"A STUDY OF INFLUENCES OF CONSUMER PRODUCTS' ADVERTISING THROUGH SOCIAL NETWORKING WEBSITES ON BUYING BEHAVIOR"

Thesis Submitted to

The Maharaja Sayajirao University of Baroda

सत्यंशिवंसुन्दरम्

For
The Degree of

Doctor of Philosophy (Ph.D.)

[Commerce and Business Management]

[Under UGC (Minimum Standards and procedure

for Awards of M.Phil./ Ph.D. Degree) Regulation, 2009]

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May, 2014

CHAPTER – 1

SOCIAL NETWORKING SITES SCENARIO

1.1   PREAMBLE:

Internet, 'network of networks' may very well be termed as one of mankind's finest inventions and 'Internet of Things' (IOT) could be pitted as the optimal enablement of this invention, owning to its scale and utility. The scenario outlined earlier will soon be real as the internet is becoming accessible at one's fingertips and over diverse devices. The ABI Research data states that there are more than 10 billion wirelessly connected devices in the market today; with over 30 billion devices expected by 2020. Internet is visibly making every object or machine around us smarter, right from connected toothbrush, sports gear with embedded sensors and smart refrigerators.

Social Networking Sites like, Facebook, Twitter, Linked In, Google Plus, etc., now a days, have become an integral part of life of every individual. The young generation of India, which constitutes majority portion of Indian population, is termed as major market force by Indian as well as Global Business houses. The young generation is techno savvy and is dependent on various technological devices for availing information inputs for all aspects related to the life.

The out performance of advertisement on various Social Networking Sites in terms of meeting advertising objectives of creating awareness, interest and converting the potential buyers into actual buyers has compelled all business tycoons to re-plan and re-design their advertising strategy including advertising outlays.

Social media marketing seeks to engage customers where they naturally spend their time. Social business picks up on what customers are talking about and connects this back into business where it can be processed to create the next round of customer experiences. No more sweeping consumer's problems under the rug in the Customer Care department – active social listening,

understanding consumer sentiment, and having a social policy are baseline of smart business practices in the twenty first century.

Business decisions take into account customer intelligence to generate customer driven and collaboratively designed products that are simply more successful and profitable. The tools, platforms, and technologies like social networking sites are used to operationalize and capture collaborative activities. That's the whole notion of social business. Now a days the business is the Social Stallion, kicking down the walls between the marketer and the customer which used to separate the business from their customers.

Social technologies, on a mass scale, connect people in ways that facilitate sharing information, thereby reducing the opportunities for marketplace exploitation. The Social Web exposes the good, the bad, and the ugly, simultaneously raising up what works and putting down what doesn't, without any regard for the interests of any specific party.

This new social connectivity applies between a business and its customers (B2C), between other businesses (B2B), between customers themselves, as is the case in support communities and similar social applications, and just as well between employees. Information that previously was available to only a selected or privileged class of individuals is now open to all.

1.2 CONCEPT OF SOCIAL NETWORKING SITES:

Abbreviated as SNS, a social networking site is the phrase used to describe any Web site that enables users to create public profiles within that Web site and form relationships with other users of the same Web site who access their profile. Social networking sites can be used to describe community-based Web sites, online discussion forums, chat-rooms, groups and other social spaces online.

There are hundreds of Social Networking Sites – places on the Internet where people meet in cyberspace to chat, socialize, debate, and network. Some examples include Google Plus, Twitter, and Facebook. Regardless of the language, culture, or the nation where the Social Networking Site originates,

all of them share the same feature of helping people connect with others who have similar interests.

Social Networking Sites are immensely popular with teenagers and young adults. These sites have become the in-place to meet people and begin to explore something more than chatting online. On these sites, the young person begins by describing his or her likes and dislikes in movies, television programs, books, and music. They give general information on age, sex, and city of residence. Each visitor has a screen name that protects their identity, which can be used as the demographic database for the marketer.

Social networking is the practice of expansion of one's business and/or social contacts by making connections through individuals. While social networking has gone on almost as long as societies themselves have existed, the unparalleled potential of the Internet to promote such connections is only now being fully recognized and exploited, through Web-based groups established for that purpose.

Based on the six degrees of separation concept (the idea that any two people on the planet could make contact through a chain of no more than five intermediaries), social networking establishes interconnected Internet communities (sometimes known as personal networks) that help people make contacts that would be good for them to know, but that they would be unlikely to have met otherwise. In general, here's how it works: an individual joins one of the sites and invite people to join as well. Those people invite their contacts to join, who in turn invite their contacts to join, and the process repeats for each person. In theory, any individual can make contact through anyone they have a connection to; to any of the people that person has a connection to, and so on.[1]

1.2.1 SOCIAL NETWORKING SITES: A DEFINITION

A social networking website is an online platform that allows users to create a public profile and interact with other users on the website. Social networking websites usually have a new user input a list of people with whom they share a

connection and then allow the people on the list to confirm or deny the connection. After connections are established, the new user can search the networks of his connections to make more connections. A social networking site may also be known as a social website or a social networking website.

Social networking sites have different rules for establishing connections, but they often allow users to view the connections of a confirmed connection and even suggest further connections based on a person's established network. Some social networking websites like LinkedIn are used for establishing professional connections, while sites like Facebook straddle the line between private and professional. There are also many networks that are built for a specific user base, such as cultural or political groups within a given area or even traders in financial markets Social networking websites are easy to confuse with social media sites. A social networking site is any site that has a public or semi-public profile page, including dating sites, fan sites and so on.[2]

Social networking sites are defined as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

While the term "social network site" is used to describe this phenomenon, the term "social networking sites" also appears in public discourse, and the two terms are often used interchangeably.[3]

1.2.2 SOCIAL NETWORKING SITES: FEATURES

What makes social network sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks. This can result in connections between individuals that would not otherwise be made, but that is often not the goal, and these meetings are frequently between "latent ties" who share some offline connection. On many of the large SNSs, participants are not necessarily "networking" or

looking to meet new people; instead, they are primarily communicating with people who are already a part of their extended social network. To emphasize this articulated social network as a critical organizing feature of these sites, we label them "social network sites."While SNSs have implemented a wide variety of technical features, their backbone consists of visible profiles that display an articulated list of Friends who are also users of the system. Profiles are unique pages where one can "type oneself into being". After joining an SNS, an individual is asked to fill out forms containing a series of questions. The profile is generated using the answers to these questions, which typically include descriptors such as age, location, interests, and an "about me" section. Most sites also encourage users to upload a profile photo. Some sites allow users to enhance their profiles by adding multimedia content or modifying their profile's look and feel. Others, such as Facebook, allow users to add modules ("Applications") that enhance their profile.

The visibility of a profile varies by site and according to user discretion. By default, profiles on Friendster and Tribe.net are crawled by search engines, making them visible to anyone, regardless of whether or not the viewer has an account. Alternatively, LinkedIn controls what a viewer may see based on whether she or he has a paid account. Sites like MySpace allow users to choose whether they want their profile to be public or "Friends only." Facebook takes a different approach—by default, users who are part of the same "network" can view each other's profiles, unless a profile owner has decided to deny permission to those in their network. Structural variations around visibility and access are one of the primary ways that SNSs differentiate themselves from each other. After joining a social network site, users are prompted to identify others in the system with which they have a relationship. The label for these relationships differs depending on the site— popular terms include "Friends," "Contacts," and "Fans." Most SNSs require bidirectional confirmation for Friendship, but some do not. These one-directional ties are sometimes labeled as "Fans" or "Followers," but many sites call these Friends as well. The term "Friends" can be misleading, because the connection does not necessarily mean friendship in the everyday vernacular sense, and the reasons people connect are varied the public display of

connections is a crucial component of SNSs. The Friends list contains links to each Friend's profile, enabling viewers to traverse the network graph by clicking through the Friends lists. On most sites, the list of Friends is visible to anyone who is permitted to view the profile, although there are exceptions. For instance, some MySpace users have hacked their profiles to hide the Friends display, and LinkedIn allows users to opt out of displaying their network.

Most SNSs also provide a mechanism for users to leave messages on their Friends' profiles. This feature typically involves leaving "comments," although sites employ various labels for this feature. In addition, SNSs often have a private messaging feature similar to webmail. While both private messages and comments are popular on most of the major SNSs, they are not universally available.

Beyond profiles, Friends, comments, and private messaging, SNSs vary greatly in their features and user base. Some have photo-sharing or video-sharing capabilities; others have built-in blogging and instant messaging technology. There are mobile-specific SNSs, but some web-based SNSs also support limited mobile. Many SNSs target people from specific geographical regions or linguistic groups, although this does not always determine the site's constituency.[4]

1.3   USERS OF SOCIAL NETWORKING SITES:

The observations about diverse users on social networks show that there is wider scope to study SNS users, their behavior and its impact on growth of SNSs. With the growth of social networks, dealing with fakesters and fraudsters has become a big challenge. So, there is a need for developing tools and mechanisms for identifying, validating and tracking down their mischievous activities to protect the interest of normal users. Then only social networks can lead to thoughtful interactions.

1.3.1 USER PROFILES:

The user profiles on social networks consist of primary elements such as demographic information like sex, age, nationality, education, interest(s), self-description prose, picture(s), friend listings and testimonials etc. In the

profile, providing both - a members perspective as well as that of his or her friends may be beneficial. The profile represents how the individual chooses to present identity at a specific time and with a particular understanding of one's audience.

According to Bill Howard, social networks may differ in terms of who can join, who can see profile of member and how much of it is visible, whether sites are suitable for use on cell phones and their openness to web crawlers and other applications. The popularity, press coverage, diverse usage and future challenges make SNSs more suitable for study of users who visit and use them.

1.3.2 TYPES OF USERS ON SOCIAL NETWORKS:

Normally, to use SNS, user needs to register as a member with a respective SNS. As per Danah Boyd, the users of SNSs can be categorized as

1.   **Friends -** These are the members of the social network whom the user knows personally in real life and trusts them as friends.

2.   **Friendster's -** These are the members who may be indicated as friends by the user even though they are not known and trusted.

3.   **Fakesters -** These are the members with fake personas and they hide their actual personal information from other members.

4.   **Fraudsters -** These are the members with fake personas and they can involve in fraudulent financial or sexual activity causing harm to other members.

1.3.3 OBSERVATIONS ABOUT SNS USERS:

These observations are compiled based on authors experience with SNS users, classroom   discussions with students for course of HCI and his study of various articles on SNSs in   journals,   conference   proceedings   and newsletters.

- **Logically Trustworthy:**

According to Danah Boyd, entrepreneurs and designers of social networking sites feel that the friends of friends are more likely to be good friends or dates than strangers and they would serve as a meaningful connectors and

recommenders. These friends of friends are Friendster's and Friendster's can ensure more meaningful connections. But, author has observed that this assumption doesn't work often, as many of Friendster's may become fakesters with or without reasons.

- **Social Network Density and Relationships:**

  Anthropologist Robin Dunbar has argued that a person can sustain about 150 social relationships - online or offline; most of them should be friends. Likewise, author has come across the fact that members are more likely to become active users if they enter a dense and active network, which is full of Friendster's or fakesters.

- **Contributing Communities:**

  Most members regularly search for users out of curiosity. In the process, they also get into touch with many Friendster's to form a group or community. Many communities are quite active and form a close bonding among members. As discussed by Danah Boyd, a user with such account passed away in his sleep. The Friendster's of this deceased member organized condolence meeting and posted messages in his remembrance.

- **Creativity by Fakesters:**

  When creating fakesters, members go out of their way to be as creative as possible in their profiles. These fakesters can provide useful services. Author came across a group of guys that created a fake female character to provide good testimonials for their friends and to introduce them to interesting women. The study conducted by Gibbs, Ellison and Heino found that social networks can make fakesters fitter and healthier persons. Some fakesters, who underreport their weight, realize then that they better start losing weight to match their ideal profile one. Author has noticed that with multiple representations of a single person, fakesters are often used against some disliked members. Some fakesters are created out to confuse the members on that social network.

1.3.4 ROLE OF FAKESTERS IN THE GROWTH OF SOCIAL NETWORKS:

Danah Boyd noticed that while fakesters have been an integral part of these websites for a long time, their vendors and designers have never approved them. One argument against fakesters is that they may collapse the social network, devaluing the meaning of connections between users. This argument assumes that the networks value is in trusted links and that a friend of a fakester is going to be less trustworthy or compatible than the real. By and large, most users love the fake characters. They become little hidden treasures in the network and users go seeking out the most creative and interesting ones. The website can become less interesting if the fakesters are removed. So, author has found that many researchers recognize that they might have some problems with the fakesters, but still they value the creative expression and the usefulness of many fakesters. Some users say that fakesters are actually great because they remind them that nothing presented on these networks is actually real.

- **Deviation of Information in Profiles:**

Many Friendster's are not completely fakesters; but there can be some deviation from factual information. Bill Howard has highlighted one survey about online profiles. It suggests that about 81% members provide information that deviates from reality. Men lie more about their height while women lie more about their weight. A screen 4 shows a profile of a fakester. This fakester has used photograph of famous Bollywood Star €"John Abraham from India. Overall, author observed that members provide least accurate information about their photograph. More accurate is the photograph; more is the possibility that member is honest in ones profile information.

- **User Authorization Vs. Social Network Growth:**

As discussed by Dave Kearns, it is essential that the account that gets created on SNS accurately reflects the true identity of the person that it is created for. This step can overcome much of the identity frauds or thefts that are prevalent today. But, author has noticed that if administrators of SNS focus strictly on

authorization, then it affects the growth of social network. Such SNS will have all authenticated friends or friendster's, but the growth will become very slow. Most of SNSs opt for the other approach and grow exponentially. Windley et al., has observed that the exponential growth taxes the management capacity of site administrators. The continued health of SNS depends upon identification and utilization of users who make positive contributions to the community, but finding such contributing users is a real challenge.

- **Group Dynamics in Communities:**

  Dinesh Katres article highlights the issues of social psychology with e-mail discussion groups or communities. During discussions, most members often tend to polarize in the direction of a dominant group opinion. Sometimes, the dominant group may have majority of friendster's and fakesters who want to spoil the discussion. The severe comments by some friendster's may attract attention of others and have greater potential to influence the opinions of participants. Usually, members respond to echo similar opinions and forget to contribute their independent observations on the issue. During discussions, members always respond to friends or friendsters and this reciprocal behavior is out of the nature of €˜give and take or gratitude. Also, during the discussion, some spoilsport members who are friendster's, fakesters or even fraudsters, may send offensive comments and vanish. They usually have no intention of adding value to the discussion. This happens because many friendster's and fakesters feel that they are invisible and unaccountable in message communication.

- **Fraud Business:**

  Some fakesters act as fraudsters. Author has observed that they advertise porn websites on SNSs. Danah Boyd has noticed a group with fraudster profiles for selling drugs.

- **Survey about Age Groups:**

  There is a general and popular perception that social networking is an activity enjoyed almost exclusively by teens and youths only. But, a social networking research study by National Cyber Security Alliance (NCSA) - USA, reveals that a large number of adults (48 percent) are users of SNSs. The growing

number of adults using SNSs is an indicator of the increasing popularity and potential security risks of this sites[.5]

1.3.5 SOCIAL NETWORKING STATISTICS:

Table 1.1 SNSs Statistics Verification	
Research Date: 1.1.2014	
Online social networks have emerged has the new way in which people connect socially. The leader currently being Facebook with over 1.2 billion members. Web-based social networking services make it possible to connect people who share interests and activities across political, economic, and geographic borders.	
Percent of People Who use Social Networks	Percent Yes
Do you ever use / have a profile on… (Poll Taken in early 2012)	
Any social network	58 %
Facebook	56 %
LinkedIn	14 %
Twitter	11 %
Google+	9 %
Social Network Statistics	Data
Total number of Facebook users worldwide	1.4 Billion
Total percentage of 18-24 year olds who already use social media	98%
Total percentage of people on Earth who use Facebook	11%
Total amount of minutes people spend on Facebook every month	700 billion
Average amount of time a person uses Facebook per month	15 hours 33 minutes
Total amount of people who access Facebook with phone	250 million
Total amount of websites that have integrated with Facebook	2.5 million
Total pieces of content shared on Facebook each month	70 billion
Total amount of unique YouTube users per month	490 million
Total amount of YouTube page views per month	92 billion
Total amount hours spent on YouTube per month	2.9 billion
Total amount of articles hosted by Wikipedia	17 million
Average pictures uploaded to Flickr per minute	3,000
Total amount of pictures hosted by Flickr	5 billion
Average amount of tweets per day	190 million
Percent of teenagers who log on to Facebook over 10 times per day	22%
Percent of Facebook users under the age of 10	25%

Percent of teens that view social networks as unsafe	59%
Percent of Americans who aren't confident in their ability to use privacy settings	24%
Top ten most engaged countries for social networking	**Average Hours Per Month**
Israel	11.1
Argentina	10.7
Russia	10.4
Turkey	10.2
Chile	9.8
The Philippines	8.7
Colombia	8.5
Peru	8.3
Venezuela	7.9
Canada	7.7
United States	7.6

(**Source:** Browser Media, Socialnomics, MacWorld) [6]

1.3.6 FACTS ABOUT SOCIAL NETWORKING SITES USAGE:

Whether it's advertising via old standbys like TV, newspapers and radio or newer media like mobile and online, earning consumer trust is the holy grail of a successful campaign, according to Nielsen's latest Trust in Advertising report. The good news for advertisers is that consumers around the globe are more trusting now than they were several years ago. In fact, the study reveals that trust in online advertising is increasing, as is trust in ads on TV, radio and movie screens.

Word-of-mouth recommendations from friends and family, often referred to as earned advertising, are still the most influential, as 84 percent of global respondents across 58 countries to the Nielsen online survey said this source was the most trustworthy. Trust in advertising on branded websites increased 9 percentage points to 69 percent in 2013 as the second most trusted format in 2013, a jump from fourth-place ranking in 2007. Sixty-eight percent of survey respondents indicated that they trust consumer opinions posted online, which ranked third in 2013, up 7 percentage points from 2007.

