments when they are divided from their families, friends and classmates. Social media has both positive and harmful effects on children's health and well-being. Learn about the positive aspects of social media, such as the opportunity to express oneself creatively, expand one's horizons, and connect with others.
- (v) Social Media allows artists to take control of their exposure by connecting directly to galleries and collectors, or even utilizing their accounts to support applications to calls. Instagram is an excellent platform for showcasing one's portfolio. Thanks to its straightforward structure, people may easily look at an artist's style, emphasis, progress, and background. Facebook could help promote shows, and Twitter can provide an interesting venue for debate among internet communities of viewers comprised of artists, curators, and reviewers — specialists or not – worldwide. The researcher also analyzes how social media are impacting artists.
- (vi) Research can also be made on how social media influences youth. For example, practically everybody in the town is connected to at least one social media profile. The town's young and teens are the most engaged to these platforms, to the extent that they network while attending school or even church. As a result of this, specialists have shown that the many social media sites have a significant impact on the lives of our children in a society in general of their morals, their behaviour, and even their education.

5.2 Policy Recommendation

- (i) **Government-** Memes aren't the only reasons to use social media. As a means of reaching out to the general public, it's ideal for government

agencies as well. In practically every facet of the public sector, including communications, the expansion of COVID-19 is unparalleled. The concerned person's job as a public information officer is to keep the public informed during these times of uncertainty by providing timely and accurate information.

Many people are already on edge and hooked to their devices, and the incorrect message might worsen the situation even more. Aside from guidance, citizens turn to the government to set the tone for dealing with the current crisis. Appropriate authority needs to be straightforward, cool and professional when you're dealing with the public sector. As a result, there will be no usage of exclamation points or all-caps tweets. As the National Institute of Health does, put people in charge of conveying critical information in a regulated and comforting manner. During the crisis, the city of Newark, New Jersey, is keeping residents updated via Facebook Live.

However, there are some recommendations which government can use social media more effectively.

- **Listen to what others are saying about the topic at hand.**

One must know the audience & constituency better than they know themselves before writing a single tweet or Facebook post. The CTA (Chicago Transit Authority) excels in this area. The Chicago Transit Authority's (CTA) social media channels will be ready to address any concerns you could have delays, maintenance, or route modifications on the subway or bus lines.

- **Increase the knowledge of those who read your article**

If you're interested in environmental, scientific, or civic data, a government social media account has an advantage over a private one. As a result, your credibility and trustworthiness are immediately apparent to everyone who sees it. As a result, they'll see you as a more reliable source of information and education.

Take NASA's social media accounts, for example. Each has a wealth of information about space travel and physics.

- **Posting on a regular basis is encouraged.**

In times of relative calm, you should make every effort to provide content and interact with the audience on a frequent basis, even if regular programming is interrupted.

Make sure that you don't shy away from posting things that will make others smile. When it comes to Twitter, the National Cowboy Museum's success is a good example of how to be hilarious without being insulting or racist.

There are also some campaigns launched by government which creates awareness through social media among the people like-

- PM-KISAN (Pradhan Mantri Kisan Samman Nidhi) Scheme
- Pradhan Mantri Kisan Pension Yojana
- Mega Pension Scheme
- New Jal Shakti Ministry
- Jan Dhan Yojana
- Skill India Mission
- Make in India
- Swachh Bharat Mission
- Beti Bachao Beti Padhao
- Ujala Yojna

(ii) **Business-** Customers are continually exposed to many brands via their use of social media, which presents a significant potential for companies. However, because to its dynamic nature, which is characterized by rapid change, as well as its extreme traffic, this environment presents considerable challenges for businesses.

- **Draw attention and increase awareness**

Using social media platforms like Twitter, Facebook, and LinkedIn, companies may reach a far larger audience while exerting less effort. Using GIFs, memes, Facebook Live, and more, a content strategy must be carefully planned and executed. What do you want your customers to take away from your brand, but how will they connect with it? Define your goals for using social media to build brand awareness and then create a strategy to achieve those goals. Do you want new customers to get familiar with your offerings? Would you like to increase the number of locals that buy at your establishment? Keeping your social media strategy to the point can help you decide which platforms are most suited to your organisation.

- **Demonstrate Integrity**

The rapid growth of social media has made it possible for companies and the people who buy their products to interact across previously inaccessible barriers. Customers are increasingly turning to social media platforms such as Twitter and Facebook rather than conventional customer service hotlines. Examples of such sites are Facebook and Twitter. You may use social media to show that you care about your customers:

Set up a system for tracking questions, problems, and ideas raised by people on social sites like Twitter & Facebook.

Answer queries and concerns of customers in a timely manner.

Try to be kind and helpful.

Customer service is all about listening and making consumers feel important.

When the occasion necessitates it, decide whether or not to end a public discussion with a private message.

- **Offer support**

Social media has allowed businesses and their customers to transcend traditional boundaries. Instead of calling a customer service helpline, many people turn to social sites like Twitter & Facebook for help. To build a reputation for responsiveness, you may assist people on social media:

Put in place a method for keeping tabs on customer feedback and issues raised through social media.

Answer questions and issues quickly.

If possible, make an attempt to be positive and helpful.

Take the time to hear what your customers have to say.

Recognize when a private message should be used to stop a public conversation.

(iii) Artists-

Creativity has been an increasingly sought-after quality in the job market during the last several years.

Fortunately, the creative profession is built on a foundation of invention.

Because of this, there are several avenues for artists to promote their work and abilities online, such as:

- Develop your company's brand by doing so.
- The sale of original works of art

Students may learn how to paint with water colors, sketch portraits, or create crafts for children, for example.

- Print-on-demand and art licensing
- Work for hire and fee-based payments

To top it all off, you have access to a massive worldwide network of artists and art lovers who are spread out throughout a wide range of internet mediums.

All artists, include art bloggers, internet artists, art instructors, and creative businesses, may benefit from this guidance.

- Engage with your followers and subscribers rather than focusing on vanity stats. Likes and views don't matter a whole lot. If artist wants to get people to engage with information related to art & literature, he/she needs to make it interesting frequently.
- Be yourself. It's time to put an end to the beautiful lifestyles we see on social media platforms like Instagram and Pinterest. Let people know artist's innermost thoughts and feelings, as well as goals and ambitions and disappointments. Artist's audience will respect him/her more if this approach is used, which is far more relatable.
- Make use of analytics and data to identify the optimal times and days for publishing based on audience's habits.
- Competing with the plethora of other social media content producers is, indeed, a challenge. Decide how as a performer wants to be seen in the marketplace.

(iv) For NGO-

It is now easier than ever for non-profit organizations to get their message out to a wider audience and connect with individuals who share their passion for the job they do. In contrast to a website, these profiles are mostly used for social purposes, as the name implies. Use this social interactive aspect to connect with the audience & make them feel like they're a part of the project. Only in this manner can social media presence for non-profit organizations provide an added advantage.

Reasons non-profits should use social media

- **Connecting with groups that have similar goals**

If anyone is looking to network with other nonprofits, Twitter is a terrific place to start. A person can connect with other non-profits in the same field or region by searching for them online and establishing a network with them. Even people can come across with possible business partners. People can build trust and a solid foundation for a collaboration by

sharing each other's posts and tweets and praising each other's work. It's never a bad idea to share your knowledge and experiences with others.

- **Encouraging others to give to attention to your cause**

Donors and supporters, whether prospective or existing, are no different. On Twitter/Facebook, a person can engage them, tag them in his/her tweets, and provide them with the information they need. After a period of time spent following a donor, retweeting and commenting on their tweets, and demonstrating an interest in their work, account holder of Twitter/Facebook may be in a position to ask for financial help from Twitter/Facebook page followers. Concerns can demonstrate to prospective supporters that about his expertise in Industry is eager to learn more by being active on Twitter/Facebook and is updated with current advancements.