"Brand marketers should be especially encouraged to find owned advertising among the most trusted marketing formats," said Randall Beard, global head,

Advertiser Solutions at Nielsen. "This form of advertising is trusted by nearly 70 percent of consumers globally, which emphasizes the notion that marketers maintain the ability to control the messages about their brands in a way that consumers consider credible. This perceived credibility is a key component in advertising effectiveness."

The Nielsen Global Survey of Trust in Advertising was conducted between February 18 and March 8, 2013, and polled more than 29,000 consumers in 58 countries throughout Asia-Pacific, Europe, Latin America, the Middle East, Africa and North America. The sample has quotas based on age and sex for each country based on their Internet users, and is weighted to be representative of Internet consumers and has a maximum margin of error of ±0.6%. This Nielsen survey is based on the behavior of respondents with online access only. Internet penetration rates vary by country. Nielsen uses a minimum reporting standard of 60 percent Internet penetration or 10 million online populations for survey inclusion. The Nielsen Global Survey, which includes the Global Consumer Confidence Survey, was established in 2005.

TO WHAT EXTENT DO YOU TRUST THE FOLLOWING FORMS OF ADVERTISING?

Global Average - Percent of Completely/Somewhat Trust

FORM OF ADVERTISING	2013	2007	DIFFERENCE 2013 VS. 2007
Recommendations from people I know	84%	78%	6%
Branded websites	69%	60%	9%
Consumer opinions posted online	68%	61%	7%
Editorial content such as newspaper articles	67%	*	*
Ads on TV	62%	56%	6%
Brand sponsorships	61%	49%	12%
Ads in newspapers	61%	63%	-2%
Ads in magazines	60%	56%	4%
Billboards and other outdoor advertising	57%	*	*
Ads on radio	57%	54%	3%
Emails I signed up for	56%	49%	7%
Ads before movies	56%	38%	18%
TV program product placements	55%	*	*
Ads served in search engine results	48%	34%	14%
Online video ads	48%	*	*
Ads on social networks	48%	*	*
Display ads on mobile devices	45%	*	*
Online banner ads	42%	26%	16%
Text ads on mobile phones	37%	18%	19%

*Not included in Nielsen 2007 Global Survey.
Source: Nielsen Global Survey of Trust in Advertising, Q3 2007 and Q1 2013

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1.4 BENEFITS OF SOCIAL NETWORKING SITES:

While there are risks inherent in online social networking, there are also many potential benefits. Social networking can provide opportunities for new relationships as well as strengthening existing relationships, whether your

kids' friends are close to home or across the world. It's important to be vigilant when your kids are getting involved in online social networking, but it's also good to encourage positive relationships through various avenues, including the Internet.

An individual can express her/himself, showing off his/her favorite song lyrics or posting pictures of new outfit. It is a lot harder to feel embarrassment over the internet than in person, so people find it easier to vent their feelings on social networking sites. In fact, it has become so much a part of people's lives that an individual can learn someone's life story just by checking their page. Their friends, likes and dislikes, relationship status, phone number, address and many things. They can share their feelings and mental stresses - and it is a great way of entertainment after a busy daily routine. It also makes it a lot easier to keep in touch with family and friends, especially if they live far away. But an individual can also make new friends by connecting with friends of friends that he/she might not know.[7]

1.4.1 GENERAL ADVANTAGES:

Here is a list of advantages of using the social networking websites:

- Facilitates open communication, leading to enhanced information discovery and delivery.
- Allows employees to discuss ideas, post news, ask questions and share links.
- Provides an opportunity to widen business contacts.
- Targets a wide audience, making it a useful and effective recruitment tool.
- Improves business reputation and client base with minimal use of advertising.
- Expands market research, implements marketing campaigns, delivers communications.
- The main advantage of social networking site is that it helps in establishing connection with people, friends and relatives. It helps in sharing one's view, share pictures and lots of other stuffs.
- It helps students in interacting with one another and share ideas. This helps in improving student's creativity.

- The social networking websites can be accessed from any part of the globe. This helps the students to establish communication with their teachers and friends through which they can improve their knowledge.

- Social networking sites are not only used by the students for sharing pictures, videos or it is not only meant for fun and entertainment. Through social networking sites like Facebook, LinkedIn one can become a member and can also post relevant information about campus drive.

- Through these sites the students can establish contact with entrepreneurs, corporate people and can gain valuable information from them.

- Social networking sites have taken a new dimension called marketing. Certain websites offer advertisements to its subscribers.

1.4.2 REAL-LIFE BENEFITS OF ONLINE SOCIAL NETWORKING:

- Kids can gain social confidence from interacting with other people online, which may help them feel more secure in new situations, such as going to college, joining a sports team, and meeting new friends.

- Because social networking—like everything else online—is constantly evolving, kids can become more familiar with new and emerging technologies, as well as increase their media literacy through exposure to many different types of online media that are shared by their friends.

- Many kids find support in online communities; this is especially true for kids who have unique interests or feel isolated. Encourage your child to find other kids who are interested in the same thing or may be dealing with similar issues.

- Online communities can be very diverse and expose your child to many new viewpoints, ideas, and opinions that she may not be familiar with.

- Kids tend to use social networking to augment—not replace—their real-world relationships, helping them learn to communicate in many different ways. Social networking is becoming an increasingly important method of communicating in schools and the workplace, so it's good for your child to be prepared to communicate through sites like Facebook and LinkedIn.

- Keeping in touch with family members that live far away can become much easier through the use of online social networking. By sharing updates, photos, videos, and messages, family members can stay connected even if the live across the country—or the world.

1.4.3 IMPORTANCE OF SOCIAL NETWORKING SITES IN SCHOOLS:

- Social networking is becoming increasingly important in schools—Facebook, Moodle, Second Life, Digg and other sites are often used by teachers to communicate with students or for out-of-classroom discussions.
- Youth can further explore topics that they're interested in through online social networking. By making connections with other people who have the same interest, kids can learn and exchange knowledge with others they may not have had the opportunity to interact with.
- Teachers often take advantage of students' social networking abilities to create class blogs, discussion forums, videos, and more. By collaborating with other students and teachers through online social networking, children are able to build stronger school communities.

1.4.4 BENEFITS OF SOCIAL NETWORKING SITES TO THE ADVERTISERS:

- Advertisers can reach users who are interested in their products
- Better understanding of customers perceptions of their brand
- Identification of positive and negative comments
- Ability to measure the frequency of the discussion about the brand
- Allows for detailed analysis and reporting (including Business Intelligence)
- The information gathered is real, not from statistical projections
- Does not access IP-Addresses of the users
- Advertisers can increase awareness of the organization
- Increase traffic to website can help to focus more potential customers
- Able to monitor conversations about the organization
- Able to develop targeted marketing activities

1.5   ADVERTISEMENTS ON SOCIAL NETWORKING SITES:

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. ...

Social media is fast becoming a bigger part of the ad buying efforts of brands and agencies across the globe, and for good reason. As Sales-force Marketing Cloud VP Peter Goodman notes, "Social ads reach the audience in which you've invested a lot of money and time into nurturing. You can see which audiences are engaging the most, so you can ensure that your ads are being bought correctly and you're actually growing your fan base based on true data."

With social media ad revenues expected to grow to $11 billion dollars by the year 2017, social advertising has become a huge topic of interest amongst marketers. In fact, Facebook alone is expected to make close to $1 billion from its mobile ad revenue in 2013, according to the latest estimates.

Social networks like Facebook and Twitter are daily destinations for millions of consumers. Increasingly, their ad products offer targeting according to specific demographics, social connections, interests, and habits.

In a recent report from BI Intelligence, we analyze the state of social media advertising and where it is heading, offering a comprehensive guide and examination of the advertising ecosystems on Facebook and Twitter, offer a primer on Tumbler as an emerging ad medium, and detail how mobile is an important part of this story as mobile-friendly native ad formats fuel growth in the market.

Online shopping or 'e-shopping' is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.[8]

1.5.1 SOCIAL NETWORK ADVERTISING:

Social network advertising planning and buying services are designed for online marketers, businesses and organizations who want to promote and build brand awareness for their products and services through advertising at social networking web sites. Social network advertising is also beneficial to companies that have developed their own social network application or widget and want to outsource the distribution throughout the major social networks. Advanced Media Productions offers a comprehensive social network media planning and buying services that include the setting of goals and objectives, discovery, strategy, research, exploration and negotiation, plan development, implementation and management.

Advertising on social networks is a rapidly growing trend within social media marketing that should be considered as part of any social media marketing plan. Social network advertising does not include the viral promotion and distribution of brands and social network applications, using the viral channels that the social networks make available. Advertising on social media networks can take the form of direct display ad buys at the social networks; self-serve advertising through internal ad networks, and ad serving on social network applications through special social network application advertising networks.

For marketers with a large budget Facebook, MySpace and LinkedIn are offering high-end customized sponsored advertising programs for a premium price. Smaller advertisers at MySpace and Facebook can take advantage of self-serve solutions to reach the broad range of social network users. Depending upon the budget, advertisers can get started on Facebook and MySpace with as little as $25 for a short-run PPC (pay-per-click) campaign, or as much as several hundred thousand dollars for a customized advertising campaign.

1.5.2 CUSTOM ADVERTISING PROGRAMS:

MySpace, Facebook and LinkedIn offer premium custom advertising programs that allow advertisers to engage with the users of these social networks. Custom advertising is primarily sold via their ad representatives.

Facebook: Advertisers with large budgets above $50,000 can take advantage of custom integrated advertising opportunities through Facebook's Microsoft partnership. Facebook now also sells demographically and behaviorally targeted premium advertising on the Facebook home page, User Profile pages, Group pages and on the right side of application canvas pages.

My Space: My Space's custom advertising options are designed for large advertisers who want to take advantage of MySpace's advanced targeting capabilities that puts all non-personally-identifiable user profile information and behavioral data into play. MySpace ad placement options are typically between two to six ads per page throughout the network. Advertisers can also opt to buy premium space on the MySpace home page.

Linked In: Hundreds of top-tier advertisers currently run premium advertising campaigns on LinkedIn.com to deliver targeted marketing based on information that members publicly share in their LinkedIn profiles. A recently launched internal advertising network will help advertisers to better capitalize on pre-defined, scalable audience segments, such as corporate executives, small businesses and IT professionals. The launch of the new vertical network is part of LinkedIn's overall push to more fully monetize its business professional social network, as well as to consistently charge premium CPM's.

1.5.3 SELF-SERVE ADVERTISING:

Throughout their internal self-serve advertising network, MySpace and Facebook give marketers and business owners of modest means, access to targeted text ad and display advertising. The self-serve advertising platforms allow small business owners, professionals and brands to connect with specific user groups based upon self-expressed interests available on their profile and their behavior within the social network.

Facebook Social Ads. Facebook Social Ads are self-serve ads that appear on the right hand column of most Facebook pages and can be highly targeted to appear to specific users. The Facebook ad system is completely self-serve and provides real-time feedback on the size of the target audience and the suggested bid range to achieve impressions. The system is based on a live auction model, which means that the more advertisers are willing to spend per click or impression; the more frequently their ad will appear. Facebook offers advertisers the option to pay on a CPC (cost-per-click) or CPM (cost-per-thousand impressions) basis, whichever they prefer. The minimum CPC price for Facebook Social Ads is $0.10.

The Facebook self-serve ad system offers very powerful targeting capabilities: when advertisers create an ad, they have the option to limit who sees the ad by age, sex, location, keywords, education level, workplaces, political views and relationship status. Facebook Social Ads are limited in that they contain only a small static image and a few lines of text.

My Space My Ads. MySpace also offers a self-serve ad platform called My Ads that will allow small business owners and others to create their own ad campaigns by creating or uploading display ads, and then monitoring and improving the campaign results online. The My Space My Ads service functions similarly to Facebook's self-serve advertising solution, except that Facebook only allows text ads, while MySpace My Ads only allows display ads that are either 728×90 or 300×250 in size.

The My Ads platform offers ad creation and placement tools that allow advertisers to create customized display ads and select from various ad targeting options such as geographic, demographic and user interest categories. After selecting their desired ad placement, My Ads advertisers will be able to use the customized tool to pay for their ads and initiate placement.

1.5.4 SOCIAL NETWORK APPLICATION AD NETWORKS:

Social network application advertising is executed primarily through external ad networks that are designed specifically for social networking sites. They

make it easy for publishers and developers of social network applications to increase the number of application installations and monetize their applications by serving millions of ads daily on social networking applications across the major social networking sites – primarily Facebook and My space, but increasingly also on Hi5 and Bebo. Social network application inventory is sold on a CPM, CPC, CPA and CPI (cost-per-installation) basis.

The two basic functions of Social Network Advertising platforms are:

- Drive social actions - generate application installations and clicks
- Encourage deep brand engagement - offer better opportunities for brand alignment and integration. Social network applications can go much deeper than other advertising and viral network distribution and offer experiences much more directly aligned with the values of brands
- Monitoring and Reporting

MySpace and Facebook self-serve advertisers have access to analytics tools that enables them to track and optimize the ad campaign performance. Most social network application advertising platforms provide some form of monitoring, reporting and optimization of campaigns. Specialized analytics tools and services for cross-platform social network monitoring and campaign optimization are still in their infancy, but an increasing number of third-party tools aimed at social network campaign optimization are being developed.

1.6 SOCIAL NETWORK MEDIA PLANNING AND BUYING SERVICES:

The social network media planning and buying services are designed to develop a social network advertising plan that identifies the strategy, tactics, implementation and ongoing campaign management that is going to be implemented to meet the client's goals.

To meet client's goals and objectives, social media professionals at Advanced Media Productions will work with the client to develop a social network advertising strategy, conduct media research and create a tactical social network advertising and application distribution plan, including campaign

launch, ongoing campaign management and optimization, to meet the client's goals.

The social network advertising plan includes the following phases: setting goals and objectives, discovery, strategy, research, exploration and negotiation, plan development, implementation and management.

- **Goals and Objectives:**

In the first phase of the plan development Advanced Media Productions discusses the overall social network advertising goals and objectives with the client.

- **Discovery:**

Our social network advertising and planning process continues with the discovery phase, whereby we secure our client's campaign goals and objectives, consider any metrics they want to achieve, any restrictions or targeting we should be imposing, any sample content, ad creative, any pre-written creative brief or other supporting information that can help us in our efforts. Often, we can conduct "discovery" by telephone.

- **Strategy:**

Based on our findings from "discovery", we will brainstorm to develop the social network media buying concepts and campaign tactics to guide our media research. Once we have client approval for our basic concepts and which ones to pursue, we develop a strategy for how to conduct our social media research and planning.

- **Advertising:**

When selecting the various social network advertising channels, we try to find a balance between custom advertising programs, self-serve advertising and advertising on social network applications. In order to find the methods most appropriate for the client's target audience and objectives, we have to conduct social network research for some portion of the plan. Even if we already have

relationships with MySpace, Facebook, LinkedIn and social network application advertising network reps we want to buy from, we still need to deliver our requests for proposal (RFP) and/or explore advertising prices to get the pricing for each independent buy.

1.7 SOCIAL NETWORK ADVERTISING EXPLORATION AND NEGOTIATIONS:

Once we have determined the ad pricing and placement opportunities at MySpace, Facebook, LinkedIn and various social network application ad networks, we move into negotiation mode to ensure we're getting the best placements and pricing for our client. We determine what we can afford to pay for a specific advertising channel.

- **Plan Development:**

  Based on the findings from the previous sections, Advanced Media Productions will prepare a social network advertising plan that will describe the implementation and estimated cost of all plan components and the ongoing fees for campaign management and campaign performance optimization.

- **Plan Execution:**

  Once we have approval from the client to go ahead with the execution of the plan, we secure the advertising buy for the client with Facebook, MySpace, LinkedIn and/or the social network application ad network(s).

  In case the client or an ad agency is responsible for the development of the ad creative, Advanced Media Productions will produce and deliver an ad specifications spreadsheet, so creative development can be finalized in a timely matter.

- **Ongoing Campaign Management and Support:**

  Ongoing management and support through an account management and monitoring program will be offered when the plan has been implemented and the campaign is up and running.

- **Campaign Monitoring:**

  When Advanced Media Productions receives or has produced the finalized ad creative, it establishes a monitoring and reporting system that may include implementation of tracking URLs, setting up campaign tracking at the selected social network application ad network(s), or implementing third-party tools aimed at social network campaign tracking and optimization.

- **Campaign Optimization:**

  Advanced Media Productions will review the campaign results on a daily and weekly basis and apply any necessary optimization including shifting ad impressions, changing bidding parameters, discontinuing placements or buys, and/or swapping out ad creative.

- **Reporting & Analysis:**

  On a bi-weekly or monthly basis, the client will receive a campaign analysis report for review.[9]

1.8 APPLICATION AND OPERATION OF ADVERTISEMENTS ON SOCIAL NETWORKING SITES:

Social network advertising, social media targeting, social media targeting is a group of terms that are used to describe forms of Online advertising that focus on social networking sites. One of the major benefits of advertising on a social networking site (e.g. Facebook, My space, Friendster, Bebo, Orkut, etc.) is that advertisers can take advantage of the users demographic information and target their ads appropriately.

Social media targeting combines current targeting options (like geotargeting, behavioral targeting, socio-psychographic targeting, etc.), to make detailed target group identification possible. With social media targeting, advertisements are distributed to users based on information gathered from target group profiles.

Social network advertising is not necessarily the same as social media advertising. Social media targeting is a method of optimizing social media advertising by using profile data to deliver advertisements directly to individual users. Social media targeting refers to the process of matching social network users to target groups that have been specified by the advertiser.

Application:

People who use social networks store various information about themselves including, but not limited to, their age, gender, interests, and location. This stored information allows advertisers to create specific target groups and individualize their advertisements. The advantage for advertisers is that their ads can reach people who are interested in the product or service. The advantage for users is that they can see ads that appeal to them. Facebook, for example, the hugely popular social network, has developed a targeting technology which allows advertisements to reach a specific audience. This is why Facebook users see advertisements on their profile page that are tailored to their gender, music, taste or location.