- **Taking part in debates and discussions**

Hashtags on Twitter are used to group together similar messages. When a hashtag related to current events becomes popular, a large number of users will include it in their posts. Participants will have an easier time locating relevant tweets with this arrangement. If you're an NGO, you can put this to use. Keep an eye out for popular hashtags and partake in the conversation if it pertains to your company. You may indicate that you're up to date and want to be a part of the movement by doing this. This demonstrates to prospective contributors and supporters that you really care. If you really have anything to add to the conversation, then go ahead and do so.

- **Informing others about the most recent news and developments**

You may post content from your own website to Twitter. A fantastic method to distribute relevant articles and links is to use it as a social

media platform for your industry. It's a great approach to show your fans that you're open to new ideas and that you're eager to learn. There is also the added benefit of being able to incorporate new information into your projects as it becomes available.

- **Demonstrating your affiliation with a social movement**

Many movements like #metoo and #timesup were started on Twitter. There are several ways you may become involved in a movement if your industry is part of it. However, be cautious not to board a train that may lead you astray. Unless you have anything worthwhile to say, please refrain from participating. Many companies have attempted to take advantage of the exposure that comes with adopting a trending hashtag but have failed miserably. However, if you are dedicated to the advancement of women, you should take part in this dialogue. The more you can be heard when it comes to climate change mitigation, the better off you'll be. Being a member of a movement may strengthen your organization and open doors to new relationships and collaborations in the future.

- (v) Businesses should prioritize social media marketing. Their digital marketing may improve their exposure and brand value, increasing consumer loyalty and lifetime value.
- (vi) Businesses may establish a stronger connection with consumers through social media since brands can interact with them regularly and assist or advise them in making a better purchasing choice.
- (vii) Influencers should be carefully selected; they should connect with consumers' wants and requirements.
- (viii) By sharing more positive stories from customers who have already bought the product, brands may connect more readily with potential customers and those who are already interested in purchasing.

- (ix) It is important for brands to grow their social media impact and try to make their goods popular.
- (x) Social media may be used more often by businesses to attract customers' attention and increase their company's visibility.

5.3 Policy Implications

- (i) For government policymakers can use this research to understand the consumer's online buying behavior. Our research will help the government in the following manner-
 - By comparing high-wage and low-wage people who are more likely to be involved in online shopping, the government can reform their policies, which is beneficial for low-wage workers.
 - Based on analysis it is evident that good quality of product influence offline shoppers to move to online purchasing. The government needs to take initiatives to guarantee that customers get decent and quality items at reasonable rates in the long term. To further improve the set of regulations for preventing unfair trade practices in e-commerce that undermine consumers' interests in the long term, the central government should solicit view points on proposed rule revisions by posting them on the Department of Consumer Affairs' website.
- (ii) By comparing how consumers are attracted to offers, returns, and replacement policies, entrepreneurs can modify policy according to their likings.
 - Consumers' behaviour must be taken into account by marketers in order for them to make informed decisions about how to market a product. For example, raising and lowering a product's price can alter the awareness of the brand and thus affect sales, or a single negative review on social media could really change the marketing mix in a completely new direction based on customer feedback.

- Marketers need to know how consumers make purchasing choices in order to understand buyer behaviour. Decision-making mechanisms are in place for both consumers and corporations when it comes to making purchases. A person's cultural and social context is reflected in their decision-making process.
 - In the age of extraordinary ease and technology, it has long been recognized that giving discounts affects customers' mentality. With ever-increasing competition and advancements in technology, customers have more power than ever before. Their human nature reacts to the identical psychological cues whenever it comes to a great deal. Businesses simply need to change the way they provide discounts and organize their online customer experiences so that customers can easily obtain online coupon savings.
- (iii)** With the help of this research, policymakers can compare consumers' Social Media Influence, Demographic Characteristics influence. They can also compare what they do in their spare time, Past Purchase influence, Personal Characteristics, Internal Influence & can reform their policy to generate more revenue.
- Consider cooperating with other firms to improve brand awareness and attract the attention of the target audience. To put this plan into action, look for companies in your sector that sell a different product than you do. Make a deal with the corporation that they would market your items if you do the same for them (ÖZGÜL & AKBAR, 2018). An exclusive coupon code may be used to encourage people to buy your items from the other company's website. Customers like the convenience of having all of their items in one location and the savings that come with working with a joint venture.
- (iv)** According to our research, most people are attracted by advertisements & insecurity for payment mode.

This research marketing channels like email marketing, media platforms, digital advertising, & mobile services that help consumers have a better shopping experience.

At the point of purchase by making ordering, buying, and paying for products easier while saving them both time and money.

A trustworthy method of suggestion is known as influencer marketing, which is also often referred to as digital word-of-mouth. The recommendations of their positive examples or the suggestions of others are what modern consumers look to in order to make their purchase selections. Additionally, customer reviews, as well as other forms of influencer marketing, could be able to assist in the process of creating consumer trust in an organization. Customers are more likely to make purchases from a company that has a good reputation to maintain on the internet. (Chen et al., 2012).

(v) One of the most important marketing objectives for every firm is to raise consumer awareness of the brand. It's because customers like to buy from well-known companies. Long-term commercial benefits may be gained by clients who have some degree of brand loyalty. As a result of social media, brand building has never been easier and more successful.

Putting your product or service in front of people is a lot simpler and takes a lot less time when you use social media as compared to multiple forms of advertising. Even when your audience isn't thinking about your brand, it catches their attention.

Many businesses now rely on it as their primary method of communication. Television, Facebook, websites, and other types of broadcasting are all part of this strategy. As a result of social media, people are able to interact with one another and share their thoughts. Communication conducted through social media platforms like Facebook, for example, does have the potential to cover a large geographical area in a short amount of time. This is due to the large number of people who may read what is written on such platforms.

The material that is uploaded has the potential to reach a large number of individuals in a very short amount of time. The proliferation of communication through social media has been greatly assisted by the progress that's been made in technology.

(v) One or even more social media platforms may be used in a campaign to support or aid a business objective. Social media campaigns are distinct from normal posts since they are more specific, targeted, and quantifiable.

A social media marketing must be focused on a single business objective, regardless of whether it is on Facebook or Instagram.

- Getting feedback from users is a common goal of social media campaigns.
- email marketing lists may be set up
- Improving overall brand engagement by attracting more visits to the company's website.

Specific and measurable objectives are required. A baseline assessment of your objective metric should be obtained before a campaign is launched in order to monitor changes and performance both during and after the campaign. The approach, the message, and the intended audience all have an impact on the objectives (S et al., 2019). Choose a social media platform that is most suited to your target audience is based on demographics. Social media allows students to conduct research on the organizations and learn about all of the disciplines in which they are interested. They may read other people's evaluations and comments to gain a general impression of the firm. Other people's ratings are also incredibly essential for a corporation. Students may check the ratings provided to a certain firm on social media. It allows pupils to be more visible. Students may make themselves known by speaking up boldly and cultivating positive relationships with everyone. Students can use social media to display their abilities. They are welcome to share any of their completed projects or models.

- (vi) More than just a platform to share memes and stay up with the latest trends, social media serves several purposes. Government agencies can find it a very successful method of reaching out to the general public. It's hard to overstate the impact COVID-19 has had on the government's communications infrastructure. Public information officers, like you, are being called upon to provide frequent updates to a concerned public during these uncertain times. At current times, how do you make the most of social media? Many individuals are on edge and riveted to their devices because of the false statement. Rather than just giving orders, the public looks to government to set a tone as to how to react with a crisis or other difficult circumstance. The public sector must communicate clearly, calmly, and professionally in order to be effective. Exclamation points and tweets in all caps are out.
- (vii) A person is considered healthy if they are free of illnesses or infirmities. However, being healthy entails much more. Complete physiological, mental, & social well-being are all components of good health. As a result of recent study, seniors who utilize social media have more enjoyable experiences in both personal and social lives as they're more engaged in constructive work and put a larger focus on self-education and love. In addition, they are aware of the most recent trends and news, thus they are less inclined to indulge in undesirable habits such as drinking or smoking. Depression and other mental diseases are very rare in people with this condition. Social media users are also said to have good blood pressure and sugar control than people who don't use them.
- (viii) "Never before has an artist had the capacity to directly engage their audience in a discourse," says Stuart Semple in Gotham Magazine. Facebook and Instagram have this power, and we don't expect things to change very soon. Social media allows you to talk with your fans about who you are & what you are creating, bypassing traditional forms of communication. Someone can enquire about an item and it can be sold in an instant. And, with one fatal

"follow," the industry's most reputable eyes may take a look at your work on a daily basis.

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ANNEXURE

I– Questionnaire

Name
Age
Profession
E-Mail address
Contact Number
Place of residence
Yearly income (in Rupees)
If unemployed what is the source of income
How often you are active on social media?
Which social networking apps or websites do you use? (Select all which applies to you)
To what extent you are satisfied with the privacy policies of the social media platform which you use?
How many hours per day do you spend on the social media platform?
To what extent you agree that social media influences the products you purchase?
How often do you get advertisements of services and goods on your feed?
To what extent you find such advertisements helpful?
Do you agree that number of advertisements have increased in last 5 years?
How often do you purchase products online?
Do you agree online shopping is convenient for you?
Which mode of shopping do you prefer?
Do what think online shopping is better than other modes of shopping?
How often do you recommend online shopping to others?
From where do you buy the online products? (Select all which applies to you)
For whom do you buy the products online? (Select all which applies to you)

How often do you surf the shopping websites?
How often do you follow the links and advertisements on the social media websites for buying?
Which websites or apps do you use for online shopping? (Select all which applies to you)
Do you agree that purchase should be done from renowned website always?
How often do you purchase online?
What is your preferred mode of payment?
If unemployed, who pays for the goods you bought? (Select all which applies to you)
How much money (in Rupees) on an average do you spend per month on online shopping?
Would you agree that your online purchasing has increased due to this pandemic (Covid 19)?
How do you come to know about various products that are available online? (Select all which applies to you)
What are the products you purchase online? (Select all which applies to you)
What are the features of online shopping which attracts you the most? (Select all which applies to you)
Would you agree that online shopping is safe?
What are the issues faced in online shopping? (Select all which applies to you)
What is your opinion on the services provided by online shopping websites/apps?
Do you agree that social media has influenced your online shopping habits?
Are you are involved in any online business, If YES then tell us about your business? If not then write NO

APPENDIX

Appendix A – Published Papers

S No.	Title	Authors
1.	An Analysis on the Effects of Social Media on E-commerce in India	Nishtha Dwivedi
2.	Analysis on the Impact of Social Media Advertisement on the Consumer Buying Behaviour of Women for Cosmetic Goods in NCR Region	Nishtha Dwivedi, Dr. Ramarcha Kumar

An Analysis on the Effects of Social Media on E-commerce in India

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ABSTRACT:

Social media which has now become the master communication platform has its profound effect on lifestyle, business and commerce. The 21st century has experienced a social media explosion and its impact is high on the business sector. The companies are now embracing digital technology in order to identify customer needs, design new products and market them. Social media platform has become a potential platform for marketing and companies adopt different strategies to make their online presence strong. Indian companies have made good use of this media to gain insight on their customer's preference and purchase behaviour. The social media has also become an interactive forum where the customers can voice their opinions. The modern consumer is a very active digital citizen who is well aware of the different brands, their values, promotional measures of the companies and the reasons behind them. He/she is able to make an informed decision based on the available information online. This paper investigates the influence of social media on consumer decision making, methods used by them to seek information and voicing their opinions about brands on social media. It is found that there is positive influence between social media and buying decision. Moreover majority of consumers depend on product review by users and they consider social media as effective platform to voice their opinions.

Keywords: *Social Media, Consumers, Buying Decision, Opinions, Brands.*

INTRODUCTION

The ubiquitous social media slowly sneaked in to our life and had now invaded our time, privacy, decision making powers

STATEMENT OF THE PROBLEM

The online presence of a company has now become very important. The present

and attitude. As consumers, people depend on different sources of information for making their buying decision. The moment one is online, there are various offers luring the netizen with myriad products and services. Even before we have a need for a specific product, it is advertised, promoted and offered to us through social media. This study has attempted to study the influence of social media on the buying decision of the consumers. From the consumer's side, their perception on social media, its usage as a communication medium with the company had also been analyzed.

generation spends most of their time online and their decisions are greatly influenced by the online content. If we look in to the fashion, beauty and other fast moving goods, the social media influencers have an unimaginable role. The reviews and comments given by the influencers would affect the buying decision of the majority. These influencers are not great celebrities but common people with a strong online presence who give their opinions and reviews on products. So we are now posed with the question whether all the people who use social media are influenced when it comes to buying decision. It could also be a

particular age group rather than generalising it. In that case, what are the sources used by them and how do they access these information. These questions have resulted in this study on social media influence on buying decision.

The paper is arranged to give the readers a clear picture on the influence of social media on Ecommerce. The concept of online shopping is discussed followed by a

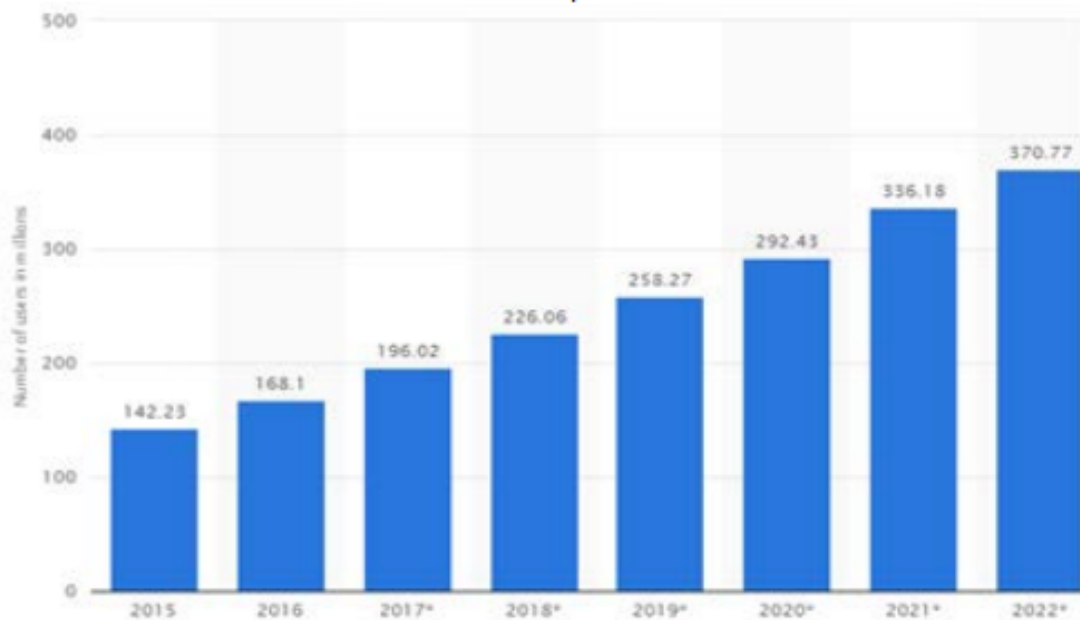
actual research is then presented with the objectives, data analysis and results.

Social Media Influence in India

India has the second largest number of internet users in the world, next to China. There are 260 million active social media users in India. As the number of smart phone users is also increasing, the companies are keen to tap this market. Online consumers

brief account of the social media influence, various medias used and the role of influencers. The review of literature presents in a nutshell the prominent works on social media influence on purchase decisions. The

who are active social media users are a promising segment for promotion of their brands. Social media is now considered as the real internet and this media presents a good opportunity for the companies to reach a large number of customers for their products and services.