Operation:

Within social communities users provide demographic information, interests, and images. This information is accessed by social media targeting software and enables advertisers to create display ads with characteristics that match those of social network users. The important component of social media targeting is the provision of the users' socio-demographic and interest information. By using this information, social media targeting makes it possible for users to see advertisements that might actually interest them. The availability of user data allows for detailed analysis and reporting, which is a big part of social media targeting and what makes it more effective than statistical projections alone.10

1.9 STEP BY STEP PROCEDURE FOR ADVERTISEMENT ON SOCIAL NETWORKING SITES:

Since the rise of Google Ad Words, pay-per-click advertising has been the de facto way to promote just about anything online, whether you're selling bottle openers or want to sue over asbestos-related illnesses.

But pay-per-click (PPC) prices are on the rise. Some keywords that used to cost a quarter per click now run a dollar or more. Some keywords, like "mesothelioma settlement," command over $100 for the top spot on Google's ad placements. PPC ads are still effective, but they've become less profitable for many.

The most promising alternative advertising outlet is in the realm of social media. After all, the average user spends hours every month on Facebook. Nearly every major social media site offers advertising options, each with its own spin. (Read more in "Do social media ads really work?") But managing these ads takes extra work, not to mention the expenses you incur for running ads on each outlet. Luckily, social media ads don't have to consume your work week. Read on to learn how to start advertising with the most popular and effective social networks.

Facebook:

To advertise on Facebook, visit one's business's Facebook Page, check out the Admin Panel, and click the blue Ads Manager button. One can set a budget here and create one's ad. Set one's funding source and step through the options. If one have a locally-oriented business, one can go as narrow as only users who live in one's town. Go wider with a statewide focus or choose the whole United States. Once one clears this screen, one're done. In fact, one's ad will immediately be launched. This ad is extremely simple, and it's designed just to get one's Page more Likes.

However, if one wants a more complex ad, dig into the advanced ad creator on one's Admin Panel by clicking Build Audience, then Create an Ad. To save one's self a lot of trouble, use the Chrome browser to work on one's ad.

Here one can choose whether one want to promote one's company's Facebook Page, promote a specific post on the page, or do more in the Advanced Options. One can choose either to direct people who click on one's ad to one's Facebook Page or send them off of Facebook and to one's website instead. (Pro tip: One, bizarrely, can't create ads while using Facebook as a business or Page; one has to be using the site through one's personal account.)

Ads on Facebook are short: a 25 character headline and 90 characters of text, but one do get to add a photo. By default this will be the thumbnail for one's business on its Page, but one can change it to anything one like. (It's said that pictures of people do better than logos.)

Finally, one can set more detailed audience requirements for one's ad, including age range, gender, location, and interests (which is based on other Pages they have liked).

At the very bottom of the page, set one's budget. Facebook ad campaigns default to a per-day budget on a CPM (cost per thousand impressions) basis. One's bid is dynamic and is "optimized to get more likes on one's Page," and one is charged per view, not per click. CPC pricing is available too, but Facebook offers little guidance on how to choose from CPM vs. CPC. It's a good idea to begin with a low-budget CPC ad before venturing into CPM. One can also add additional ads to the campaign to experiment with rotating through different copy or images.

One final caveat with Facebook ads: Facebook approves each one before it goes live. A special quirk is that if one activate the "Show social activity… next to my ad" option for an ad that leads to an external Web page, one will see one's personal name beneath the account, not one's business name (for example: "One and Bob Jones like Christopher Null.") If one don't want this, turn off the "Show social activity" option.

Twitter:

Want to get one's Tweets in front of more people, or find more people to follow one? Here's how to do either, or both.

One will find Twitter's ad system under the settings dropdown in the top right corner of the screen. Select Twitter Ads to get started. Stepping through Twitter's basic setup questions is simple and self-explanatory.

Set the location where one want to reach users, then set a budget for one's promotional tweets. Twitter recommends a minimum bid of $1.50 per click, and as with other ad services, the fee for "Promoted Tweets" floats and is based on what the competition is doing. The higher one bid, the more likely one's tweets will be promoted, but payment is collected only for tweets that are clicked upon.

One will probably want to select which of one's tweets to promote manually. If one're frequently tweeting about one's industry and linking to other content across the Web, one won't want to promote those Tweets. Instead, make sure one pick tweets that link back to one's blog or website directly.

On the next screen one will get another advertising option, designed to help one gain followers for one's Twitter account. This is a completely separate ad system that places one's company in the "Who to follow" box on the Twitter home page, promoting one to users who are likely to be interested in one's company. One only pay per new follower on a bid basis as noted above; Twitter recommends a bid of $2.50 per follower for this service.

Finally, one will be asked to provide payment information and one're all set. Ads should begin running almost immediately.

Linkedin:

It's easy to get started advertising with LinkedIn. If one've set up a new company page recently, LinkedIn has probably even emailed one a promotion for free ad credits. Either follows the links in that email, or from one's company page on LinkedIn, clicks the blue Edit dropdown and select "Promote this page with LinkedIn Ads."

Ads here work very similarly to Facebook's, and one can promote either one's LinkedIn page or one's website URL. Most ads on the site currently link to

outside websites. As with Facebook, one can create multiple ad variations for use on a single campaign. The system tracks which one performs the best as one's campaign runs. Ads have a small thumbnail image, again much like Facebook; headlines can be 25 characters and description text is limited to a mere 75 characters.

The next page offers copious targeting options. One start with the world, then narrow down based on criteria for those one want to see one's ad. Choose their location, job title, age, gender, and even very fine data, such as the company they work for and the school they went to. Want to target only Stanford graduates working at Google? It's easy.

Flickr: The Seafarer

Finally, set one's bids. One can choose to pay per click or per impression, and it isn't cheap. LinkedIn charges $2 minimum per click for CPC ads or $2 minimum per 1000 impressions for CPM ads. The minimum daily budget is $10. (New users must also pay a one-time $5 activation fee.)

For companies offering professional services, LinkedIn offers additional value in the form of its Lead Collection system. With this turned on at no extra charge, LinkedIn places a bar at the top of the page while one's ad or website loads. Users who have clicked one's ad see a message, such as, "Would one like XYZ Corp. to follow up with one on LinkedIn?" With a single click they can choose for one to contact them later. In turn, one receives an email with their LinkedIn profile information included.

Finally, billing information is collected before one's ad is launched on the site.[11]

1.10   SOCIAL MEDIA FACTS AND STATISTICS:

93% of marketers use social media for business. (Word Press Hosting SEO) Social media has reached middle age (d). The fastest growing segment of social media users is now adults aged 45-54%. 55% of this age group now has a profile on at least one social network. (State of Search)

Facebook, Twitter and Google+ are the most popular social networks with search engine marketers. The second-most popular tier includes YouTube, blogging and LinkedIn. The least popular major networks are Flickr, Tumblr and Stumble Upon. (B2B Info graphics)

Marketers aren't like ordinary people. (A pause here while you absorb the shock of that statement). While 86% of marketing professionals have "liked" at least one brand on Facebook, just 58% of consumers have done so. And the gap is even more dramatic on Twitter, where 61% of marketers but just 12% of consumers follow at least one brand. (Thought Reach)

Furthermore–75% of social media users "objects to major companies and platforms using their personal information for commercial purposes." And just 12% admit to having their purchases influenced by Facebook "Likes" or Google "+1s". (Relevanza)

How big are these networks? As of January 2013, the five largest social networks based on *active* monthly users were: Facebook (1 billion), YouTube (800 million) and Google+ (343 million) followed by Twitter and LinkedIn with 200 million active monthly users each. (TECHI)

Social media users are more social than non-social-media-using-internet-users in real life too: social networkers are 18% more likely to work out at a gym or health club, 19% more likely to attend a sporting event, and 26% more likely to give their opinion about politics and current events. (TECHI)

Half of all social media users under age 35 follow their online friends' product and service recommendations. (TECHI)

Three-fourths of marketers planned to increase strategic efforts on social media and social networking sites this year, with 68% also focusing more on SEO and 63% on blogs. (E-Marketer)

One in five married couples met online. But…20% of all divorces are blamed on Facebook. Coincidence? Hmm. (Word Press Hosting SEO)

As universal as business use of social media can seem to be, 26% of companies still block access to social media sites in their workplaces. 31% have no social media policy in place. (Word Press Hosting SEO)

54% of consumers say that "smaller communities have greater influence on a topic than larger ones." (Marketing Profs)

Social media…to engage or to advertise? Turns out agencies are slightly more likely than in-house marketers (81% vs. 75%) to advertise on social networks, while corporate marketers are significantly more likely to utilize "free" social media tools (89% vs. 71%). (Heidi Cohen)

70% of brand marketers (and 60% of agency professionals) view social media advertising as more valuable for building brand awareness than for driving direct response. (Heidi Cohen)

But–contradicting the statistic above–66% of brand advertisers want to see a measurable sales bump from social media advertising. (Heidi Cohen)

1.11   HOW C-LEVEL EXECUTIVES USE SOCIAL MEDIA:

82% of buyers say they trust a company more when its CEO and senior leadership team are active in social media. (War of Words: Myth-Busting Social Media, SEO & Content Marketing)

77% of buyers are more likely to buy from a company if its CEO uses social media. (War of Words: Myth-Busting Social Media, SEO & Content Marketing)

And yet – 36% of executives say their CEO "either does not care, or cares little, about the company's reputation in social media." (Polaris B)

It helps having a woman at the top. Female small business CEOs are 78% more likely to say social media is highly valuable to their firm's growth (20.8% vs. 11.6%), and 43% less likely to say it isn't valuable (14.2% vs. 25%). (Marketing Charts)

Email is still the most effective way to reach top executives; 90% say they check their inboxes regularly. 64% use LinkedIn on a regular basis, while 55% say the same for Facebook. (Word Press Hosting SEO) How the Inc. 500 Fastest-Growing Companies Use Social Media Only one-third of the companies in the Inc. 500 say they can adequately determine ROI for the social media spending. (Relevanza)

Yet 35% of marketers say ROI is the most important measure of inbound marketing success. 24% say marketing's influence on sales and 16% cite conversion rate as the key metrics. (Marketing Charts)

90% of Inc. 500 companies use at least one major social media platform. And 62% say social media is either "somewhat" or "very" necessary to their growth. (Heidi Cohen)

But just 44% of Inc. 500 companies maintain a blog. "This low number is a surprise since blogs drive social media, content marketing and search." (Heidi Cohen)

While 31% of businesses overall have no social media policy in place (see above), that is true for only 22% of Inc. 500 firms. (Heidi Cohen)

How Small to Midsized Businesses (SMBs) Use Social Media
21% of small businesses plan to increase spending on social media advertising this year. (E-Marketer)

92% of small businesses say that social media is an effective marketing technology tool. They are evenly split on the effectiveness of social media for attracting new customers vs. engaging existing customers. (E-Strategy Trends)

A whopping 95% of small businesses view blogging as an effective marketing technology tool–second only to email marketing. 15% say blogging is most effective at engaging existing customers; 11% value it more for attracting new customers; and 69% say blogging is equally effective for both objectives. (E-Strategy Trends)

FACEBOOK FACTS AND STATISTICS:

Obsession? 23% of Facebook users check their accounts five or more times every day. (Word Press Hosting SEO)

But it's vital for businesses to have a Facebook presence: 80% of Facebook users prefer to connect with brands on Facebook. (Word Press Hosting SEO)
47% of Americans say that Facebook has a greater impact on their purchasing behavior than any other social network. (State of Search)

Facebook = mobile. More than half of all Facebook members have used the social network via a smart phone, and 33% use a phone as their primary means of Facebook access. (State of Search)

67% of b2c marketers have generated leads through Facebook. (War of Words: Myth-Busting Social Media, SEO & Content Marketing)
33% of millennial consumers are more likely to buy from a company if it has a Facebook page. (War of Words: Myth-Busting Social Media, SEO & Content Marketing)

The best time and day for Facebook postings? Saturdays at noon. To maximize sharing, post to Facebook 3-4 times per week. (Visual.ly)

56% of Facebook users check in at least daily. 7% say they would check a message "during an intimate moment." Awk- Ward. (TECHI)

Half of all mobile web traffic in the U.K. goes to Facebook. (Word Press Hosting SEO)

48% of consumers who follow brands on Facebook do so in order to take advantage of sweepstakes and promotions. 18% follow to complain about a product or service. (Marketing Profs)
67% of the Inc 500 use Facebook, a decline of 7 percentage points from 2011. Facebook "demands dedicated resources" but doesn't always show a commensurate return. (Heidi Cohen)

While 75% of internet users over age 45 prefer to share information using email, 60% of those under 30 say the same for Facebook. (Relevanza)

LINKEDIN FACTS AND STATISTICS:

97% of business executives have used LinkedIn. (Search Engine Journal)

LinkedIn rules for business owners. Asked which social media tool had the greatest potential to help their firms, 41% of small business owners chose LinkedIn. More CEOs chose LinkedIn than chose Facebook, Twitter, YouTube, Google+ and Pinterest combined. (Marketing Charts)

LinkedIn is the "social platform of choice" for companies in the Inc. 500, the index of the fastest-growing companies in the U.S. 81% of these firms use LinkedIn, compared to 67% on both Facebook and Twitter. (Relevanza)

80% of LinkedIn users are at least 30 years old. (Relevanza)

TWITTER FACTS AND STATISTICS:

On Twitter, frequency (and quality) matter: 71% of all tweets are ignored. Just 23% generate a reply. (Search Engine Journal)

Worse, 56% of customer tweets to companies are ignored. (Word Press Hosting SEO)

69% of follows are based on recommendations from friends. (Word Press Hosting SEO)

34% of marketers say they have generated leads using Twitter. (Word Press Hosting SEO)

53% of Twitter users have been using it for less than one year. (State of Search)

50% of Twitter users are more likely to purchase from brands they follow. (War of Words: Myth-Busting Social Media, SEO & Content Marketing)

The average click-through rate (CTR) for a link shared on Twitter is about 1.6%, BUT—the average CTR drops as one's number of Twitter followers

increases. Accounts with 50-1,000 followers generate a better-than-6% average CTR; the rate drops to less than 0.5% on average for accounts with 10,000 or more followers. (Bit Rebels)

During the work week, Tuesday has the highest CTR (1.8%) and Friday the lowest (under 1.5%). (Bit Rebels)

During the day, CTRs are highest between 8:00-10:00 am and 4:00-6:00 pm. (Bit Rebels)

When planning timing of tweets, keep in mind that almost half of the U.S. population lives in the eastern time zone, and 80% of Americans live on eastern or central time. (Visual.ly)

Maximum CTR on tweets occurs between 4:30 and 5:30 p.m. Unless you are particating in a Twitter chat, there's no point in tweeting more than four times per hour. (Visual.ly)

Nearly 40% of top executives say they check Twitter regularly. (Word Press Hosting SEO)

67% of the Inc 500 use Twitter. Though valuable for content marketing and customer service, it is labor-intensive. (Heidi Cohen)

PINTEREST FACTS AND STATISTICS:

Women still constitute 80% of Pinterest users. (Search Engine Journal)
50% of users are parents. (Word Press Hosting SEO)
80% of pins are repins. (Word Press Hosting SEO)

Pinterest and Tumblr are among the "stickiest" social media sites, each accounting for, on average, 89 minutes of time spent per month per user. That compares to 21 minutes monthly on average spent on Twitter, 17 minutes on LinkedIn, and just three minutes on Google+. (TECHI)

25% of all female internet users in the U.S. use Pinterest–compared to just 5% male web users. (E-Marketer)

GOOGLE+ FACTS AND STATISTICS:

Google+ has attracted users, but not engagement. Non-mobile users spend an average of just three minutes per month on the site, and 30% of users who make a public post never make another one. (Search Engine Journal)

40% of marketers use Google+. Two-thirds plan to increase activity there over the coming year. (Word Press Hosting SEO)

This doesn't count as an official statistic, but in the process of collecting 100+ social media stats and facts, only the two above related specifically to Google+. For whatever that's worth.

BLOGGING FACTS AND STATISTICS:

B2b companies that maintain blogs generate, on average, 67% more leads per month than non-blogging firms. (War of Words: Myth-Busting Social Media, SEO & Content Marketing)

57% of marketers have acquired customers via their blogs, and 52% of consumers say blogs have impacted their purchasing decisions. (B2B Info graphics)

Just 44% of Inc. 500 companies blogs – but that is up from 2011. (Relevanza) Blogs are rated by consumers as the third-most influential category of sites influencing purchasing behavior (after retail sites and brand sites) – yet they garner just 10% of social media budgets (compared to 57% for Facebook). (Pamorama)

Blogs are the fifth-most trustworthy source overall for online information (ahead of Google+, forums, online magazines, brand sites, Twitter and Pinterest). (Pamorama)

86% of "influencers" blog. (Pamorama)
23% of top executives say they read blogs regularly. (WordPress Hosting SEO)

CONTENT MARKETING FACTS AND STATISTICS:

Content marketing works. 70% of marketers say that content marketing has increased their brand awareness; 59% believe it supports sales growth; and 45% say it has reduced their advertising costs. (I-media Connection)

92% of SEO practitioners say content creation is an effective SEO tactic, and 76% regularly invest in content creation. (B2B Info graphics)

Marketers spend most of their time producing blog posts, article and guides, social media updates, e-newsletters, and news releases; they spend the least on podcasts, polls and surveys. (B2B Info graphics)

While 90% of companies are engaged in some form of content marketing [http://webbiquity.com/book-reviews/book-review-content-rules/], just 36% believe their efforts are highly effective. (Polaris B)

Images are (important!) content too: 94% more total views on average are attracted by content containing compelling images than content without images. Using photos provides a 37% increase in Facebook engagement and 14% increase in news release page views. (Heidi Cohen)

B2B MARKETING STATISTICS AND FACTS:

Social matters in b2b. 53% of b2b buyers follow social discussions about vendors they are considering. (War of Words: Myth-Busting Social Media, SEO & Content Marketing)
The role of sales has changed. 67% of the typical "b2b buyer's journey" is now done digitally. (War of Words: Myth-Busting Social Media, SEO & Content Marketing)

Google accounts for 90% of search traffic to b2b websites. (Media Post)
Average conversion rates for different types of b2b web traffic: 1.60% overall; 2.89% for email; 1.04% for referral visits; 1.96% for paid search; 1.80% for branded search; 1.65% for direct visits; 1.45% for non-brand organic search; and 1.22% for social media. (Media Post)

The biggest challenges for b2b content marketers? 64% struggle to produce enough content, while just over half (52%) find production of "engaging" content a challenge. (imFORZA)

More than 80% of b2b marketers use LinkedIn, Twitter and Facebook to distribute content. 61% use YouTube and 39% Google+. The least popular channels (all with single-digit percentage use) are Foursquare, Instagram, Tumblr and Quora. (Polaris B)

SEO is for traffic, social is for leads? Organic search accounts for, on average, 41% of traffic to SMB b2b websites, but just 27% of leads. Social media, in contrast, supplies just 2% of visits but 5% leads. And email accounts for just 1% of web traffic on average, but 9% of leads. (E-Marketer)

Breaking that social traffic down one level, Facebook accounts for 54% of b2b website social media visits, but just 9% of leads; Twitter, on the other hand, provides less than a third of social visits but a whopping 82% of social leads. (Really?) (E-Marketer)

SEO STATISTICS AND FACTS:

Search produces quality traffic. SEO leads have a 14.6% sales close rate on average, compared to 1.7% for outbound leads (e.g., from direct mail or print advertising). (War of Words: Myth-Busting Social Media, SEO & Content Marketing).
Search is the top traffic driver to content-oriented websites, producing on average nearly four times the traffic of social media (41% from search, 11% from social). (War of Words: Myth-Busting Social Media, SEO & Content Marketing).