Source: Statista

In 2019, there will be around 258.27 million social media users in India and by 2022 it would be 370.77 million users (Statista report). The brands should have a clear social media strategy for their promotion in order to target and market their products to these social media users. According to a study by AC Nielsen and Absolute Data, social media in India is growing at 100% every year, and is likely to have 45 million users by the end of 2012-13. It says nearly 40 million Indians use online reviews to tell others about their purchase decisions. Further, 67% Indians who are on the web read online reviews before big purchases.

Various Social Network Available

The online users have a wide choice of social networks to choose and use. Facebook, Youtube, Whatsapp, Instagram, Google plus, Twitter, Skype, LinkedIn are the major social networks which had been used in India as of third quarter 2017(Statista). Facebook is the most used network in India like any other country of the world. Youtube is widely used by all age groups for video sharing and watching. Whatsapp has become the all pervasive communication tool for sharing status, videos, documents and calling. Pinterest is also used for sharing pictures and India has the majority of users next to China.

With the availability of this cornucopia of social networks and information deluge, the users are at the mercy of this information. While using these media, they come across numerous advertisements, product reviews, user experience, peer sharing and influencer's opinions. Jacoby (1984) call this as information overload. These information would influence them in making the buying decision.

Importance of the Social Presence of a Business

Social media is ubiquitous to any business. Businesses have got a great platform where the users can comment, share, or provide a feedback about the products and services on the regular basis. We find a varied cross sectional group of people having social network accounts. Furthermore, it has been observed that the users prefer to visit their social accounts at least twice a day. Any update on the timeline has a high probability that the readers might tick the 'like', make comment, or share a post.

Companies always look for ways to webcast their company's profile and messages to the users and clients. Social media channels are the one that help the companies to achieve their goals and objectives. For small and medium scale industries, such platforms have proved to be one of the best alternatives to reach their potential buyers and markets globally.

Brand, reputation and accessibility are the three important pillars for a company to grow and attain success. Thus, it is important for a company to have presence on the social networking sites such as Facebook, Twitter, Google Plus, LinkedIn, etc.

Role of the Social Media Influencer

A Social Media Influencer is a user on social media who has established credibility in a specific industry. A social media

products, rate them and explain their pros and cons. They include all kinds of products and services.

The influencers have great power to affect the purchase decision of others, especially their followers by virtue of their knowledge, charismatic personality and authority over a field. Some brands even pay the influencers to bring about the needed business. It is essential to understand how the users of this study are influenced by them.

Methods of Customer Feedback in Social Media

The social media by itself supports open communication. In the case of business, two way communications is essential. The company uses the media for the promotion of its products and to keep customers informed about the various offers and new products/services. At the same time, user friendly channels of communication for customer are very important. In this aspect, the generally used tools are

Online Surveys

Surveys based on context to measure customer happiness are the easiest way to capture customer feedback across different contact channels namely homepage, email, mobile or social networking sites. Among the various benefits, surveys are useful for capturing customer knowledge over time; the same questions can be asked periodically, enabling a business to compare data for ongoing assessment of specific areas.

Web Analytics Programs

Web analytics programs provide crucial information on how many people are visiting a company's web site, the number of social media shares, the country they are coming from, and their navigation paths. Web analytics will identify what customers are browsing for, how long they stay on a page and whether or not they are returning

influencer has access to a large audience and can persuade others by virtue of their authenticity and reach. The influencers could be experts in their fields, bloggers, authors, freelancers, fashion and beauty specialists. They have numerous fan followers because of their popularity and their opinions are much appreciated by these followers. These influencers usually write reviews on

visitors. Programs like Google Analytics provide detailed insights into what is driving web site traffic, engagement, and – importantly – conversions.

Social Media Monitoring Software

Creating a strong online presence through Facebook, Twitter, LinkedIn, and other social media platforms is a must for

companies now. Collecting and analyzing the information customers are sharing via these venues are also equally important.

User-generated Content (UGC)

This is the most widely used form of content in the social media. It is a platform for the users as well as customers to express their opinions online. It could be in any form of content, such as images, videos, text and audio. The term "user-generated content" and concept it refers to entered mainstream usage in the mid-2000s and the BBC adopted a user-generated content platform for its websites in 2005 and popularized the concept.

REVIEW OF LITERATURE

The review of literature helps in getting a better idea on the existing research, the various approaches and the research gap to be focused. This study has taken into account very recent reviews to get a hold of this concept and from this perspectives, the studies shad been analyzed.

Alalwan(2017) had focused on the reviews on the current studies d over the related area of social media and marketing. 144 articles were reviewed and an overview on concepts such as social media and advertising, the electronic word of mouth, customers' relationship management, and firms' brands and performance were

User-generated content is used for a wide range of applications, including problem processing, news, entertainment, advertising, gossip and research. It is an example of the democratization of content production; whereas during the 1970s and 1980s, traditional "gatekeepers" such as newspaper editors, publishers and news shows approved all content and information before it was aired or published, in the 1990s and 2000s, as media production through new technologies has become more accessible, user friendly and affordable to the general public, large numbers of individuals are able to post text, digital photos and digital videos online, with little or no "gatekeepers" or filters

These days there are a lot of social media monitoring tools which show a business what customers are saying about it, how often it is mentioned, identify complaints, and recognize trends. A business can identify more easily who its brand promoters and detractors are, respond to both groups and manage its reputation in real time. Today's customers expect to be able to use whatever channel is most convenient to them. This means that companies must have in place a comprehensive and far reaching feedback strategy that appeals to all customers no matter what channel they prefer.

These tools are of great use for the customers to express their opinions in the form of reviews, complaints, compliments and experience sharing. The company has to keenly make use of this information and channelize it towards its business success.

provided. The limitations of the current studies and scope and approach for future studies also have been discussed in this research piece.

Felix (2017) had proposed an integrative framework for strategic social media marketing. The research is comprehensive with respect to the concepts and definitions. It is a practical application tool and managers can apply the framework to position their organizations on these four dimensions of this research are social media marketing scope, culture, structure and governance.

Schivinsk (2016) had examined 504 Facebook users in order to investigate the impact of firm-created and user-generated social media communication on brand equity, brand attitude and purchase intention by using a standardized online survey throughout Poland. 60 brands across different industries were analyzed using the structural equation modeling. It had been concluded that user-generated social media communication had a positive influence on both brand equity and brand attitude, whereas firm-created social media communication affected only brand attitude.

Hudson (2016) had conducted a study on social media interactions on consumer perceptions across three countries namely France, U.K. and U.S. The first study surveyed customers in France, the U.K. and U.S. and compared those who engage with their favorite brands via social media with those who do not. The findings showed that social media use was positively related with brand relationship quality and the effect was more pronounced with high

anthropomorphism perceptions (the extent to which consumers' associate human characteristics with brands). Two subsequent experiments further validated these findings and confirmed that cultural differences, specifically uncertainty avoidance, moderated these results. The results offer cross-national support for the proposition that engaging customers via social media is associated with higher consumer-brand relationships and word of mouth communications when consumers anthropomorphize the brand and they avoid uncertainty.

Al-Dhuhli (2015) had investigated on the nature of consumers who are influenced by online purchasing, reasons that tempt consumer to purchase online, types of products that are mostly purchased using Social Media and types of Social Media that are mostly used by consumers in Oman. The study had revealed that Instagram has made significant change in consumers' buying decision towards choosing particular products. The Omani consumers shop for fashion products online. There is still an apprehension among the consumers towards social media usage in terms of security issues.

Mehta (2015) had discussed about the concepts of social media and social media marketing in their research. An overview on social media marketing in India had been presented. He had also emphasized the need for social media strategies for companies.

Bashar (2012) had carried out empirical research to understand the effectiveness of social media as a marketing tool and analyzed the extent social media helps consumers in buying decision making. In addition strategies have been suggested for maximizing the effectiveness. Providing

positively affect normative social influence and informational social influence.

Dimauro (2010) examined the role of social media has on decision-making among business professionals. This study adopted a mixed-methods approach supported by quantitative data gathered by online survey including 356 professionals. The findings revealed that professionals usually belonged to multiple social networks for business purposes. LinkedIn, Facebook and Twitter were the most used networks and Mobile phone is the frequent professional networking access point

Hsiao(2009) had examined the time and cost attributes of shopping modes, and explored the tradeoff between these two attributes, i.e., the value of time, by assuming that consumers were faced with a shopping mode choice between physical store shopping and e-shopping. The final estimated value of time include two types: the value of travel time to shopping places, bookstores as far as this study concerned, and the value of waiting time for the delivery of purchased products, books. The findings claim that a shopping trip to a bookstore have more benefits than having to wait for the delivery of online purchased books. This finding is in discord with the judgment of **Mokhtarian (2004) and Gould (1998)** in which they believe that the benefit from saving travel time can be balanced against the offsetting time spent waiting for delivery.

From the reviews, it is evident that there are ample studies on the global front on effects of social media on the Ecommerce. There are numerous cross country studies and as well as country specific studies. There is a significant influence of social media on the electronic trade and companies depend on various data to influence the customer.

customer based content, enhancing communication style, modification of website to complement social media strategy are some of their suggestions.

Kwahk (2012) had examined the influence of social media in the e-commerce context and to find how it impacts users' visit intention and purchase intention. The research had employed structural equation modeling. It is found that social media interaction ties and social media commitment

RESEARCH DESIGN AND METHODOLOGY

This study had adopted a descriptive approach. For this study, a sample of 730 respondents from different regions of Chennai was selected. Convenient sampling method had been used as we want to analyse the influence of social media on e-commerce. Hence users who are familiar with these concepts had been selected with varied age groups. A structured questionnaire was

framed to collect the primary data from the chosen sample. Likert Five point scale had been used for part of the data collection. The study was conducted for a period of four months. Appropriate statistical tools were used to analyze and extract results from the data gathered from the respondents. Anova using SPSS was employed to do the analysis.

OBJECTIVES

- To examine the influence of social media on consumer's buying decisions

The demographic table presents us with a panorama of interesting views on the respondents. 52 percent of them are male and 48 percent are female when it comes to online purchase. 40 percent of the purchasers are below the age of 30. This indicates they could be students, fresh earners and single men and women. They have relatively less committed and are in their early phase of career. The next category is age group from 30 to 40, which is the major earning group. The majority of online purchase is done by these two groups. 56 percent of online

- To analyze the factors which influence the buyer's decision.
- To identify the extent to which social media is used by consumers to voice their opinions

ANALYSIS AND DISCUSSION

Percentage analysis of demographic factors considered in this study

Table 1: Percentage Analysis of Demographic Factors

Variables	Categories	Number	Percentage
Gender	Male	380	52
	Female	350	48
Age	Below 20-30	295	40.41
	30-40	215	29.45
	40-50	180	24.65
	Above 50	40	5.47
Marital Status	Married	410	56.16
	Un married	320	43.8
Annual Income	<2,50,000	219	30
	2,50,000 to 5,00,000	340	46.5
	>5,00,000	171	23.42
Education	Under Graduate	219	30
	Post Graduate	365	50
	Graduate	146	20
	others		
Occupation	Self employed	110	15
	Salaried	277	38
	Students	204	28
	House wives	110	15
	Others	29	04
No. of media in which respondent has account	1	0	0
	2	0	0
	3	300	41.09
	4	330	45.20
	More than 4	100	13.70
Medium of access of social media	Personal Computers	10	20
	Smart phones	511	70
	Tablets	73	10

purchase is made from respondents who are married and rest from the unmarried category.

It is astonishing to note that all the respondents make use of more than 2 media. 45 percent of respondents have account in more than 4 social media platforms. 41 percent have account in three social media platforms. 14 percent people have accounts in more than four platforms. This does not include multiple accounts in each platform. We have taken into account the platforms alone.

38 percent of the respondents are salaried and 28 percent are students. 15 percent are house wives and 15 percent are self employed. The students are the trend setters who follow all the trends and trolls and go for the purchase. The house wives usually make their purchases on household items and baby care products. A large amount of electronic items is purchased among these groups. The online purchase is less among the self employed group. One of the respondent, who owns a start up, opined that he does not find value for money in online purchase.

70 percent of the respondents use smart phones for the purchases. They find it easy to use with the Apps and they are also happy with the offers they get for the App only purchase. 20 percent still use personal computers for purchase. The reason they gave us more than comfort with usage, they believed that PC offers more security with respect to privacy and card purchase. Even though they own smart phones, they say it is prone to security threats than a PC. 10 percentage of respondents use high end tablets for their purchase.

Table 2: Respondent's Opinion Regarding the Voicing of their Feedback

S.No	Voicing of feedback	SDA		DA		N		A		SA	
		F	%	F	%	F	%	F	%	F	%
1	They voice their opinion on their purchase regularly	200	28	130	17.8	50	6.8	230	31.50	120	16.4
2	They voice their opinion only when they are dissatisfied	80	11	100	14	0	0	300	41.09	250	34.24
3	They are satisfied with the interactive options available to them	210	28.7	250	34.3	20	2.7	120	16.43	130	17.80
4	They are satisfied with the feedback received from the company	240	32.87	260	35.61	20	2.7	100	13.70	110	15.06

It is found that the respondents do not voice their opinion regularly.41 percent have agreed that they voice their opinion only when they are dissatisfied with the purchased product. It is also observed that they do not find the existing interaction platforms of the

websites to be very satisfied.34 percent disagree with the statement that the interaction platform of the company is satisfactory. When it comes to feedback from the company, they are again dissatisfied with the feedback.

Table 3: Relationship between Social Media Factors & Online Purchase

Factors		Sum of Squares	Df	Mean Square	F	Sig.
Based on reviews by Bloggers/ influencers/users of social media	Between Groups	14.916	1	14.916	57.828	.004
	Within Groups	51.064	198	.258		
	Total	65.980	199			
Based on the offers given for the product	Between Groups	90.352	1	90.352	125.026	.031
	Within Groups	142.913	198	.722		
	Total	233.155	199			
Based on the trends In social media	Between Groups	21.485	1	21.485	62.690	.007
	Within Groups	71.015	198	.359		
	Total	93.500	199			
Based on peer purchase experience shared in social media	Between Groups	14.962	1	14.962	82.441	.024
	Within Groups	35.863	198	.181		
	Total	50.795	199			
Based on Celebrity endorsement in social media	Between Groups	48.986	1	48.986	63.456	.009
	Within Groups	155.969	198	.788		
	Total	205.955	199			

H0= There is no significant difference among social media factors and online purchase decision

influencing factors and the buying behavior of the respondents.

H1= There is significant difference among social media factors and online purchase decision

The F-value is greater than the table value; hence the hypothesis (H_1) is accepted and null hypothesis is rejected. There is a significant difference among the social media

FINDINGS

The study helps us to understand the nuances of the online buyers. The vast majority of the purchasers are the younger generation who belong to the age group from 20 to 40. Apart from the time and money aspects, online purchasing had become a part of their lifestyles. The respondents under 30

make regular online purchase and they always have their wish list waiting for payment in their account. Whenever, they are aware of an offer or come across a positive review by the influencer, if a friend of them had made a purchase, it affects their purchase decision.

It is also found that students, house wives and salaried people are the active buyers. All the respondents use more than two social media platforms and they are very active in these platforms. The purchase by salaried people and house wives are more in the beginning of the month.

customers and make them feel a part of the community should be devised by the companies.

The companies should understand that it is essential to earn the trust of their customers through their social media strategies. The companies build strong communities using social media. These communities should serve as platforms of connectedness and mutual understanding. This should be a place where there could be sharing of the pre and post purchase experiences, queries on product purchase and usage. The companies should take strong

Regarding the factors influencing the buyer's decision, five factors were identified. Offers given for the purchases, products purchased by peers, celebrity endorsements, trending products and reviews given by bloggers/influencers are the major factors that influence the buying decision. The respondents have revealed that they wait for great offers like great India sale of Amazon and Flipkart to purchase their favourite products.