Another study found an even more dramatic advantage for search, with organic search supplying 40% of all traffic (and Google alone accounting for 36% of visits) to b2b websites, while social media accounted for just 5% of traffic (Forbes).

Keyword research only goes so far: 16% of daily Google searches, on average, have never been seen before. (War of Words: Myth-Busting Social Media, SEO & Content Marketing)

Remember when Google first started "hiding" the exact keywords used in organic search, and promised this would only affect a small percentage of search traffic? It now hides, on average, keyword data for 41% of all organic searches. (Media Post)

For b2b websites, on average, the split between branded and non-brand search traffic is 31%/69%. (Media Post)

6 of 10 organizations plan to increase SEO spending this year. (imFORZA) One-third of searches are location based. (imFORZA)

71% of marketers say that content marketing has helped improve their site's ranking in organic search, and 77% say it has increased website traffic. (I-media Connection)

Nearly a quarter of U.S. small businesses plan to spend more on their web presence this year–as well they should. As of early 2013, "More than 60% lacked an address on their homepage, and nearly 50% did not provide a contact number…47% were not present on Google Places, and 35% did not have a Bing Local presence." (E-Marketer)

Don't forget to optimize videos for search. YouTube is the second-largest "search engine" by volume of searches. (Word Press Hosting SEO)

Top brands spend, on average, 19% of their digital marketing budgets on search, vs. 14% on video content and 10% on social media. But the largest share (41%) goes to display advertising. (Marketing Profs)

MOBILE MARKETING STATISTICS AND FACTS:

25% of all internet searches last year were made on mobile devices. And 25% of all U.S. internet users are mobile only (includes tablets). (imFORZA)

More than three-quarters (77%) of mobile users use their smart phones and tablets for searching and social networking. (imFORZA)

While mobile marketing is by no means unimportant, it may not justify quite the attention it gets. Marketers have a disported view of the market because while 90% of marketing professionals own smart phones, but half of consumers do. And while 41% of marketing professionals say they have made a purchase based on information on Facebook, less than a third of consumers with smart phones–and just 12% of consumers without smart phones–have done so. (Thought Reach)

Forget the app, just use email. 33% of consumers say the email is the most effective tool for building loyalty, vs. 26% of marketers. On the other hand, 23% of marketing pros believe that custom apps are most effective at loyalty building; just 7% of consumers agree. (Thought Reach)

Asked how their marketing strategies would change in 2013, the largest percentage of marketers (82%) planned to increase their focus on mobile media. The largest decreases were expected in newspaper and magazine advertising. (E-Marketer) [12]

1.12   OTHER ASPECTS:

Social Media Quick Facts
Here are some quick facts about the role social media is currently playing in the business world, courtesy of the 2012 Social Media Marketing Industry Report:

1. 94% of all businesses with a marketing department used social media as part of their marketing platform
2. Almost 60% of marketers are devoting the equivalent of a full work day to social media   marketing development and maintenance
3. 43% of people aged 20-29 spend more than 10 hours a week on social media sites

4. 85% of all businesses that have a dedicated social media platform as part of their marketing strategy reported an increase in their market exposure

5. 58% of businesses that have used social media marketing for over 3 years reported an increase in sales over that period

The "Big Three"

There are three primary social media outlets that businesses use. Here is a basic overview of each outlet:

1. **Facebook:** Facebook's modest beginning, as a simple networking tool for college students (mainly designed to allow students to let their friends know where the parties were, and to look at the pictures from those parties afterward), belies its current status as a variable and integrated tool for business marketing. The primary method that businesses use to exploit Facebook's marketing possibilities is by creating a "page" for their business (akin to having a website "on" Facebook itself—think of it as having an interactive yellow pages listing), which Facebook users can follow. Businesses can then use their page to market their products, offer deals, and build their brand.

2. **Twitter:** Like Facebook, Twitter began as a social networking tool-ways for friends to keep in touch—but has blossomed into a full-scale business marketing tool. Twitter uses 140 character "tweets" (short messages) that appear in the homepage of all users who "follow" the account. Businesses can use these to release news, market their products, and direct attention to special offers and new content. Hash tags (a word or phrase preceded by a pound sign) can also be searched for on Twitter, meaning that followers or users looking for info on that topic can be directed to one's account by simply attaching a hash tag to particular concepts or ideas in one's business's tweets.

3. **Google+:** Google+ is a relative newcomer but is quickly becoming an important tool for businesses looking to increase their presence in the world of social media marketing. Google+ has features that enable businesses to utilize its model in the ways Twitter and Facebook are used (product marketing, news release, the building of a "follower" base, etc.), but also has several facets these others do not. Google+'s "Promote" option allows one to

customize one's promotional content by creating different groupings of followers that one can then market differently to, and their "Measure" feature gives businesses an interactive measurement of how their Google+ page is being used. Google+ also offers a tutorial for businesses which gives advice on how best to use its features.[13]

HOW TO USE FACEBOOK ADS FOR ONE'S BUSINESS MARKETING CAMPAIGN:

Facebook's advertising strategy can become an important part of one's business marketing campaign. The self-service option for placing ads on Facebook offers many targeting options, such as being able to reach engineering students at Ivy League schools or engaged women between the ages of 21 and 35. This figure shows Facebook's advertising launch pad from which one can create a new ad or manage an existing ad campaign.

Facebook offers an incredibly sticky — meaning user come back often — site for advertisers. In fact, with a 50-percent daily return rate, consumers spend more time on Facebook's News Feed pages than they do on Yahoo!'s, MSN's, and MySpace's combined. Facebook has even surpassed Google as the most popular site based on the number of minutes spent on it.

One can place three types of ads directly through Facebook:
- A traditional text ad.
- A display ad, which includes text and an image.
- A unique Facebook engagement ad, which needs to be ordered via a Facebook advertising sales rep and requires spending at least $30,000.

Facebook ads appear in the far-right column of the user's page in the ad space. Up to four ads can appear in the ad space, but one can't control the order in which one's ad appears.

Targeting one's Facebook ad audience

Facebook focuses its advertising strategy around its vast member data, allowing advertisers to target an audience segment precisely. In fact, Facebook

offers advertisers the ability to reach their exact audience-from a broad demographic, to a geographic preference, and to a more granular interest.

Here are some ways that one can find the right audience for one's Facebook ad:

- Targeting by location: Facebook allows for precise location targeting, based in part on one's profile data and the IP address of the computer one log in with. Most cities in the United States, Canada, and the U.K. allow one to expand the targeting to include surrounding areas of 10, 25, and 50 miles, if one wants to reach specific regional markets.

- Targeting by interests and likes: Facebook leverages its members' profile data to allow advertisers to drill down to specific keywords. These keywords represent a member's interests. Topics that users are passionate about — such as their musical tastes, television preferences, religious views, and so on — can be used to further micro-target one's audience.

- Targeting by connections: One can target people already connected to one's Facebook Page or connected to another Page of one's. One can also target ads only to people who aren't already connected; therefore, one's existing fans aren't shown one's ad. And one can target the friends of people who are already connected to one's Page.[14]

1.13 SETTING ONE'S FACEBOOK AD BUDGET:

Facebook employs a bidding structure for its advertising inventory based on supply and demand. If more advertisers want to reach a specific demographic, the ad typically has higher bids. The company also provides a suggested bid for one based on the approximate range of what other ads reaching this demographic have historically cost.

Here are some quick facts about Facebook ad costs:

- Facebook's ads are based on a closed bidding system; one can't see what others pay for ads, nor can they see one's bid.

- Facebook provides a recommended bidding range when one creates one's ad and updates that range throughout the life of one's campaign.
- One can monitor one's campaign to see whether the ad performs at one's given bid.
- One can set a daily maximum budget.

  One's purchase strategy should be based, in part, on one's goals. Facebook allows one to purchase ads based on two types of pricing:
- Cost per click (CPC): With CPC, one pay each time a user clicks one's ad. If one's goal is to drive traffic to a specific page, paying based on CPC will probably be the best performer for one.
- Cost per impression (CPM): With CPM, one pay based on how many users see one's ad. If one's objective is to get as many people within one's target demographic to see the ad but not necessarily click through, ads based on a CPM basis may be one's best option.

  Test one's ads on a CPM basis because using a CPM model allows one to identify the best performing ads and gives one a good idea of one's cost per click. Therefore, when one runs one's campaign, one knows the best model to purchase one's ads.[15]

1.14 WHY FORTUNE 500 COMPANIES ARE HESITANT TO LEVERAGE SOCIAL MEDIA:

It seems fairly obvious that social media would now make up a large part of any business' branding strategy, but the emerging pattern seems to be that the bigger the company, the less likely it is to take advantage of social media. Many Fortune 500 companies have been late to the party, and while it hasn't gone unnoticed, they still continue to shy away from social.

The social media phenomenon is barely ten years old, and a large number of enterprise corporations are still managed by baby boomers. While social media is a very important cog in the machine of modern-day consumerism, decision makers who haven't grown up alongside the medium often view it as just another marketing tactic — or even a passing fad. The reality is that consumer behavior is changing faster than companies are adapting, so what's the reasoning behind their apprehensions?

Social Media: Marketing Tactic vs. Brand Strategy

Some companies still consider social media just an extension of marketing and not an absolute necessity when it comes to cultivating a brand image. A turning point could be reached if CEOs acknowledged that social media is a valuable resource for interacting with customers, not just a way to broadcast a marketing message.

This conclusion is especially difficult for decision makers to understand when they don't use social media themselves. For example, only 7.6 percent of Fortune 500 CEOs are active Facebook users, and a minuscule 4 percent have Twitter accounts, according to recent research by Domo.

This means that roughly 90 percent of Fortune 500 CEOs are not exposed to social media strategies from other brands and competitors. Most probably don't realize that developing a brand voice is easily achievable by leveraging social platforms. Brands no longer just have sporadic magazine or television ads to rely on. They can reach their target demographic everywhere and at any time, while finding their voices and forming tighter bonds with their customers.

Lack of Proven ROI and Metrics.

Fortune 500 companies are driven by numbers, and we're just starting to understand the best ways to measure social ROI. If there isn't a standardized way to measure results, it's likely to be dismissed.

According to an info graphic by Invent Help, 75 percent of marketers take the number of followers and Facebook Likes they acquire into consideration when measuring ROI, while only about 35 percent measure success from what CEOs really care about – sales.

Followers and Likes mean a lot less to CEOs than increased revenue (remember how many of them actually use social media). However, if one are able to tell them that a Facebook campaign generated a spike in sales, their ears will definitely perk up.

Public Criticism

Putting one's brand on a public platform where anything can be said is certainly daunting, but what brands might not realize is that their lack of social media presence won't stop people from talking. One of the benefits of a highly engaged social media presence is that it enables companies to become aware of customer issues and complaints much faster. As a result, problems can often be resolved in more personal and organic ways.

However, even the most light-hearted social media campaigns can turn ugly if someone dislikes one's product or has a bad experience with one's business. When McDonalds created the #Mc D Stories hash tag in hopes of generating some positive buzz, the iconic company received pictures of loose screws found in McFlurries and horror stories from former employees. Despite the attention the campaign stirred up, out of more than 72,000 mentions, only 2 percent were negative, according to a tweet from McDonald's social media director, Rick Wnion. McDonald's need for a social media presence definitely outweighs the occasional controversial campaign.

1.15   LEGAL ISSUES:

Large corporations have a slew of legal rules to adhere to, and as we've seen over the past couple years, social media has spawned many high-profile, public apologies. The infrequent slip-up is probably unavoidable, but many corporations operate proactively by implementing a strict set of rules and standards for those who manage their social media platforms.

Developing a consistent brand voice and sticking to it can also help avoid sticky legal situations. The best rule is also the easiest: if one have any doubts about something one're about to broadcast to millions of people, don't do it! But proceeding with caution isn't an excuse to lie dormant. An active social media presence is just as risky as no presence at all. If one's customers are looking for one and one're nowhere to be found, they might move on to greener, more sociable pastures.[16]

1.16 WHY USE FACEBOOK IN ADVERTISING AND MARKETING?

Facebook is the number 1 social networking site with a massive number of daily customers. The website allows businesses to create Fan Pages and use banners to set up advertisements in order to market their organizations and interact with consumers.

Facebook Trends and Statistics

The Following statistics (by Vabsite) show the numbers behind the success of Facebook within the Social media world:

- o Facebook has over 800 million active profiles with 25% of these joining in a single year.
- o 50% of all Facebook customers log into their accounts each and every day.
- o An average user has about 130 friends.
- o Facebook customers spend 700+ billion minutes on this site every single month.
- o Facebook has 900+ billion pieces of content that its customers interact with; this includes "groups," "events and community," and Fan Pages.
- o An average Facebook user "likes" about 80 pages.
- o An average Facebook user will create about 90 content pieces inside a month.
- o Ever since the launch of plug-in, roughly 10,000 new internet sites integrate with Facebook on a daily basis

*Facebook has more than 70 translations Facebook Mobile Usage Statistics

*There are more than 25% Facebook users who access the platform making use of mobile phones

*Facebook mobile users are two times more active as compared to non-mobile phone customers

*More than 200 mobile phone service providers in 60 different countries are
working towards promoting Facebook mobile products

Some Statistics Showing Why Facebook is here to Stay

- o With over 800 million active users, 1 out of each ten people on
  earth is using Facebook.
- o Statistics based on "users" and "page views" puts Facebook inside
  the number two spot – second to Google, yet ahead of Yahoo and
  One Tube.
- o For every a single minute on Facebook, users will share 50,000
  links, tag 65,000 photos, post 80,000 wall posts, update 95,000
  statuses, and post 500,000 comments to either affirm or disparage
  them.
- o American Facebook users make up to ¼ of the total customers on
  the planet

- **Business Advertising through Facebook:**

  Looking at the statistics above, one can see why each large
  and little organization is turning to Facebook as an effective and affordable
  advertising method.

  Facebook users have started utilizing this network to check out nearby
  organizations and what they have to offer. A user will browse via
  neighborhood restaurants, salons, flower shop, fashion shop, etc. and one
  need to be among the results they find.

  The majority of the people that use Facebook are quite active offline. This
  means that they are potential clients who will buy anything they consider is
  cool once they see it on Facebook – especially from a "local"
  company. Consequently, if one run a nearby organization, it is vital for one to
  be active on Facebook now that one knows the numbers involved.

  Fan pages are easy to create and will not cost one a dime if one do it one's
  self. Nonetheless, to really get the finest Fan page that will fully engage one's

audience, it may be best to hire a professional who has extensive knowledge about Facebook marketing and advertising.

While creating a Fan page is the first step, the hard part is connecting with customers. One will need consistency and the ability to dedicate some time to build a loyal following of fans. One will need to communicate often in order to keep their attention and increase one's sales.

Once one creates a Facebook Fan page, one will need to let men and women know that one simply have it. One particular easy and fast way to do it is always to put a Facebook icon on one's website that is certainly linked to one's Fan Page. Another way is to incorporate a Facebook logo in one's print advertisements and any other advertising and marketing methods one use.

There are very successful companies making use of Facebook to increase sales and build a following. While one's business will not be an instant hit with millions of fans overnight, one will be able to eventually build a strong foundation and Facebook presence that will pay off. If one really needs to build a relationship with one's consumers through interaction and communication, Facebook is the way to go. Begin by creating a Fan page and load it up with valuable, relevant information that one's target audience will enjoy.

The Foote, Cone & Belding Planning Model—The advertising planning model developed by Richard Vaughn and his associates at the Foote, Cone & Belding agency presents an interesting and useful way of analyzing the communication situation advertisers may be facing. This model builds on traditional response theories such as the hierarchy of effects model and its variants, research on high and low involvement, and work on thinking versus feeling processing from right/left brain theories. The FCB grid model, which appears as delineates four primary advertising planning strategies —informative, affective, habitual, and satisfaction. The FCB grid provides a useful way for those involved in the advertising planning process to analyze consumer/product relationships and to develop appropriate promotional strategies.[17]

There has been a lot of growth in social media websites lately. Many observers are following this growth quite keenly for various reasons. Some of them are looking to invest in companies. Others are looking to build a better brand awareness. In any case, here we present the five most surprising social media statistics from the year 2013.

- **Mobile only users on Facebook:**

Of Facebook's nearly one billion strong users, approximately 200 million are mobile only. In other words, nearly a fifth of Facebook's user-base doesn't own a PC. Therefore they are compelled to access their favorite website through their smart phones. This underlines the growing importance of smart phones and mobile devices in general. It also makes it clear that in order to attract a large smart phone based audience, a company needs to provide smart apps to its customers. Many vendors have emerged to fill this niche in the market. It is now possible for a company to have an app for each of the major platforms, such as android, IOS, Blackberry and Windows Phone. Apps are essential for the phone-only population who don't use a PC. In many cases, these apps provide a better user experience than websites.

- **One Tube is more popular than cable television:**

One Tube reaches more adults than any cable network. In the United States, the number of people who watch television has fallen behind the number of people who watch YouTube on a regular basis. This makes it clear that televised content is undergoing a decline, while on the other hand online consumption of video is on the rise. Many companies have taken advantage of this by releasing their marketing campaigns as videos on the internet first and on television later. This has shown to work in favour of many companies, which has been shown to be true on the In Motion review with online promotion costing less than television advertising.

- **Some social media networks are more popular than others:**

  Some social media networks have a more active user-base than others. Statistical research has revealed that more than 95 percent of Facebook users log into their account every day. The same number for Twitter is 60 percent and for LinkedIn is 30 percent. In order to cut costs, social media networks are now avoiding websites like LinkedIn, which have a very small, reach in terms of market impact, because their users are not active when compared with Facebook or Twitter.

- **Children on Facebook:**

  Over 5 million Facebook users are under the age of ten. This is a stunningly large number, which shows that young children have easy access to social media. This is a new demographic that can be tapped by social media marketers. Companies can offer discounts and prizes that are directly targeted at a young demographic. Using social media in these cases can be more effective than other media such as television or radio. At a young age, brand loyalty is yet to be formed therefore it is the right time for marketers to target young children with their brands and promotions.

- **International users of Facebook:**

  The number of Facebook users is nearly three times the population of the United States. This shows the extent of globalization that has occurred in the internet age. This also shows that companies can expand their reach and presence in international markets quite effectively by using social media. Today internet is easily accessible in most parts of the world. These new markets can be tapped by social media marketers who can directly reach out to their customers through the internet.

  These statistics reveal emerging trends in the social media space. However, we are still in the early stages of growth in social media and one will only have to wait to witness the far-reaching impact of digital media on businesses and their marketing efforts.[18]

1.17 SOCIAL MEDIA AND COPYRIGHT LAW IN CONFLICT:

When it comes to disruption, the advent of social media communications is decidedly in the front row. But along with revolutionizing personal (and political) relationships, the sharing of content on social media sites like Facebook, Twitter, Tumblr and Instagram — now a Facebook property — is steadily increasing pressures on a quite different regime, namely copyright law. The passage and forthcoming implementation in the UK of what has become known colloquially as The Instagram Act, boringly titled the Enterprise and Regulatory Reform Act, promises only to accelerate the conflict between new social media services and legacy copyright rules worldwide.

This author has written, and ranted, about ownership of user-generated content (UGC) for several years. The gist of the problem is not that social media providers want to claim ownership of UGC. None do, despite occasional outcries to the contrary, although they also insist rather unremarkably via terms of service (TOS) on a license to display UGC posts to those a user authorizes. Instead, the problem arises when a third party wants to incorporate user-created content into their own sites or publications. After all, if CNN or Fox News broadcast tweets, status updates and Flickr photos as part of their news stories. Aren't these and other organizations violating the inherent copyright users hold in their own content? Putting it in another way, if posting users have legal rights to their UGC, doesn't it follow that even "rewetting" constitutes unlawful copyright infringement?

In most of the world today, ownership of one's creation is automatic, and considered to be an individual's legally protected intellectual property. That's enshrined in the Berne Convention and other international treaties, which abolished registration as a formal predicate for copyright interests (although not for judicial enforcement). What this means in practice is that one can go after somebody who exploits a creative work without the owner's permission even if pursuing them is cumbersome and expensive once the work is registered with the appropriate governmental copyright authority.

Social media sharing throws all these regimes into chaos. Take first the issue addressed by The Instagram Act and, in a slightly different context, U.S. litigation over the Google Library service: "orphaned" works. The new UK law theoretically aims to make it easier for companies to publish orphan works, which are images and other content whose author or copyright holder can't be identified. But whereas in the past, orphan works were often out-of-print books and historical unattributed photos, today millions of images are quickly orphaned online, as they move from Instagram to Twitter to Facebook to Tumbler without attribution along the way. The British response was to adjust copyright law so that an orphaned work can be republished without liability if a third party makes a "reasonably diligent" search to identify and locate the original owner.

While that seems like a fair solution, it has nonetheless enraged professional photographers, who fear the burdens of policing infringing uses of their works. Yet orphaned pictures are only a small part of the problem. Far bigger is the more fundamental question of who owns UGC in the first place, particularly where as is the case with most social media services downloading, embedding and re-posting of user content are technological capabilities integrated into the service. One aspect is the extent to which UGC hosts can be liable for posted content that infringes another's copyrights or trademarks (YouTube videos which include copyrighted broadcast material, for instance). In the U.S., the Digital Millennium Copyright Act (DMCA) creates a safe harbor for hosting companies which adhere to its "notice-and-takedown" guidelines. While worldwide that remains a minority view, it is certainly the issue on which most legal analysis and litigation predominantly on behalf of corporate clients has naturally focused to date.

Another aspect is whether a user posting UGC to social media sites actually has a protectable copyright interest in his or her content. As Social Media Today summarized, "when it comes to image sharing on social media, we enter a bit of a grey area over who owns what." An early New York case involving Haitian earthquake photos posted to Twitter, Agence France Presse v. Morel, cluttered the landscape by focusing on the Twitter TOS to find that

for-profit republication of the photos by AFP was not permissible. But TOS are a contract, and it is long-standing law that absent unusual circumstances, contract rights do not extend to so-called "third-party beneficiaries." Contracts can allocate or transfer ownership rights but do not create them in the first instance. A newer case against Buzz Feed focuses on fair use, but that US-centric doctrine generally does not authorize the whole sale commercial republication (i.e., non-"transformative" use) of creative content subject to copyright and also does not address the underlying ownership issue.

Although debate continues, few have focused on the basic principles involved. Some forms of intellectual property can become public domain if they are made available to or used freely and without restriction by unlicensed third parties. For trademarks, the concept is known as "genericide," whereby a non-policed trademark can be lost by the owner witness aspirin (Bayer AG) as the archetypical example. In copyright, the question is a bit different. If a user posts presumptively copyrighted content to a social media site that permits reuse, downloading or embedding, it seems reasonable to conclude that the owner has either abandoned a legitimate ownership claim or has granted a license to third parties to republish the content. For instance, Flickr and other photo sharing sites frequently offer a functionality that precludes "save as" downloading or embedding. Where a user fails to take advantage of such protections, he or she has made a conscious decision to offer their photos to the world, free of constraint against reuse. Much like putting a stack of printed photos on the sidewalk for anyone to take, posting UGC in the clear, at least when it can be restricted to "friends" only or tagged against downloading, is far closer to the ancient doctrine of abandonment than modern notions of intellectual property ownership. This is admittedly a contrarian view, as most pundits assume copyright ownership and never address whether public posting to the world changes the balance of rights between creators and third parties, but in my judgment it better reflects the realities of technology than rote application of old rules that are difficult to harmonize with the inherently shared nature of social media UGC.

It would be great if the law adjusted itself quickly enough to technology that such a principle (or at least some principle) could be articulated by the courts. Because most UGC posters, however, are not professional photographers who now routinely watermark or Flash-protect their portfolios and post only low-resolution versions as UGC the legal uncertainty will not be clearing up anytime soon. No doubt the alleged Boston Marathon bombing suspect, for instance, chafes against prolific news media usage of his Facebook profile photos and status updates, but as a most unsympathetic copyright plaintiff in a "hot news" event, his chances of prevailing would be slim at best. So in the interim, the law muddles along while the status of user-generated content remains in limbo, as newer developments like embedding of Twitter content (including linked photos) make social media's copyright dilemma "even weirder." In this continuing conflict between social media and copyright law, only time will tell. Once again, disruptive technology is caught in the middle.

1.18 HISTORY OF SOCIAL MEDIA:

Social media has become an integral part of modern society. There were general social networks with user bases larger than the population of most countries. There were niche sites for virtually every special interest out there. There were sites for photos, videos, status updates, sites for meeting new people and sites to connect with old friends. It seems there were social solutions to just about every need.

1.18.1 PIONEER TO SOCIAL MEDIA:

- **Usernets:**

  Usenet systems were first conceived of in 1979 by Tom Truscott and Jim Ellis. Usenet's let users post articles or posts (referred to as "news") to newsgroups.

  Usenet's have no centralized server or dedicated administrator, setting them apart from most BBSs (Bulletin Board Systems) and forums. Usenet's were mostly responsible for the development of newsreader clients, which were the precursor to RSS feed readers so commonly used to follow blogs and news sites today.

Group sites such as Google Groups and Yahoo! Groups use many of the conventions established by the original use net systems.

- **BBSs (Bulletin Board Systems):**

  The first BBSs came online in the late 70s. Originally these were primarily hosted on personal computers and users had to dial in through the host computer's modem. Only one person at a time could gain access to the BBS.

  But BBSs were the first type of sites that allowed users to log on and interact with one another, albeit in a much slower fashion than we currently do.

- **Online Services:**

  After BBSs came "online services" like CompuServe and Prodigy. These were the first real "corporate" attempts at accessing the Internet.

  CompuServe was the first company to incorporate a chat program into their service. Prodigy was responsible for making online service more affordable (CompuServe had been prohibitively expensive for many, with charges of $6/hour plug long-distance fees that often made the service run $30/hour or more).

  Genie was an early online service created by a General Electric subsidiary (GEIS) in 1985. It ran through 1999 and was one of the earliest services available. It was a text-based service, and considered the first viable commercial competition to CompuServe. The service was created to make use of idle time-sharing mainframes after normal U.S. business hours. Genie offered games, shopping, mail, and forums (called Round Tables). There was even a print magazine associated with the service at one time.

  AOL started as an online service too and made great strides at making the Internet more universally accessible in the U.S.

- **IRC, ICQ, and Instant Messaging:**

  IRC (Internet Relay Chat) was developed in 1988 and used for file sharing, link sharing and otherwise keeping in touch.

  It was really the father of instant messaging as we know it today. IRC was mostly UNIX-based though, limiting access to most people.

  ICQ was developed in the mid-90s and was the first instant messaging program for PCs. It was at least partly responsible for the adoption of avatars, abbreviations (LOL, BRB) and emoticons. Other IM clients soon followed.

1.18.2 EARLY SOCIAL NETWORKS:

- **Dating Sites:**

  Dating sites were sometimes considered the first social networks. The first dating sites started cropping up almost as soon as people started going online. They allowed users to create profiles (usually with photos) and to contact other users.

- **Forums:**

  Online forums also played a large part in the evolution of the social web. These were really descendents of the BBSs popular in the 70s and 80s, but usually came with a more user-friendly interface, making them easier for non-technical visitors to use. Various forum platforms, including Bulletin and phpBB, were developed, many of which were still used for forums. Forums remain a popular part of online culture, and many have made strides to add more social networking-type features (like profiles).

  While many people consider dating sites or sites like Classmates.com to be the first social networks, they don't really fit the definition.

  Dating sites rarely allowed one to keep a friends list neither did Classmates in its early years (and profiles were severely limited). The following sites were the first true social networks.

- **Six Degrees:**

  Six Degrees was launched in 1997 and was the first modern social network. It allowed users to create a profile and to become friends with other users.

  While the site is no longer functional, at one time it was actually quite popular and had around a million members at its peak.

  In 2000 it was purchased for $125 million and in 2001 it was shut down.

- **Asian Avenue, Mi Gente, Black Planet:**

  These sites cropped up in the years following Six Degrees' launch, between 1997 and 2001.

  They allowed users to create profiles and add friends (generally without needing approval to add people). Users could create professional, personal and dating profiles on these sites.

  While they were some of the earliest social networks, there were few innovations among them.

- **Live Journal:**

  Live Journal started in 1999 and took a different approach to social networking.
  While Six Degrees allowed users to create a basically-static profile, Live Journal was a social network built around constantly-updated blogs.

  Live Journal encouraged its users to follow one another and to create groups and otherwise interact. It was really the precursor to the live updates we see in social networks currently.

- **World of War craft / MMORPGS:**

  MMORPGS (Massively multiplayer online role-playing games) have become social networks in their own right. The most famous of these is World of War

craft, where players interact both in the game world and on related forums and community sites.

Social media were Internet sites where people interact freely, sharing and discussing information about each other and their lives, using a multimedia mix of personal words, pictures, videos and audio. They appear in many forms including blogs and micro blogs, forums and message boards, social networks, wikis, virtual worlds, social bookmarking, tagging and news, writing communities, digital storytelling and scrapbooking, and data, content, image and video sharing, podcast portals, and collective intelligence.

1.18.3 CHRONOLOGICAL ORDER OF SOCIAL NETWORKING DEVELOPMENT

Table 1.2 SNSs Chronological Development

Year	
1969	CompuServe was the first major commercial Internet service provider for the public in the United States. Using a technology known then as dial-up, it dominated the field through the 1980s and remained a major player until the mid-1990s.
1971	The first email was delivered.
1978	Two Chicago computer hobbyists invented the bulletin board system (BBS) to inform friends of meetings make announcements and were information through postings. It was the rudimentary beginning of a small virtual community. Trolling and flame wars began.
1979	Usenet was an early bulletin board that connected Duke University and the University of North Carolina.
1984	The Prodigy online service was introduced. Later, it grew to become the second-largest online service provider in 1990, with 465,000 subscribers compeered with CompuServe's 600,000. In 1994, Prodigy pioneered sales of dial-up connections to the World Wide Web and hosting services for Web publishers. Subsequently, it was resold repeatedly and now is part of AT&T.
1985	The America Online (AOL) service opened.
1989	British engineer Tim Berners-Lee began work at CERN (European

Organization for Nuclear Research, in Switzerland), on what was to become the World Wide Web.

1992 Tripod opened as a community online for college students and young adults.

1993 CERN donated the WWW technology to the world. Students at NCSA (National Center for Supercomputing Applications at the University of Illinois at Urbana-Champaign) displayed the first graphical browser, Mosaic, and Web pages as we know them today were born. More than 200 Web servers were online.

1994 Beverly Hills Internet (BHI) started Geocities, which allowed users to create their own websites modeled after types of urban were as. Geo Cities would cross the one million member mark by 1997. There were 38 million user Web pages on Geo Cities before it was shut down for United States users in 2009. Yahoo, which opened as a major Internet search engine and index in 1994, owns Geo Cities today and offers it only as a web hosting service for Japan.

More than 1,500 Web servers were online in 1994 and people were referring to the Internet as the Information Superhighway. EarthLink started up as an online service provider.

1997 Blackboard is founded as an online course management system for educators and learners. The web had one million sites. Blogging begins.sixdegrees.com lets users create profiles and list friends. AOL Instant Messenger lets users chat.

1998 Google opens as a major Internet search engine and index.

1999 Friends Reunited, remembered as the first online social network to achieve prominence, was founded in Great Britain to relocate past school pals.

2000 In the world of business and commerce, the dot.com bubble burst and the future online seemed bleak as the millennium turned. Seventy million computers were connected to the Internet.

2001 Wikipedia, the online encyclopedia and world's largest wiki, was started. Apple started selling iPods.

2002 Friendster, a social networking website, was opened to the public in the U.S. and grew to 3 million users in three months. AOL had 34 million members.

2003 MySpace. Another social networking website was launched as a clone of

Friendster.

Linden Lab opened the virtual world Second Life on the Internet. LinkedIn was started as a business-oriented social networking site for professionals.

There were more than 3 billion web pages. Apple introduced the online music service iTunes.

2004 Facebook, another social networking website, was started for students at Harvard College. It was referred to at the time as a college version of Friendster.

MySpace surpassed Friendster in page views. Podcasting began on the Internet. Flicker image hosting website opened. Digg was founded as a social news website where people shwered stories found across the Internet.

2005 Bebo, an acronym for Blog Early, Blog Often, was started as another social networking website. News Corporation, a global media company founded by Rupert Murdoch, with holdings in film, television, cable, magazines, newspapers and book publishing, purchased MySpace. Facebook launched a version for high school students. Friends Reunited, now with 15 million members, was sold to the British television company ITV. YouTube began storing and retrieving videos. There were more than 8 billion Web pages.

2006 MySpace was the most popular social networking site in the U.S. However, based on monthly unique visitors, Facebook would take away that lead later, in 2008.

Twitter was launched as a social networking and micro blogging site, enabling members to send and receive 140-character messages called tweets.

Facebook membership was expanded and opened to anyone over age 13. Google had indexed more than 25 billion web pages, 400 million queries per day, 1.3 billion images, and more than a billion Usenet messages.

2007 Microsoft bought a stake in Facebook. Facebook initiated Facebook Platform which let third-party developers create applications (apps) for the site. Facebook launched its Beacon advertising system, which exposed user purchasing activity. Beacon sent data from external websites to Facebook so targeted advertisements could be presented. The civic action group

MoveOn.org and many others protested it as an invasion of privacy. Beacon was shut down in 2009.

Apple released the iPhone multimedia and Internet smart phone.

2008 Facebook surpassed MySpace in the total number of monthly unique visitors. Meanwhile, Facebook tried unsuccessfully to buy Twitter.

Bebo was purchased by AOL. Later, AOL would re-sell the relatively-unsuccessful social media site.

2009 Facebook ranked as the most-used social network worldwide with more than 200 million. The site's traffic was twice that of MySpace. Citizen journalists everywhere were electrified when Twitter broke a hard news story about a plane crash in the Hudson River. Un-friend was the New Oxford American Dictionary word of the year. Microsoft's Bing joined Yahoo and Google as major search engines on the Internet. ITV sold the relatively-unsuccessful Friends Reunited social media site to Bright solid Limited. It's estimated that a quarter of Earth's population used the Internet. Google saw one trillion unique URLs – after eliminating duplicate entries. The Internet had at least 27 billion web pages and could have had as many as 58 billion web pages. They changed so many times a day it was nearly impossible to count.

2010 Facebook's rapid growth moved it above 400 million users, while MySpace users declined to 57 million users, down from a peak of about 75 million.

To compete with Facebook and Twitter, Google launched Buzz, a social networking site integrated with the company's Gmail. It was reported that in the first week, millions of Gmail users created 9 million posts.

Apple released the I-Pad tablet computer with advanced multimedia and Internet capabilities.

AOL sold the relatively-unsuccessful Bebo social media site to Criterion Capital Partners.