The younger age group is mainly attracted by the trending products and celebrity endorsements. House wives and salaried people are influenced by the purchase of a particular product by their peers. They get their opinions on the product and go for purchase. The respondents also make use of the reviews available online. When it comes to voicing their opinion, the available interactive platform is not satisfactory and they are also not satisfied with the company's feedback.

RECOMMENDATIONS

It is very clear that social media has a great influence on the purchase decision of the customers. Most of the companies are aware of this and try to lure the customers. It is high time that companies should follow a systematic strategy for their social media marketing. This should be a regular process with enough resource allocation. The company should find effective means to influence the potential customers.

The company should value their potential customer/customer's opinion. Whenever there is a query, feedback from customer end, there should be instant replies from the company. Strategies to engage the

measures to build these types of communities and engage them actively.

CONCLUSION

The study had chosen respondents from the city of Chennai who has good exposure on online purchasing. All the respondents use social media widely. It is for entertainment, information seeking, shopping, learning, sharing and other reasons. It is surprising that all age groups use more than two social media platforms. The results support that social media positively influences the buying decision of the customers. Offers given for the purchases, products purchased by peers, celebrity endorsements, trending products and reviews given by bloggers/influencers are the major factors that influence the buying decision. Reading product reviews had become a very common phenomenon and some respondents have a regular habit of reading the reviews and go for calculated decisions.

The customers come to know about the offers instantly through social media. The expression of opinions is one area where the customers are dissatisfied as the company's response to their queries or reviews is always not favourable. Though not all of the people voice their opinion regularly, the number of people who have an online voice is increasing now. Smart phone is the major enabler of their social media access. Here arises the need for the companies to be very responsive to the user generated feedbacks and make use of it for their business. Customers are digitally smart and the companies have to devise new strategies to tap this particular interest of the customers. More scope in the aspects of the specific

Media used, the nature of products sought and the content of the reviews exist which could be taken for further research.

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Analysis on the Impact of Social Media Advertisement on the Consumer Buying Behaviour of Women for Cosmetic Goods in NCR Region

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Abstract

Today, advertisements seem to be one of the advertiser's primary influencers to reach their business sectors' objective. Ads additionally make a whole perspective of the pictures they see in the surrounding to convince the women. Promoting is a type of business correspondence used to support, convince, or control a group of people to make some move to purchase the ideal item on the lookout. The study's main aim is to analyze the impact of social media sites on the consumer buying behaviour of women for cosmetic goods in the NCR region. The research design is used to study the correlation between the cosmetic advertisement and consumer buying behaviour of women as a variable. The data is collected from a primary and secondary source which is used in the study. The study infers the vast majority of the respondents concurred that cosmetic ads impact women consumer buying behaviour and meet the targets set for the study

Keywords: Advertisement, Consumer Buying Behavior, NCR, Social Sites, Women

1. Introduction

Social media has become an important stage for brands to exhibit their items. Like Facebook and Twitter; Instagram and YouTube have generated a pattern of showing items to the customers, which changed the market for brands and consumer purchases. Based on the studies, Instagram and YouTube are considered an attractive point for cosmetic and hair items. Celebrity branding makes social media advertisement more impactful to create a buzz about their products.

1.1 Cosmetics

Cosmetics are substances that ladies use on their hair or skin to make themselves look more appealing. They incorporate lipstick, face creams, face wash and so on to look attractive and appealing. From a mental viewpoint, self-make-up is an intrinsic human need that should be regarded.

Today, individuals of different social classes show status regarding their bodies and appearances; so everybody, particularly ladies, covers their appendages and faces, and with the advanced items

1.2 Social Media Sites on Cosmetics

The capacity to measure the degree of consumer loyalty with internet shopping is fundamental in measuring social media marketing's achievement and disappointment. For that, web organizations should have the option to decide and understand their current and future client's estimations. Henceforth it is essential to analyze the degree of satisfaction of social media promotions. The degree of satisfaction can be estimated through the variables, for example, 1) Creative and Informative 2) Trust Worthy, Enjoyable and Interactive 3) Creativity Marketing and 4) Good Layout and Design. The Respondents have been taken for the survey is also evaluated to recognize the degree of satisfaction.

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1.3 Women's Consumer buying behaviour on cosmetic

The purchase pattern and expenses styles of individual varying with cosmetic consumers sources in the NCR region. The significant factors chosen for the examination are area, sexual orientation, schooling, pay, occupation and other factors (purchase style, brand choice, brand loyalty, area of choice, etc.). The research explores the attitude of the consumer to attend different meetings in NCR society.

1.4 Objectives of the study

1. To analysis the consumer buying behaviour of women for cosmetic goods in NCR region.
2. To analysis, women are represented in cosmetic advertisements.

1.5 Hypothesis

H1: There is a significance of cosmetic products advertisements on the buying behaviour of the consumer.

H2: There is no significance of cosmetic products advertisements on the buying behaviour of the consumer.

2. Literature Review

Faisal-E-Alam, Md. (2020) The principle point of the investigation is to distinguish the impact of value in consumer's purchasing choice toward picking between nearby product and worldwide variety. College and school students are taken as respondents for implementing different analysis techniques. In the beginning, Q-Q Bloxplot and Stem-and-leaf test have been demonstrated for checking the reliability of input sample data. By the help of Sharpio-Wilk Test Homogeneity of Variance can be observed. At last, Levene's Test of Equality and Group Statistics were calculated to determine the mean percentage for the local population's data. This finding of the study shows that if the advertiser opts good influencing practice, then customer buying behaviour changes towards the multinational brands compared to local market products. Also, the client tries not to purchase nearby cosmetic items due to quality.

Khatti, Varsha (2019) The goal of the study is to identify women's attitudes regarding cosmetics, their understanding of cosmetic ads, and cosmetics' relevance in their lives. A survey was conducted to determine how skincare products' ads affect women's confidence, consciousness, and sense of aesthetics. This study also aims to investigate the relevance of cosmetics for women of different age groups. Again, this study extends the knowledge of factors affecting women's purchasing behaviour on cosmetic products. The descriptive approach is used to define factors impacting the purchasing behaviour of women towards cosmetics. With the assistance of questionnaires, primary data was gathered. A survey was taken of the age group of 15-50 to collect the essential information. The data were analyzed using version 2.1 of SPSS.

Suresh V (2016) Social networking sites are used as a massive platform for all social media and computer-mediated advertisement. The cosmetic industries of India are experiencing rapid growth in the last few decades due to social media marketing. Manufacturers of cosmetic products in India mostly meet the great demand for cosmetic products due to

medium and low price categories of branded cosmetic products. In recent time, the Indian cosmetic market has become a global market for fulfilling the demands worldwide. Social media plays a vital role in the customer for choosing cosmetic products.

Anute, Nilesh & Deshmukh (2015) The purpose of this study is to analyze customer behaviour in purchasing cosmetic products. It has been conducted in Pune, and survey tool has been used to capture a sample of 200 participants. The personal care sector plays a vital role in the global economy with all its immense potential. The care products sector is the major consumer industries in the world. The Indian consumer's buying power and disposable income have increased considerably, creating a niche for successful companies throughout this sector, contributing to rapid expansion.

Riaz, Shamsa & Wasif (2015) Cosmetics are classified as caring substances often used to escalate the human's appearance. This systematic review aims to determine the effect of cosmetics designed packaging on the buying behaviour of women. The sample of this research has 200 female participants. Every one of the responders is skilled, and efforts have been made to take care that each of them is everyday cosmetics users. The survey was performed using a self-prepared questionnaire after assessing its predictive value. The study's findings showed that women are affected by the product's packaging and influenced to buy attractive packed products. The outcome of this study will be an excellent reference for marketers who are planned to introduce some cosmetics products for females. They will work on packaging throughout the growth of the item.

3. Research Methodology

3.1 Research Design

The research design is based on the variables used to study the correlation between cosmetic advertisement and women's consumer buying behaviour. The NCR region is chosen to get the results efficiently and professionally where the sample study has been selected. In this, the hypothesis and objectives are verified.

3.2 Data collection

The data is collected from the primary and secondary source, which is used in the study. The development of the survey questionnaire is done using five-point Likert scales, i.e. strongly disagree, disagree, neutral, agree, and strongly agree.

3.2.1 Primary source

The primary source of the sample study is taken from the women of different ages in the NCR region.

3.2.2 Secondary source

The secondary source has been taken from the paper, journal, book, magazines, etc.

3.3 Sample size

The sample size of the study is 500, and all the respondent were taken from the NCR region

3.4 Analytical tools

Tools which are used in the study are given below:

- SPSS
- Correlation
- Tabulation

4. Data Analysis

4.1 Demographic profile of the study

1. Age

Table 1 Respondents of Age

Age	Frequency	Percentage
Less than 15	110	22%
16-26	253	50.6%
26-34	78	15.6%
More than 34	59	11.8%
Total	500	100%

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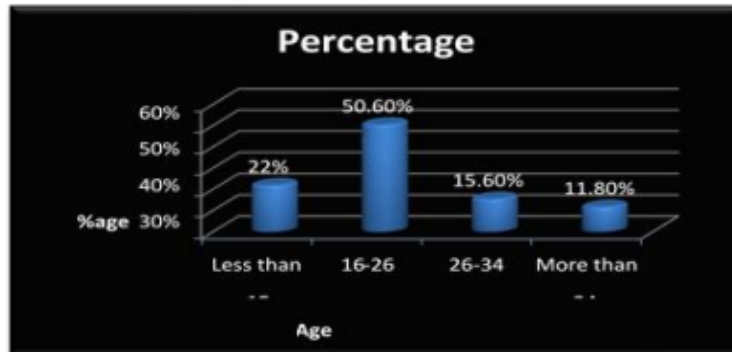


Figure 1 Respondents of Age

The consumer buying behaviour of women whose age is less than 16 is 22% showing that the advertising impact is less than the age between 16-26 which is 50.6%

2. Marital status

Table 2 Respondents of marital status

Marital Status	Frequency	Percentage
Single	315	63%
Married	180	36%
Other	5	1%
Total	500	100%

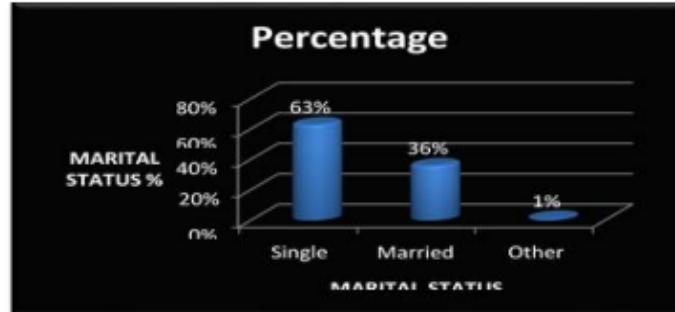


Figure 2 Respondents of marital status

The consumer buying behaviour of married women is impacted by 36%, which is less than single women.

3. Social media

Table 3 Respondents of social media

Social Media	Frequency	Percentage
Facebook	120	24%
Instagram	225	45%
Youtube	115	23%
Other	40	8%
Total	500	100%

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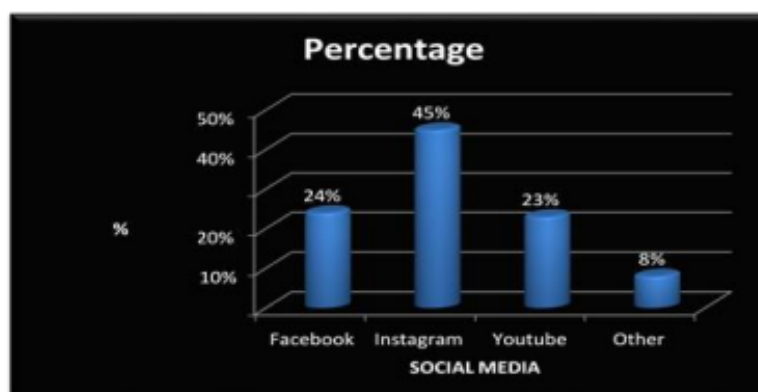


Figure 3 Respondents of social media

The advertising impact of cosmetic items on women with different sites shows that

4. Family income

Instagram is one of the most famous sites.

Table 4 Respondents of family income

Family Income	Frequency	Per cent
Less than 5000	20	4%
5001-10000	90	18%
10001-20000	190	38%
Greater than 20000	200	40%
Total	500	100%

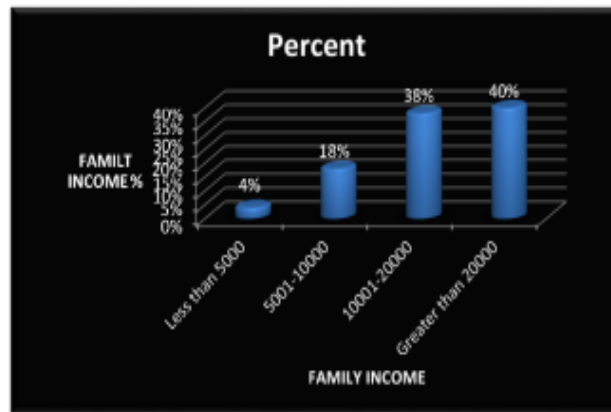


Figure 4 Respondents of family income

According to the above graph, the family having income higher than 20000 is impacted by 40%, which is higher than the family income 10001 - 20000.

Table 5 Cosmetic Advertisements

Variables	Items
Cosmetic Advertisements	Cosmetics are imperative to my appearance.
	Women are precisely depicted in cosmetic promotion today.
	I want to resemble the models in cosmetic ads.
	Cosmetics are essential to my assertiveness.
	Cosmetics are significant in professional circumstances. (e.g., work, prospective employee meet-ups)

Table 6 Consumer Buying Behavior

Variables	Items
Consumer Buying Behavior	Print ads make attention to another cosmetic item.
	Print ads generate a choice for a new consumer item.
	Print advertising has an impact on my purchase decision making.
	I buy cosmetic items to look lovely.
	I buy cosmetic items to be socially valuable.

The Statistical Package for Social Science (SPSS) tool is applied to the raw data to gather some information. In this research, Analyzing frequencies of these factors helps to more readily interpret the relevance and acceptability of the data.

The statistic will contain the graphic and inferential statistics equally, which helps with investigating and examining the impacts of segment issue on consumer buying behaviour.

Table 7: Cosmetic advertisement factors in Descriptive Statistics

		Frequency	Percentage (%)
Cosmetics are imperative to my appearance.	Strongly Agree	243	48.6
Women are precisely depicted in cosmetic promotion today.	Agree	277	55.4
I want to resemble the models in cosmetic ads.	Neutral	240	48.0
Cosmetics are essential to my assertiveness.	Strongly Agree	267	53.4
Cosmetics are significant in professional circumstances. (e.g., work, prospective employee meet-ups)	Strongly Agree	249	49.8
Print ads make attention to another cosmetic item.	Agree	217	43.4
Print ads generate a choice for a new consumer item.	Agree	222	44.4
Print advertising has an impact on my purchase decision making.	Agree	237	47.4
I buy cosmetic items to look lovely.	Agree	273	54.6
I buy cosmetic items to be socially valuable.	Strongly Agree	235	47.0

The observation demonstrated that the more significant part of the respondents had accepted the statements made by the advertiser for influencing. As indicated by Richins, advertiser shows mostly charming and thin models in front of viewers which impact teenage girls who have low-

confidence will try to improve their actual appearance by implementing cosmetic items. The promise of "Beauty" influences buyers for choosing their cosmetic products, giving profits to cosmetic organizations.