The Democratic National Committee advertised for a social networks manager to oversee President Barack Obama's accounts on Facebook, Twitter and MySpace. It was estimated the population of internet users was 1.97 billion. That was almost 30 percent of the global population. The Internet had surpassed newspapers as a primary way for Americans to get

news, according to the Pew Internet and American Life Project. The Internet was the third most popular news platform, with many users looking to social media and personalized feeds for news. National and local TV stations were strong, but the Internet was ahead of national and local newspapers.

2011 Social media were accessible from virtually anywhere and had become an integral part of our daily lives with more than 550 million people on Facebook, 65 million tweets sent through Twitter each day, and 2 billion video views every day on YouTube. LinkedIn has 90 million professional users.

Social media commerce was on the rise along with mobile social media via smart phones and the tablet computers. Public sharing of so much personal information via social media sites raised concern over privacy.

Apple introduced the Ping social network for music and integrated with iTunes.

Both MySpace and Bebo were redesigned and updated to compete with the far more successful social networks Facebook and Twitter. It was estimated Internet users would double by 2015 to a global total of some four billion users, or nearly 60 percent of Earth's population.

2012 Ever more people were connecting to the Internet for longer periods of time. Some 2 billion people around the world use the Internet and social media, while 213 million Americans use the Internet via computers while 52 million uses the Web via smart phone and 55 million use it via tablets. People also connect to the Internet via handheld music players, game consoles, Internet-enabled TVs and e-readers.

It is estimated Internet users would double by 2015 to a global total of some four billion users, or nearly 60 percent of Earth's population. Social media has come of age with more people using smart phones and tables to access social networks. New sites emerge and catch on. The top ten social networks were Facebook, Blogger, Twitter, Word press, LinkedIn, Pinterest, Google+, Tumblr, MySpace and Wikia.

More than half of adults 25-34 use social media at the office. Almost a third of young adult's 18-24 use social media in the bathroom. All use social networks to stay connected with acquaintances, be informed and be amused.

> Advertisers look to social "likes" to enhance brand visibility. Facebook reached a billion users in 2012.
>
> YouTube has more than 800 million users each month with more than 1 trillion views per year or around 140 views for every person on Earth. Seventy percent of YouTube traffic comes from outside the U.S. YouTube is local in 43 countries and uses 60 languages. Some 72 hours of video were uploaded to YouTube every minute with more than 4 billion hours of video watched each month on YouTube.
>
> Apple closed the Ping social network in 2012 and improved iTunes.
>
> Public sharing of so much personal information via social media continues to elevate privacy concerns.

1.18.4 DETAILS OF VARIOUS USER-FRIENDLY SOCIAL NETWORKING SITES:

Table 1.3 User Friendly SNSs

Name	Description/ Focus	Date launched	Registered users	Registration	Global Alexa Page ranking
43 Things	Goal setting and achievement	1 January 2005	3,000,000	Open	13,574
Academia.edu	Social networking site for academics/ researchers	September 2008	211,000	Open	3,872
Advogato	Free and open source software developers	1999	13,575	Open	318,165
Nobii	Books	2006		Open	13,131
Asian Avenue	A social network for the Asian American community	1997		Open	133,043
Small World	European jet set and social elite world-wide	March 2004	550,000	Invite-only	8,780
Athlinks	Running, Swimming	2001	139,458	Open	60,677
Audimated.com	Independent music	2010		Open	656,507
Bebo	General	July 2005	117,000,000	Open to people 13 and older	4,169
BIGADDA	Indian Social Networking Site	August 2007	3,000,000	Open to people 16 and older	42,765
Biip. no	Norwegian community	1 June 2005	430,000	Requires Norwegian phone number	81,916
Black Planet	Black Americans	1 September 1999	20,000,000	Open	7,193
Blauk	Anyone who wants to tell something about a stranger or acquaintance.	2010		Open to people 13 and older.	1,081,215

Blogster	Blogging community	24 November 2005	85,579	Open	12,048
Bolt.com	General	1996		Open	589,595
Busuu	Language learning community (headquartered in Madrid, Spain)	16 May 2008	12,000,000	Open	4,976
Buzznet	Music and pop-culture	2005	10,000,000	Open	6,955
café Mom	Mothers	December 2006	1,250,000	Open to moms and moms-to-be	1,293
Cwere2	Green living and social activism	1998	9,961,947	Open	1,930
Caring Bridge	Not for profit providing free websites that connect family and friends during a serious health event, were and recovery.[35]		9,500,000	Open to people 18 and older[37]	4,279
Classmates.com	School, college, work and the military	1995	50,000,000	Open to people 18 and older[40]	3,284
Cloob	General. Popular in Iran	2004		Open	749
Couch Surfing	Worldwide network for making connections between travelers and the communities they visit.	2003	2,967,421	Open	2,231
CozyCot	East Asian and Southeast Asian women	2001	150,000	Open	36,959
Cross.tv	Faith Based social network for Christian believers from around the world	2008	450,000	Open	53,394
Crunchyroll	Anime and forums.	2006		Open	5,721
Cyworld	General. Popular in South Korea.	1999	24,000,000	Open	1,616
Daily Booth	Photo-blogging site where users upload a photo every day	13 February 2009		Closed	5,963
Daily Strength	Medical & emotional support community - Physical health, Mental health, Support groups	4 November 2007		Open	10,511
delicious	Social bookmarking allowing users to locate and save websites that match their own interests	September 2003	8,822,921	Open	436
deviant ART	Art community	7 August 2000	22,000,000	Open to people 13 and older	131
Diaspora*	Decentralized, privacy aware, general (open source)	November 2010	370,000	Open	36,792
Disaboom	People with disabilities (Amputee, cerebral palsy, MS, and other disabilities)			Open	218,135
Dol2day	Politic community, Social network, Internet radio (German-speaking countries)		40,200	Open	385,237

don't Stay In	Clubbing (primarily UK)			Open	86,535
Draugiem.lv	General (primarily LV, LT, HU)		2,600,466	Invitation only	2,698
douban	Chinese Web 2.0 website providing user review and recommendation services for movies, books, and music.	2005	46,850,000	Open	106
DXY.cn	Chinese online community for physicians, health were professionals, pharmacies and facilities	2000[68]	2,000,000	Open	8,367
Elftown	Community and wiki around Fantasy and sci-fi.		185,000	Open, approval needed	43,277
Elixio	Business executive's jet set and global elite.	July 2007	80,000	Invite-only	545,268
English, baby!	Students and teachers of English as a second language	2000	1,600,000	Open	29,585
Epernicus	For research scientists			Open	798,086
Eons.com	For baby boomers and mature internet users age 40 and beyond.			Open to people age 40 years and older	73,767
eToro	Social Investing, Finance	May 2007	2,500,000	Open	1,591
Experience Project	Life experiences			Open	2,658
Exploroo	Travel Social Networking.			Open	163,545
Facebook	General: Photos, Videos, Blogs, Apps.	February 2004	1,000,000,000	Open to people 13 and older	2
Faceparty	General. Popular UK.		200,000	Invitation only to people 18 and older	163,639
Faces.com	Adult Social Network, Mainly UK & USA	2011	700,000	Open to people 18 and older worldwide	149,839
Fetlife	People who were into BDSM	January 2008	1,200,000	Open to people "of legal age to see adult content"	4,131
Film Affinity	Movies and TV Series	2002	250,000	Open	3,151
Filmow	Movies and TV Series	2009		Open	44,630
Fledge Wing	Entrepreneurial community targeted towards worldwide university students			Open to university students	696,513
Flixster	Movies	2007	63,000,000	Open to people 13 and older	4,012
Flickr	Photo sharing, commenting, photography related networking, worldwide	February 2004	32,000,000	Open to people 13 and older (Yahoo! Login)	48

Focus.com	Business to Business, worldwide	2005	850,000	Open to people 13 and older	12,114
Fotki	Photo sharing, video hosting, photo contests, journals, forums, flexible privacy protection, friend's feed, audio comments and unlimited custom design integration.	October 1998	1,632,565	Open	8,011
Fotolog	Photo blogging. Popular in South America and Spain	2002	20,000,000	Open	3,168
Foursquwere	Location based mobile social network	2009	20,000,000	Open	817
Friendica	Distributed, federated, privacy aware, open source, general			Open	354,946
Friends Reunited	UK based. School, college, work, sport and streets	July 2000	19,000,000	Open to people 13 and older	29,239
Friendster	General. Popular in Southeast Asia. No longer popular in the western world	2002	90,000,000	Open to people 16 and older.	12,167
Frühstückstreff	General	July 2001	14,800	Open	1,827,621
Fubar	dating, an "online bar" for 18 and older	October 2007	1,200,000	Open to people 18+	10,453
Fuelmyblog	Blogging community	July 2007	50,000	Open	85,547
Full Circle	Geo social networking and location-based services portal for mobile devices	April 2009		Open	1,167,425
Gaia Online	Anime and games. Popular in USA, Canada and Europe. Moderately popular around Asia.		23,523,663	Open to people 13 and older	6,277
Gamer DNA	Computer and video games	21 September 2006	310,000	Open	59,730
Gapyear.com	Travel social network	July 1998		Open	74,763
Gather.com	Article, picture, and video sharing, as well as group discussions		465,000	Open	3,062
Gays.com	Social network for LGBT community, Guide for LGBT bars, restaurants, clubs, shopping	16 May 2008	100,000	Open, Global	224,302
Geni.com	Families, genealogy	16 January 2007	15,000,000	Open	5,958
Get Glue	Social network for entertainment	28 October 2008	2,000,000	Open	3,735
Gogoyoko	Fair play in Music - Social networking site for musicians and music lovers			Invite only while in beta	145,552
Goodreads	Library cataloging, book lovers	December 2006	13,000,000	Open	327
Goodwizz	Social network with matchmaking and personality games to	October 2010	110,000	Open	597,008

	find new contacts. Global, based in France.				
Google+	General	28 June 2011	400,000,000	Open to people 13 and older [136]	NA
Gov Loop	For people in and around government				138,576
Grono.net	Poland		2,000,000	Open	395,036
Habbo	General for teens. Over 31 communities worldwide. Chat room and user profiles.	August 2000	268,000,000	Open to people 13 and older	15,255
hi5	General. Popular in Nepal, Mongolia, Thailand, Romania, Jamaica, Central Africa, Portugal and Latin America. Not very popular in the USA.	2003	80,000,000	Open to people 13 and older.	902
Hospitality Club	Hospitality		328,629	Open	99,562
Hotlist	Geo-Social Aggregator rooted in the concept of knowing where users' friends were, were, and will be.		80,000	Open	155,811
HR.com	Social networking site for Human Resources professionals	1999	194,000	Open	79,591
Hub Culture	Global influencers focused on worth creation	November 2002	20,000	Invite-only	152,756
Hyves	General, mostly popular in the Netherlands.	September 2004	10,097,000	Open	2,243
Ibibo	Talent based social networking site that allows promoting one's self and also discovering new talent. Most popular in India.		3,500,000	Open	1,143
Identi.ca	Twitter-like service popular with hackers and soft was freedom advocates.		395,695	Open	7,290
Indaba Music	Online collaboration for musicians, remix contests, and networking.		350,000	Open, Global	45,039
IRC-Galleria	Finland		505,000	Open to Finnish speaking people 12 and older	36,982
italki.com	Language learning social network. 100+ languages.		500,000	Open, Global	18,956
Itsmy	Mobile community worldwide, blogging, friends, personal TV-shows		2,500,000		770,100
iWiW	Hungary	14 April 2002	4,000,000	Invite-only	3,831

Jaiku	General. Micro blogging. Owned by Google	February 2006		Open to people 13 and older	62,910
Jiepang	Location based mobile social network. In Chinese language	2010	3,000,000	Open	14,790
Kaixin001	General. In Simplified Chinese; caters for mainland China users			Open to the General Public	284
Kiwibox	General.	1999	2,400,000	Open to people 13 and older	104,563
Lafango	Talent-Focused media sharing site			Open, Global	161,778
LAG book	African-based Social Networking Site. Popular in Germany, Denmark, France, China, Hong Kong, Pakistan, Turkey, United Kingdom, United States, Indonesia, Bangladesh, Malaysia, Philippines, Canada, India, Romania, Mexico, Ukraine, Bulgaria, Japan, Chile, Spain, South Africa, Israel, Australia and especially in Nigeria.[175][176]	17 April 2010	350,000	Specifically targeted at the youth demographic (18-30), but permits registration of people 13 and older.	24,429
Lai Bhaari	Marathi social networking	2010	250,000	Open	952,782
Last.fm	Music	2002	30,000,000	Open	772
Library Thing	Book lovers	29 August 2005	1,300,000	Open to people 13 and older	10,800
Life knot	Shwered interests, hobbies			Open to people 18 and older	1,071,686
LinkedIn	Business and professional networking	May 2003	160,000,000	Open to people 18 and older	12
Link Expats	Social networking website for expatriates. 100+ countries.			Open, Global	800,451
Listography	Lists. Autobiography			Open	92,525
Live Journal	Blogging. Popular in Russia and among the Russian-speaking Diaspora abroad.	15 April 1999	17,564,977	Open (OpenID)	115
Livemocha	Online language learning		5,000,000	Open	4,100
Makeoutclub	General	9 August 1999		Open	756,300
MEETin	General			Open	318,979
Meet up (website)	General. Used to plan offline meetings for people interested in various activities			Open to people 18 and older	481
Meet the boss	Business and Finance community, worldwide.			Open	315,513

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Millat Facebook	General, Created in Response to Facebook [198]	May 2010	461,200	Open	236,663
Mixi	Japan	25 October 2000	24,323,160	Open	232
Moco Space	mobile community, worldwide	2005	3,000,000	Open to people 14 and older	9,882
MOG	Music			Open to people 14 and older	13,955
MouthShut.com	Social Network, social media, consumer reviews			Open	3,340
Mubi	Auteur cinema		200,000	Open	18,225
My Heritage	family-oriented social network service		30,000,000	Open	3,756
My Life	Locating friends and family, keeping in touch (formerly Reunion.com)		51,000,000	Open	1,765
My Opera	Blogging, mobile blogging, photo sharing,connecting with friends, Opera Link and Opera Unite. Global		7,300,000	Open	NA
My space	General	August 2003	30,000,000	Open to ages 13 and older.	161
Nasza-klasa.pl	School, college and friends. Popular in Poland		11,000,000	Open	75,145
Net log	General. Popular in Europe, Turkey, the Arab World and Canada's Québec province. Formerly known as Facebox and Red box.[218]		95,000,000	Open to people 13 and older	545
Nexopia	Canada		1,400,000	Open to people 13 and older	25,241
NGO Post	Non-Profit news sharing and networking, mainly in India		15,000	Open	42,076
Ning	Users create their own social websites and social networks	2005 (Networks 2007)		Open to people 13 and older	378
Odnoklassniki	Connect with old classmates. Popular in Russia and former Soviet republics		45,000,000	Open	65
Open Diary	First online blogging community, founded in 1998	1998	5,000,000	Open to people 13 and older	28,134
Orkut	General. Owned by Google Inc. Popular in India and Brazil.[231]	22 January 2004	100,000,000	Open to people 18 and older, (Google login)	319
OUT every where	Gay/LGBTQ Community			Open	445,440

Patients Like Me	Online community for patients with life-changing illnesses to find other patients like them, shwere their data with others, and learn more about their condition to improve their outcome.	2006	109,587	Open to people 13 years and up	69,514
Party flock	Dutch virtual community for people interested in house music and other electronic dance music	10 November 2001	321,125	Open to people 18 years and up	16,828
Pingsta	Collaborative platform for the world's Internetwork Experts			Invite-only, only Internet Experts	2,533,640
Pinterest	Online pin board for organizing and sharing things you love	2011		Open	38
Plaxo	Aggregator		50,000,000	Open	5,310
Play fire	Computer and video games			Open to people 13 and older	38,259
Playlist.com	General, Music			Open to people over 13	8,026
Plurk	Micro-blogging, RSS, updates. Very popular in Taiwan			Open	1,991
Qapacity	A a business-oriented social networking site and a business directory			Closed	20,640
Quechup	General, friendship, dating	2007		Open to those over 16	82,914
Qzone	General. In Simplified Chinese; caters for mainland China users		480,000,000	Open to the general public	NA
Raptr	Video games			Open	25,664
Revelry	Knitting and crochet		3,000,000	Open	2,334
Renren	Significant site in China. Was known as 校内 (Xiaonei) until August 2009.		160,000,000	Open	95
ReverbNation.com	Social network for musician and bands		500,000	Open to people 16 and older	1,806
Ryze	Business		500,000	Closed	71,324
Science Stage	Science-oriented multimedia platform and network for scientists			Open	61,668
Shwere The Music	Music Community. Sharing and listening to music for free and legally			Open	612,429
Shelfari	Books	11 October 2006		Open	18,152
Sina Weibo	Social micro blogging site in Mainland China.	14 August 2009	300,000,000	Open	28
Skoob	Collaborative social network for Brazilian readers	2009	420,000	Open	28,449

Sky rock	Social Network in French-speaking world		22,000,000	Open	710
Social Vibe	Social Network for Charity		435,000	Open	101,364
Sonico.com	General. Popular in Latin America and Spanish and Portuguese speaking regions.		50,000,000	Open to people 13 and older	2,676
Sound Cloud	Repository of original music pieces and networking.		10,000,000	Open	299
Spaces	Russian Social Network targeted to mobile phone users			Open	9,953
Stickam	Live video streaming and chat.		9,000,000	Open	9,201
StudiVZ	University students, mostly in the German-speaking countries. School students and those out of education sign up via its partner sites schülerVZ and meinVZ.		17,000,000	Open	7,080
Students Circle Network	A Social Network connecting students, teachers and institutions to course resources, study groups and learning spaces.	December 2010		Open	345,110
Stumble Upon	Stumble through websites that match users' selected interests		20,000,000	Open	146
Tagged	General.	October 2004	100,000,000	Open	288
Talkbiznow	Business networking			Open	136,346
Taltopia	Online artistic community			Open	281,501
Taringa!	General (primarily Argentina)		11,000,000	Open to people 13 and older	214
Teach Street	Education / Learning / Teaching - More than 400 subjects			Open	422,704
Term Wiki	Learning / Languages / Translation - 1.2m terms in more than 1300 subjects	May 2010		Open	22,997
The Sphere	A Private Online Social Luxury Network with Exclusive Personalized Services	December 2008	1,300	Invite-only	1,115,305
TravBuddy.com	Travel	2005	1,588,000	Open to people 18 and older	21,523
Travelers point	Travel	2002	310,000	Open	15,275
tribe.net	General			Open	8,081
Trombi.com	French subsidiary of Classmates.com		4,400,000		16,227
Tuenti	Spanish-based university and High School social network.		12,000,000	Invite-only	1,083
Twitter	General. Micro-blogging, RSS, updates	15 July 2006	500,000,000	Open to all ages	8

Tylted	Mobile social game network[303]	2007	3,000,000	Open to people 14 and older	737,508
Vkontakte	General, including music upload, listening and search. Popular in Russia and former Soviet republics.	September 2006	123,612,100	Open	38
Vampirefreaks.com	Gothic and industrial subculture	1999	1,931,049	Open to users 13 and over	21,052
Viadeo	Global Social Networking and Campus Networking available in English, French, German, Spanish, Italian and Portuguese		35,000,000	Open	435
Virb	Social network that focuses heavily on artists, including musicians and photographers	2007		Open	33,371
Vox	Blogging			Open	56,558
Watt pad	For readers and authors to interact & e-book sharing			Open	7,036
WAYN	Travel and lifestyle	May 2003	10,000,000	Open to people 18 and older	1,367
Wee World	Teenagers - 10 to 17		30,000,000	Open to ages 13 and older.	18,317
Wellwer	Community without borders, where sharing is everything.	September 2011		Open to people 13 years and older	370,755
We Our Family	General with emphasis on privacy and security			Open, subscription-based	3,359,241
Wepolls.com	Social polling network			Open	1,204,376
Wer-kennt-wen	General			General	2,147
we Read	Books	June 2007	4,000,000	Open	305,720
Wiser.org	Online community space for the social justice and environmental movement[324]	April 2007	71,600	Open to people 16 and older	239,901
Wooxie	Blogging and micro-blogging			Open	111,538
WriteAPrisone's.com	Site networking inmates, friends, family	September 2000	66,000	Open to people 18 years and older	228,915
Xanga	Blogs and "metro" were as	Unknown	27,000,000	Open	3,943
XING	Business (primarily Europe (Germany, Austria, Switzerland))		11,100,000	Open	270
Xt3	Catholic social networking, created for World Youth Day 2008			Open	712,292

Yammer	Social networking for office colleagues	2008		Must have company email	3,622
Yelp, Inc.	Local Business Review and Talk			Open	186
Zoo.gr	Greek Web Meeting point	2004	890,000	Open	34,577
Zooppa	Online Community for Creative Talent (host of brand sponsored advertising contests)		60,000	Open to people 14 and older	36,373

1.19 RESPONDENTS' PROFILE:

Section A of the questionnaire contains the demographic profile of the respondents. The gender of the respondents is defined in male and female. The respondents are of the age group of below 18 years to 60 years and above. The marital status of the respondents is defined as married and unmarried. The qualification of the respondents is upto 12th, diploma, graduation, post- graduation, doctorate, post- doctorate. The occupation of the respondents is defined as the student, business, housewife, employed, profession and unemployed. The residential pattern of the residents is defined as joint family, nuclear family, hostelite and paying guest. The family income (Rs.) (monthly) is defined as from below 15000 to 75001 & above.

The table 5.1, explains the Demographic Profile of the respondents. The first variable of the demographic profile is Gender. Out of total 1500 respondents, there 872 are males and 628 are females. In terms of percentage, the total percentages of male respondents are 58.1 and female respondents are 41.9 from the selected cities of three states Maharashtra, Goa and Gujarat.

The second variable of the demographic profile is Age. Out of 1500 respondents, 90 respondents i.e. 6% belongs from the group of below 18 years, 630 respondents i.e. 42% belongs from the group of 19-24 years, 374 respondents i.e. 24.9% belongs from the group of 25-29 years, 200 respondents i.e. 13.3% belongs from the group of 30-39 years, 111 respondents i.e. 7.4% belongs from the group of 40-49 years, 73 respondents i.e. 4.9% belongs from the group of 50-59 years and 22 respondents i.e. 1.5% belongs from the group of 60 years and above.

The third variable of the demographic profile is Marital Status. Out of 1500 respondents, 733 respondents i.e. 48.9% are married and 767 respondents i.e. 51.1% are unmarried.

The fourth variable of the demographic profile is Qualification. Out of 1500 respondents, 187 respondents i.e. 12.5% are educated upto 12th standard, 230 respondents i.e. 15.3% are educated upto diploma, 544 respondents i.e. 36.3% are educated upto graduation, 405 respondents i.e. 27% are educated upto post-graduation, 100 respondents i.e. 6.7% are educated upto doctorate and 34 respondents i.e. 2.3% are educated upto post-doctorate.

The fifth variable of the demographic profile is Occupation. Out of 1500 respondents, 601 respondents i.e. 40.1% are students, 275 respondents i.e. 18.3% belongs from business, 132 respondents i.e. 8.8% are housewife, 336 respondents i.e. 22.4% are employed, 129 respondents i.e. 8.6% belongs from profession and 27 respondents i.e. 1.8% are unemployed.

The sixth variable of the demographic profile is Residential Pattern. Out of 1500 respondents, 682 respondents i.e. 45.5% are having joint family, 573 respondents i.e. 38.2% are having nuclear family, 141 respondents i.e. 9.4% are hostelite and 104 respondents i.e. 6.9% are paying guests.

The seventh variable of the demographic profile is Family Income (Rs.) (monthly). Out of 1500 respondents, 221 respondents i.e. 14.7% belongs from the group below 15000, 401 respondents i.e. 26.7% belongs from the group 15001-25000, 272 respondents i.e. 18.1% belongs from the group 25001-35000, 235 respondents i.e. 15.7% belongs from the group 35001-50000, 199 respondents i.e. 13.3% belongs from the group 50001-75000 and 172 respondents i.e. 11.5% belongs from the group 75000 & above.

The table 5.1 shows the details of Internet Usage of the respondents. First variable of the internet usage is Frequency of Internet Usage. Out of 1500 respondents, 167 respondents i.e. 11.1% hardly ever use the internet, 298 respondents i.e. 19.9% use the internet few times a month, 162 respondents i.e. 10.8% use the internet few times a

week, 528 respondents i.e. 35.2% use the internet daily and 345 respondents i.e. 23% use the internet multiple times a day.

The second variable of the internet usage is Average Time Spent on internet (in minutes). Out of 1500 respondents, 204 respondents i.e. 13.6% spend 0-15 minutes on internet, 389 respondents i.e. 25.9% spend 15-30 minutes on internet, 247 respondents i.e. 16.5% spend 30-45 minutes on internet, 262 respondents i.e. 17.5% spend 45-60 minutes on internet, 398 respondents i.e. 26.5% spend more than 60 minutes on internet.

The third variable of the internet usage is Medium of Access. Out of 1500 respondents, 504 respondents i.e. 33.6% use mobile for internet usage, 315 respondents i.e. 21% use computer for internet usage and 681 respondents i.e. 45.4% use both computer and mobile for internet usage.

Table 5.2 also shows the duration of association with social networking sites. Out of 1500 respondents, 193 respondents i.e. 12.9% just got started with social networking sites, 189 respondents i.e. 12.6% are associated since less than 12 months, 619 respondents i.e. 41.3% are associated since 1 to 3 years and 499 respondents i.e. 33.3% are associated since more than 3 years with the social networking sites.

Table 5.2 also shows the frequency of using social networking sites. Out of 1500 respondents, 126 respondents i.e. 8.4% hardly ever use the social networking sites, 227 respondents i.e. 15.1% use the social networking sites few times a month, 187 respondents i.e. 12.5% use the social networking sites few times a week, 582 respondents i.e. 38.8% uses the social networking sites daily and 378 respondents i.e. 25.2% use the social networking sites multiple times a day.

Table 5.2 also shows the average time spent on social networking sites (in minutes). Out of 1500 respondents, 233 respondents i.e. 15.5% spent 0-15 minutes on social networking sites, 407 respondents i.e. 27.1% spent 15-30 minutes on social networking sites, 179 respondents i.e. 11.9% spent 30-45 minutes on social networking sites, 331 respondents i.e. 22.1% spent 45-60 minutes on social networking sites and 350 respondents i.e. 23.3% spent more than 60 minutes on social networking sites.

Table 5.3 also shows the duration of association with social networking sites. Out of 1500 respondents, 193 respondents i.e. 12.9% just got started with social networking sites, 189 respondents i.e. 12.6% are associated since less than 12 months, 619 respondents i.e. 41.3% are associated since 1 to 3 years and 499 respondents i.e. 33.3% are associated since more than 3 years with the social networking sites.

Table 5.3 also shows the frequency of using social networking sites. Out of 1500 respondents, 126 respondents i.e. 8.4% hardly ever use the social networking sites, 227 respondents i.e. 15.1% use the social networking sites few times a month, 187 respondents i.e. 12.5% use the social networking sites few times a week, 582 respondents i.e. 38.8% uses the social networking sites daily and 378 respondents i.e. 25.2% use the social networking sites multiple times a day.

Table 5.3 also shows the average time spent on social networking sites (in minutes). Out of 1500 respondents, 233 respondents i.e. 15.5% spent 0-15 minutes on social networking sites, 407 respondents i.e. 27.1% spent 15-30 minutes on social networking sites, 179 respondents i.e. 11.9% spent 30-45 minutes on social networking sites, 331 respondents i.e. 22.1% spent 45-60 minutes on social networking sites and 350 respondents i.e. 23.3% spent more than 60 minutes on social networking sites.

The table 5.4 shows the details of Users of social networking sites. Out of 1500 respondents, 81 respondents i.e. 5.4% always use Facebook, 95 respondents i.e. 6.3% sometimes use Facebook, 155 respondents i.e. 10.3% often use Facebook, 389 respondents i.e. 25.9% rarely use Facebook and 780 respondents i.e. 52% never use Facebook. Out of 1500 respondents, 128 respondents i.e. 8.5% always use you-tube, 178 respondents i.e. 11.9% sometimes use you-tube, 208 respondents i.e. 13.9% often use you-tube, 560 respondents i.e. 37.3% rarely use you-tube and 426 respondents i.e. 28.4% never use you-tube. Out of 1500 respondents, 326 respondents i.e. 21.7% always use Twitter, 225 respondents i.e. 15% sometimes use Twitter, 299 respondents i.e. 19.9% often use Twitter, 347 respondents i.e. 23.1% rarely use Twitter and 303 respondents i.e. 20.2% never use Twitter. Out of 1500 respondents, 248 respondents i.e. 16.5% always use Google+, 267 respondents i.e. 17.8% sometimes use Google+, 218 respondents i.e. 14.5% often use Google+, 401 respondents i.e. 26.7% rarely use Google+ and 366 respondents i.e. 24.4% never use Google+. Out of 1500

respondents, 613 respondents i.e. 40.9% always use Pinterest, 229 respondents i.e. 15.3% sometimes use Pinterest, 228 respondents i.e. 15.2% often use Pinterest, 293 respondents i.e. 19.5% rarely use Pinterest and 137 respondents i.e. 9.1% never use Pinterest. Out of 1500 respondents, 489 respondents i.e. 32.6% always use linked in, 256 respondents i.e. 17.1% sometimes use linked in, 197 respondents i.e. 13.1% often use linked in, 340 respondents i.e. 22.7% rarely use linked in and 218 respondents i.e. 14.5% never use linked in.

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CHAPTER – 2

THEORETICAL FRAMEWORK

2.1   MARKETING MANAGEMENT:

Management is the processes of planning, organizing directing motivating and coordinating and controlling of various activities of a firm. Marketing is the process of satisfying the needs and wants of the consumers. Management of marketing activities is Marketing Management. Management Guru Philip Kotler defines marketing as "Marketing Management is the analysis, planning, implementation and control of programmes designed to bring about the desired exchanges with target audiences for the purpose of personal and mutual gain. It relies heavily on adoption and coordination of the product, price, promotion and place for achieving response": In other words, a business discipline, which is focused on the practical application of marketing techniques and the management of a firm's marketing resources and activities, is Marketing Management. Marketing Management focuses upon the psychological and physical factors of Marketing. The Marketing managers are responsible for influencing the level, timing, and composition of customer demand. While the psychological factors focus upon discovering the needs and wants of the consumer and the changing patterns of buying behavior, habit etc. the physical factors focus upon fulfilling those needs and demands buy better product design, channel of distribution and other functions. In summary, Marketing in action is marketing Management. Marketing Management has the responsibility of performing many functions in the field of marketing such as planning, organizing, directing, motivating, coordinating and controlling. All these function aim to achieve the marketing goals.[1]

Following is a brief summary of functions of Marketing:

- **Marketing Objectives:** marketing management determines the marketing objectives. The marketing objectives may be short term or long term and need a clear approach. They have to be in coherence with the aims and objectives of the organization. [2]

- **Planning:** After objectively determining the marketing Objectives, the important function of the marketing Management is to plan how to achieve those objectives. This includes sales forecast, marketing programmes formulation, marketing strategies.

- **Organization:** A plan once formulated needs implementation. Organizing functions of marketing management involves the collection and coordination of required means to implement a plan and to achieve pre determined objectives. The organization involves structure of marketing organization, duties, responsibilities and powers of various members of the marketing organization.

- **Coordination:** Coordination refers to harmonious adjustment of the activities of the marketing organization. It involves coordination among various activities such as sales forecasting, product planning, product development, transportation, warehousing etc.

- **Direction:** Direction in marketing management refers to development of new markets, leadership of employees, motivation, inspiration, guiding and supervision of the employees.

- **Control:** Control refers to the effectiveness with which a marketing plan is implemented. It involves the determination of standards, evaluation of actual performance, adoption of corrective measures, Staffing: Employment of right and able employees is very crucial to the success of a market plan. The market manager coordinates with the Human Resource Manager of an organization to be able to hire the staff with desired capability.

- **Analysis and Evaluation:** The marketing management involves the analysis and evaluation of the productivity and performance of individual employees.[3]

- **Need** is something that is necessary for organisms to live a healthy life. Needs are distinguished from wants because a deficiency would cause a clear negative outcome, such as dysfunction or death. Needs can be objective and physical, such as food, or they can be subjective and psychological, such as the need for self-esteem. On a social level, needs are

sometimes controversial. Understanding needs and wants is an issue in the fields of politics, social science, and philosophy.

To most psychologists, need is a psychological feature that arouses an organism to action toward a goal, giving purpose and direction to behavior. [4]

Desire is a sense of longing for a person or object or hoping for an outcome. The same sense is expressed by emotions such as "craving" or "hankering". When a person desires something or someone, their sense of longing is excited by the enjoyment or the thought of the item or person, and they want to take actions to obtain their goal. The motivational aspect of desire has long been noted by philosophers; Hobbes (1588–1679) asserted that human desire is the fundamental motivation of all human action.

In Hinduism, the Rig Veda's creation myth Nasadiya Sukta states regarding the one (ekam) spirit that "In the beginning there was Desire (kama) that was first seed of mind. Poets found the bond of being in non-being in their heart's thought".

In Buddhism, for an individual to affect his or her liberation, the flow of sense-desire must be cut completely; however, while training, he or she must work with motivational processes based on skillfully applied desire. The Buddha stated, according to the early Buddhist scriptures, that monks should "generate desire" for the sake of fostering skillful qualities and abandoning unskillful ones.

While desires are often classified as emotions by laypersons, psychologists often describe desires as different from emotions; psychologists tend to argue that desires arise from bodily structures, such as the stomach's need for food, whereas emotions arise from a person's mental state. Marketing and advertising companies have used psychological research on how desire is stimulated to find more effective ways to induce consumers to buy a given product or service. While some advertising attempts to give buyers a sense of lack or wanting, other types of advertising create desire associating the product with desirable attributes, either by showing a celebrity or model with the product. [5]

Want can be examined from many perspectives. In secular societies want might be considered similar to the emotion desire, which can be studied scientifically through the disciplines of psychology or sociology. Want might also be examined in economics as a necessary ingredient in sustaining and perpetuating capitalist societies that are organised around principles like consumerism. Alternatively want can be studied in a non-secular, spiritual, moralistic or religious way, particularly by Buddhism but also Christianity, Islam and Judaism.

In economics, a want is something that is desired. It is said that every person has unlimited wants, but limited resources (Economics is based on the assumption that only limited resources are available to us from the infinite Universe). Thus, people cannot have everything they want and must look for the most affordable alternatives.

Wants are often distinguished from needs. A need is something that is necessary for survival (such as food and shelter), whereas a want is simply something that a person would like to have. Some economists have rejected this distinction and maintain that all of these are simply wants, with varying levels of importance. By this viewpoint, wants and needs can be understood as examples of the overall concept of demand. [6]

Demand, in economics, is a buyer's willingness and ability to pay a price for a specific quantity of a good or service. Demand refers to how much (quantity) of a product or service is desired by buyers. The quantity demanded is the amount of a product people are willing to buy at a certain price; the relationship between price and quantity demanded is known as the demand relationship. [7]

Meaning and Types of Demand:

Demand for goods and services constitute one side of the product market; supply of goods and services forms the other. It is needless to say that if there is no demand for a good, there is no need to produce that good. Also, if the demand for a good exceeds its supply, there may be a need to expand its production. Further, production generally takes time, and so for one to know

the likely demand for a relevant product, at future date, to plan its production properly. Thus, a clear understanding of the relevant demand is imperative for any producer worth his name.

Demand analysis seeks to identify and analyze the factors influence the demand. As we shall see later, a firm is not a passive taker of the demand for its product. It has the capacity to create demand as well. Thus, a study of demand is necessary for a decision maker, for it has bearings on its production schedule, and influence on its profit, among other critical variables, is also subject to manipulation by the decision maker and it is crucial for attaining the firm's objectives. Before we pursue this matter further, it is necessary to explain certain concepts.[8]

Demand in economies means effective demand that is one which meets with all its three crucial characteristics; desire to have a good, willingness to pay for that good, and ability to pay for that good. In the absence of any of these three characteristics, there is no demand.