Table 8: Analysis of Reliability Statistics

Variables Name	Value of Cronbach's Alpha	No. of Items
Cosmetic Advertisements	0.858	5
Consumer Buying Behavior	0.862	5

As shown in Table 8, Cronbach's Alpha actual value for Cosmetic Advertisements is 0.858 and for consumer buying behaviour is 0.862. Consequently, this demonstrated that the actual test after the consequences of all factors is considered acceptable (solid reliability).

Chi-Square

Here we have examined the viewpoint of selected respondents and testing the hypothesis. There are approximately 500 women, of which 190 women are working in the private sector, 210 in public, and 100 are a homemaker.

Table showing the opinion of the respondent regarding the "Cosmetic advertisement."

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Table 9: Observed Values

	Respondents							
	Private Sector		Public Sector		Homemaker		Total	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Q1	130	12.38	100	9.75	13	3.54	243 (Row total)	9.87
Q2	150	14.2	90	8.78	37	10.08	277	11.26
Q3	100	9.52	100	9.75	40	10.89	240	9.75
Q4	100	9.52	100	9.75	49	13.35	267	10.85
Q5	110	10.47	110	10.73	29	7.90	249	10.12
Q6	100	9.52	100	9.75	17	4.63	217	8.82

Q7	80	7.61	100	9.75	42	11.44	222	9.02
Q8	110	10.4	75	7.31	52	14.16	237	9.63
Q9	70	6.86	150	14.63	53	14.44	273	11.09
Q10	100	9.52	100	9.75	35	9.53	235	9.55
Total	1050 (Column total)	100	1025	100	367	100	2460 (Grand total)	100

So we are starting with making a hypothesis-

(a) Null hypothesis (H1)- There is no significance of cosmetic products advertisements on the buying behaviour of the consumer.

(b) The alternate hypothesis (H2)- There is a significance of cosmetic products advertisements on the buying behaviour of the consumer.

There are different significance for different types of observation, but usually, we take 0.05

Significance level (α) = 0.05

Table 10: Expected Values

	Private Sector	Public Sector	Homemaker
Q1	103.7195	101.25	36.252
Q2	118.23	115.41	41.32
Q3	102.43	100	35.80
Q4	113.96	111.25	39.80

Q5	106.28	103.75	37.14
Q6	92.62	90.41	32.37
Q7	94.75	92.5	33.11
Q8	101.15	98.75	35.35
Q9	116.52	113.75	40.72
Q10	100.30	97.91	35.05

The expected value can be calculated as- ((Row total * Column total)/Grand total)

Row total=Total frequency of highly satisfied (1st row) row

Calculation of χ^2 (chi-square)-

Column total=Total frequency of 1st column Grand total=Total frequency

These total are according to the calculated value.

Table 11: Chi-square calculation

O	E	(O-E)	(O-E) ²	(O-E) ² /E
130	103.7	26.3	691.69	6.670106
100	101.25	-1.25	1.5625	0.015432
13	36.25	-23.25	540.5625	14.91207
150	118.23	31.77	1009.333	8.537029
90	115.41	-25.41	645.6681	5.594559
37	41.32	-4.32	18.6624	0.451655
100	102.43	-2.43	5.9049	0.057648
100	100	0	0	0
40	35.8	4.2	17.64	0.492737
100	113.96	-13.96	194.8816	1.710088
100	111.25	-11.25	126.5625	1.13764
49	39.8	9.2	84.64	2.126633
110	106.28	3.72	13.8384	0.130207
110	103.75	6.25	39.0625	0.376506
29	37.15	-8.15	66.4225	1.787954
100	92.62	7.38	54.4644	0.588041
100	90.41	9.59	91.9681	1.017234
17	32.37	-15.37	236.2369	7.29802
80	94.75	-14.75	217.5625	2.296174
100	92.5	7.5	56.25	0.608108
42	33.11	8.89	79.0321	2.386956
110	101.15	8.85	78.3225	0.77432
75	98.75	-23.75	564.0625	5.712025
52	35.35	16.65	277.2225	7.842221
70	116.52	-46.52	2164.11	18.57287
150	113.75	36.25	1314.063	11.5522
53	40.72	12.28	150.7984	3.703301

100	100.3	-0.3	0.09	0.000897
100	97.91	2.09	4.3681	0.044613
35	35.05	-0.05	0.0025	7.13E-05
				106.3973

$$\sum (O-E)^2/E$$

$$\chi^2(\text{calculated})=106.39$$

Now this calculated value has to compare with tabular chi-square value with the help of degree of freedom-

$$\text{Degree of Freedom}=(\text{columns}-1)(\text{rows}-1)$$

$$-(3-1)(10-1)$$

$$= (2)(9)$$

$$= 18$$

Now we have to see the chi-square distribution given below for the tabular value of chi-square having Degree of Freedom is 18, and the significance value 0.05 is 28.87

$$\text{Thus } \chi^2(\text{calculated})=106.39 \chi^2(\text{tabular})=28.87$$

$$\chi^2(\text{calculated}) > \chi^2(\text{tabular})$$

if calculated is greater than the tabular value, reject the null hypothesis and accept the alternate hypothesis.

Hence Hypothesis 2 is true, i.e., there is a significance of cosmetic products advertisements on the buying behaviour of the consumer.

4. Results

Knowledge and understanding the attitudes of customers is essential. A survey is conducted in the NCR region and analyzed to recognize customer attitudes towards cosmetic products marketing on social media. To interpret the reliability coefficient or internal consistency of data, i.e., how strongly the items are related as a group. Cronbach's alpha is determined, which comes out to be 0.858 for cosmetic advertisement and 0.862 for consumer buying behaviour, which is acceptable and shows most of the items seemed to be retained. An item with relatively low correlations has to be eliminated from the survey to obtain more accurate results.

Along with testing the reliability of data, we also determine whether observed data incredibly matches with expected data using Chi-Square. It is used for hypothesis testing. From the above analysis, we find that the null hypothesis gets rejected because the calculated chi-square is greater than the critical value, determined using the degree of freedom. Hence, an alternate hypothesis of the significance of cosmetic products advertisements on the buying behaviour of the consumer is accepted.

5. Conclusion

From the above overall research discussion, we conclude that this paper's objective has been met and social media advertising has a significant impact on women buying behaviour on cosmetic products. It is necessary to continue their advertising on social media to increase vending. It is not only because of the social advertisement but also their willingness to buy a product. This study indicates that social sites marketing on cosmetic products leads to target consumers of different age group based on their income and likes or dislikes. Marketing works and has a long-term effect on customer purchases. Companies are expected to raise their advertisement funds, make innovative ideas and offer discounts to make social media advertising exciting for customers to collaborate with them, undoubtedly affecting cosmetic companies' revenues. The long-term advertisement on social media continues to create demand for cosmetic products

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- Lecturer in R.K Gupta Institute of Technology & Management, Agra from August2002 to September 2004
- Guest Lecturer in Academy of Management Excellence, Agra from October 2004 to May2005
- Lecturer in Sachdeva Institute of Technology, Mathura from July2005-October2009.
- Academic Head & Training Manager of UEI-Global (Berggruen Education Private Limited) Delhi, November 2009-April 2017.
- Assistant Professor-School of Business, Galgotias University, Greater Noida from June 2017 – till now.

Major Publications

- Research paper titled "An Analysis on the Effects of Social Media on E-commerce in India" is published in International Journal of Management and Business Research (IJMBR) Scopus Indexed for the month of April 2019.Nishtha Dwivedi
- Research Paper titled ""Analysis on the Impact of Social Media Advertisement on the Consumer Buying Behaviour of Women for Cosmetic Goods in NCR Region" is

published in “Turkish Online Journal of Qualitative Inquiry” Scopus Indexed for the month of July 2021.Nishtha Dwivedi, Dr. Ramarcha Kumar

Conference Proceedings

Conferences

International Conferences

- Presented paper titled “An analysis on the effects of Social Media Marketing during the Covid-19 pandemic in India.” in International Conference conducted by Dr. B. R. Ambedkar Institute of Management & Technology, Telangana in the month of February 2022.Nishtha Dwivedi, Dr.Ramarcha Kumar