Demand for a good depends on several factors and varies as any one or more of these factors change. However, it is pertinent to recall here the two important determinants of demand own price and time. Demand is usually defined as a schedule which shows various quantities of a product which one or more consumers are willing and able to purchase at each specific price in a set of possible process during a specific period of time.[9]

Types of Demand:

There are a large number of goods and services available in every economy. Their classification is important in order to carry out a meaningful demand analysis from managerial decisions. Also an understanding of demand at various levels of aggregation is inevitable for policy decisions. The significant classification can be as follows:

- Demand for customers goods and producers goods
- Demand for perishable and durable goods

- Autonomous (direct) and derived (indirect) demand.
- Individual buyers demand and all buyers (aggregate / market) demand.
- Firm and industry demand
- Demand by market segments and by total market.

Consumers Goods and Producers Goods:

Goods and services used for final consumption are called consumer goods. These include those consumed by human beings (e.g. food items, clothes, Kitchen utensils, residential houses, medicines, and services of teachers, doctors, lawyers, washer-men and shoe makers), animals (e.g. dog food and fish food), birds (e.g. grains)etc. In contrast producers €™ goods refer to the ones used for production of other goods. Thus, producers €™ goods consist of plant and machines, factory buildings services of business employees, raw material etc. [10]

Perishable and Durable Goods:

In economics, the meaning of these terms is different. Here perishable goods refer to those goods which can be consumed only once. In other words, these goods are themselves consumed while in the case of durable goods, their services alone are consumed. Thus, perishable goods include all services (e.g. services of teachers and doctors), food items, raw materials, coal, and electricity, while durable goods include plant and machinery, buildings, furniture, automobiles, refrigerators and fans.

The distinction is significant, for durable products pose more complicated problems for demand analysis than do non durables. Sales of non-durables are made largely to meet current demand which depends on current conditions. In contrast, sales of durable goods go partly to satisfy new demand and partly to replace old items.

Autonomous and Derived Demand:

The goods whose demand is not tied with demand for some other goods are said to have autonomous demand, while the rest have derived demand. Thus,

the demands for all producers€™ goods are derived demands, for they are needed in order to obtain consumers or producers goods. So is the demand for money which is needed not for its own sake but for its purchasing power, which can buy goods and services.

Thus, the distinction between autonomous and derived demand is more of a degree than of a kind. Sometimes a distinction is also drawn between direct and indirect demand, and that distinction is close to the difference between autonomous and derived demand respectively. Goods that are demanded for their own sake have direct demand while goods that are needed in order to obtain some other goods possess indirect demand. In this sense, all consumer goods have direct demands while producers€™ goods, including money, have indirect demand. [11]

2.2 ADVERTISEMENT:

2.2.1. CONSUMER PRODUCTS' ADVERTISEMENT ON SOCIAL NETWORKING SITES:

- **The Perceptual Process:** The perceptual process consists of many sub process. The dynamic of perception can be understood by taking a note of the input throughput output approach. This approach is based on the fact that there is an input, which when processed gives output. This is the perceptual inputs will comprise of stimuli in the environment – various subjects, events of people.

- **Perceptual Inputs:** the first process in the perceptual process the presence of stimuli like people, objects, events, information etc., through the presence of stimulus is necessary for perception, it is not the actual process of perception. Nevertheless the perception process cannot start in the absence of stimuli.

- **Perceptual Mechanism:** the actual perception process starts with the receipt of information or data from various sources like internet, mail, magazines, friends etc. about company and products and their services. The receipt of the stimuli is a psychological aspect of the perception process.

- **Perceptual Selection:** The selection of the stimuli will be dependent on two major factors apart from the nature of stimulus itself. The individual's (customer's) previous experience as it affects their expectations and their motives as that time. Either of those factors can raise the probability of the stimulus to be perceived.

- **Nature of Stimulus:** basically most of the products use the principle of 'contrast' to draw attention to the compelling attributes of a stimulus that is their life insurance products and services. Ultimately the aim of every advertiser is to adopt unique methods with varying differentiation so as to penetrate the consumer's perpetual screen.

- **Expectations:** expectations affect what a person perceives. Expectations are related with the state of anticipation a consumers has from a particular service.

- **Motives:** People have a tendency to perceive things they need or want. There is more awareness of the stimuli which are relevant to the consumer's needs and interest at that time person will not be aware of or not be motivated by these stimuli which are relevant to their needs.

- **Perceptual Blocking:** Another aspect of perceptual selectivity is perceptual blocking. When consumers are bombarded with lots of information, there is general tendency to 'block out' some stimuli from their conscious awareness. The same will be noticed that when consumers are exposed to many advertisements.

- **Perceptual Organization:** People do not experience the numerous stimuli they select from the environment as separate and discrete sensations. People tend to organize stimuli into groups and perceive them as unified wholes.[12]

Figure and Ground:

Stimuli that contrast with their environment are more likely to be noticed. The simplest example is the contrast between a figure and the ground on which it is placed. The figure is usually perceived clearly. The ground is usually perceived as indefinite, hazy and continuous. The figure is more clearly perceived because it appears to be dominant the ground appears to be subordinate and less important. Advertisers have to plan their advertisements carefully to make sure that the stimulus they want noted is seen as figure and not as ground. Marketers sometimes run advertisements that confuse the consumer because there is no clear indication of which is figure and which is ground. [13]

Grouping:

Individuals tend to group stimuli in "chunks" rather than as discrete bits of information. Grouping can be used advantageously by marketers to imply certain desired meanings in connection with their products.

Closure:

Individual have a need for closure.

As a result, people organize a perception so they see a complete picture. If the pattern of stimuli to which they are exposed is incomplete, they tend to perceive it as complete they fill in the missing pieces. The very act of completion serves involves the consumer more deeply in the message. [14]

Perceptual Interpretation:

The interpretation of stimuli is uniquely individual because it is based on what individuals expect to see in light of their previous experience. Stimuli are often highly ambiguous. When stimuli are highly ambiguous, individuals usually interpret them in such a way that they serve to fulfill personal needs, wishes, and interests. How close a person's interpretations are to reality

depends on the clarity of the stimulus, the past experiences of the perceiver, and his or her motives and interests at the time of perception.

Perceptual Distortion:

With respect to perceptual distortion, individuals are subject to a number of influences that tend to distort their perceptions. It is the Physical Appearance people tend to attribute the qualities they associate with certain people to other who may resemble them.

- **First Impressions:** these tend to be lasting but formed while the perceiver does not know which stimuli are relevant, important, or predictive.

- **Jumping to Conclusions**: many people tend to jump to conclusions before examining all the relevant evidence like hearing the beginning of an ad and drawing the incorrect conclusion.

- **Halo Effect:** describes situations where the evaluation of a single object or person on a multitude of dimensions is based on the evaluation of just one or a few dimensions.

Consumers often evaluate an entire product line on the basis of the one product within the product line.

Licensing also is based on the halo effect associating products with a well known celebrity or designer name.

In consumer Imagery, consumers attempt to preserve or enhance their self images by buying products they believe agree with that self image and avoiding products that do not agree. This is called consumer imagery. Consumers tend to company's reputations, which have images that agree with their own self images. [15]

Perceptual Mapping:

Perceptual mapping allows marketers to determine how their products appear to consumers in relation to competitive brands on one or more relevant

characteristics. Perceptual mapping enables the marketer to see gaps in the positioning of all brands in the product class and to identify areas in which consumer needs are not being adequately met. [16]

Marketing Application of Perception:

- **Positioning of Services:** Compared with manufacturing firms, service marketers face several unique problems in positioning and promoting their offerings. Services are intangible; image becomes a key factor in differentiating a service from its competition.

- **Perceived Price:** How a consumer perceives a price (perceived price) as high, as low, as fair has a strong influence on both purchase intentions and purchase satisfaction.

- **Reference Prices:** A reference price is any price that a consumer uses a basis for comparison in judging another price. Reference prices can be external or internal.

- **Perceived Quality of Services:** It is more difficult for consumer to evaluate the quality of services than the quality of products. Service characteristics include: intangibility, variability, perish ability, inseparability, simultaneously produced, and consumed. Consumer are unable to compare services side-by-side as they do products, so consumers rely on surrogate or extrinsic cause when purchasing services. Marketers try to standardize their services in order to provide consistency of quality. Service is consumed as it is being produced. As a result, defective services are difficult to correct. Researchers have concluded that the service quality that a consumer perceives is a function of the magnitude and direction of the gap between expected service and the consumer's assessment of the service actually delivered.

- **Price/Quality Relationship:** Perceived product value has been described as a trade off between the products perceived benefits (or quality of services) and perceived sacrifice required for acquiring it. A number of research studies

support and view that consumers rely on price as an indicator of service quality. Other studies suggest consumers are actually relying on a well known brand name as a quality indicator. Because price is so often considered to be an indicator of quality, some products deliberately emphasize a high price to underscore their claims of quality. Marketers have used the price / quality relationship to position their products as the top-quality offering in their life insurance product category. [17]

There is positive price / quality relationship.

Consumer use price as a surrogate indicator of quality if they have little information or little confidence in their ability to make a choice. [18]

The Role of Perception in the Decision Making Process:

In psychology, perception is the process of acquiring interpreting, selecting, and organizing sensory information. Many psychologists state that, as customers live in this world, they make a model of how the world works. They sense the objective worlds, but their sensations map to these perception which are provisional. As we come across new information, our perception changes. A number of factors shape and sometimes distort perception. These can arise in the perceiver, in the object being perceived, or in the context of the situation. When a person looks at an object and tries to determine what they see, that perception is influenced by the personal characteristics of the perceiver. Personal characteristics affecting perception are attitudes, personality, motives, interests, past experiences, and expectations. Characteristics of the object being perceived can affect what is seen. [19]

Perception also differs from objects such as policy, company, or brands because of the actions of people. Nonliving objects are subject to the laws of nature, but they have no benefits, motives, or intentions, people do and as a result when marketers observe people, and found develop reasons why they behave in certain ways. Perceptions and judgment will be influenced by assumptions made about that person's internal state.

Consumer Learning: Learning refers to a relatively permanent change in behavior that is caused by experience. A more details definition of learning is when it is viewed "as a process in which behavioral capabilities are changed as result of experience provided the change can be accounted for by native response, tendencies, maturation or any temporary states of the organism due to other temporary factors."

Vicarious Learning: The consumer does not always need to go through the learning process them self, sometimes it is possible to learn from observing the consequences of others.

Motivation: Motivation is based on needs and goals. The degree of relevance, or involvement, with the goal, is critical to how motivated the consumer is to search for information about a product.

Response: How individuals react to a cue; how they behave constitutes their response. A response is not tied to a need in a one to one fashion. A need or motive may evoke a whole variety of responses. The response a consumer makes depends heavily on pervious learning.

Reinforcement: Reinforcement increases the likelihood that a specific response will occur in the future as the result of particular cause of stimuli.

Consumer Attitudes: An attitude describes a person's relatively consistent evaluations, feelings, and tendencies towards an object or an idea. Attitudes put people into a frame of mind for liking or disliking things and moving toward or away from them. Companies can benefit by researching attitudes toward their products. Understanding attitudes and beliefs is the first step toward changing or reinforcing them. Attitudes are very difficult to change. A person's attitudes fit into a pattern, and changing one attitude may require making many difficult adjustments. it is easier for a company to create products that are compatible with existing attitudes than to change the attitudes towards their products. There are exceptions, of course, where the high cost of trying to change attitudes may pay off.

An attitude is an enduring organization of motivational, emotional, perpetual and cognitive processes with respect to some aspect of our environment.

Attitude change is determined by the individual and the situation as well as the activities of the firm or social agency. These are individual difference in how easily individuals will shift attitudes. Some people are or stubborn or closed minded or less subject to social influence than are other. Consumer attitudes are composite of a consumer's (1) beliefs about, (2) feelings about, (3) and behavioral intentions toward some object within the context of marketing, usually a brand. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object.

In simple terms attitude refers to what a person feels or believes about something. Additionally, attitude may be reflected in how an individual acts based on his or her beliefs. Once formed, attitudes can be very difficult to change. Thus, if a consumer has a negative attitude toward a particular issue it will take considerable effort to change what they believe to be true.

Marketers facing consumers who have a negative attitude toward their product must work to identify the key issues shaping a consumer's attitude then adjust marketing decisions (e.g. advertising) in an effort to change the attitude. For companies competing against strong rivals to whom loyal consumers exhibit a positive attitude, an important strategy is to work to see why consumers feel positive toward the competitor and then try to meet or beat the competitor on these issues. Alternatively, a company can try to locate customers who feel negatively toward the competitor and then increase awareness among this group.

Brand is defined as a "name, terms, sign, symbol or design, or a combination of them intended to identify the products and services of one seller or group of sellers and to differentiate them from those of the competition. Today introduced various types of brands, such as pure online or pure offline brand, or a combination of online and offline brands. Brands are often extend to other retail formats, for example, some brands have been established as catalogue

business, then extend those to either or both online and / or offline brands. The brand knowledge consists of brand awareness and brand familiarity.

Brand awareness consists of brand recognition and brand recall performance. The role of brand recognition has been frequently addressed in previous studies. Brands help buyers recognize certain products that they like and dislike and also facilitate the purchase of items that satisfy their needs and reduce the time required purchasing the product. Brand familiarity is defined as perceptions about a brand as reflected by the brand associations held in consumer memory. The brand awareness and familiarity play a crucial role on consumer decision making for many reasons. The life insurance extremely memorable brand names often regard the names as their most valuable asset because these labels provide immediate recognition, and often, acceptance of new life insurance plans that may be introduced under the brand name. The well communicated images should help establish a brand's position, insulate the brand from competition, and enhance the brand's market performance. The brand familiarity can be classified into categories, such as association from product and non product related attributes, perceived benefits, and attitudes.

Beliefs: The first component is belief: A consumer may hold both positive beliefs toward an object as well as negative beliefs. In addition, some beliefs may be neutral and some may differ in valance depending on the person or the situation.

Affect: Consumers also hold certain feelings toward brands or other objects. Sometimes these feelings are based on the beliefs but there may also be feelings which are relatively independent of beliefs.

Behavioral Intention: The behavioral intention is what the consumer plans to do with respect to the object. As with affect, this is sometimes a logical consequence of beliefs but may sometimes reflect other circumstances.

Attitude Change Strategies: Changing attitudes is generally very difficult, particularly when consumers suspect that the marketer has a self serving agenda in bringing about this change.

Changing Affect: One approach is to try to change affect, which may or may not involve getting consumers to change their beliefs. One strategy uses the approach of classical conditioning try to 'pair' the product with a liked stimulus.

Changing Behavior: People like to believe that their behavior is rational, thus, once they use the products, chances are that they will continue unless someone is able to get them to switch.

Changing Beliefs: Although attempting to change beliefs is the obvious way to attempt attitude change, particularly when consumers hold unfavorable or inaccurate ones, this is often difficult to achieve because consumers tend to resist.

Change currently held beliefs. It is generally very difficult to attempt to change belief that people hold, particularly those that are strongly held, even if they are inaccurate.

Change the importance of beliefs. Although the sugar manufactures would undoubtedly like to decrease the importance of healthy teeth, it is usually not feasible to make beliefs less important – consumers are likely to reason, why then, would you bother bringing them up in the first place ? However, it may be possible to strengthen beliefs that favour.

Add beliefs: Consumers are less likely to resists the addition of beliefs so long as they do not conflict with existing beliefs.

Change Ideal: It is usually difficult, and very risky to attempt to change ideals, and only few firms succeed.[20]

Motivation:

This refers to driving forces within an individual produced by a state of tension caused by unfulfilled needs, wants, and desires. The level of motivation also affects the buying behavior of customers. Every person has

different needs such as physiology needs, biological needs, social needs etc. The nature of the needs is that, some of them are most pressing while others are least pressing. Therefore a need becomes a motive when it is more pressing to direct the person to seek satisfaction.

Motivation relates to our desire to achieve a certain outcome. Many internal factors have already discussed can affect a customer's desire to achieve a certain outcome but there are others.

Motivational Influence in Consumer Decision Making:

Consumers' interest in the region, as reflected by their sense of belonging, stimulates consumers to search for regional information as a means to stay informed about what goes on in the region.

Additionally, consumers' interest in the region increases the motivation to process encountered regional product information, which enhances the accessibility of that information as well.

Advertisement Influencing in Decision Making

Advertising is a powerful and pervasive channel of information and its influence on consumer behavior is hotly debated.

Advertising plays large, but not exclusive role, in providing facts on specific products and as a key provider of the information needed to reduce difficulties involved in consumer choice (Nelson, 1974). To the degree that advertising affects consumer perception of price, quality, service and differentiation, it has traditionally been particularly successful because consumers tend to make decisions on the least-effort principle, especially if the purchase involves a low risk level.

The internet has opened a whole new channel for advertising and product marketing information. It is also rapidly changing the traditional relationship between business and consumers. The electronic marketplace is highly competitive: growth in internet advertising will grow faster than any traditional sector in the future.

It is broadly argued that advertising is a major driving force behind unsustainable consumption patterns. However, there is no consensus among media managers, policy makers, legislators or even the private sector on the kind of influence that advertising has on consumer decision making. Certainly, advertising alone is not responsible for environmentally damaging consumption, but nor does it play a neutral role in consumer purchasing decision.

Advertiser's primary mission is to reach prospective consumers and influence their awareness, attitudes and buying behavior. Company send a lot of money to keep individual interested in their services. To succeed, they need to understand what makes potential consumers behave the way they do. The advertisers goals is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group (and symbols) for communication this involves the study of consumers behavior the mental and emotional process and the physical activities of people who purchase and get services to satisfy particular needs and wants. The principal aim of consumer behavior analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behavior, especially the economic, social and psychological aspects which can indicate the most favored marketing mix that management should select. [21]

The Purchase Decision: An Optimization Process

A purchase decision can be considered as an optimization process through which buyers seek the product or the brand that will yield the greatest satisfaction. In order to find which brand will produce the highest utility, buyers compare these brands along attributes they consider as important. The choice process can be considered as the search for the most satisfying trade-off among brands that possess desirable attributes at different levels.

The Purchase Decision: A Decision under Uncertainty

When the buyer waits until more information is gathered before making a decision, costs associated with a delay decision are incurred. This time, two

types of cost are involved. First, there are psychological opportunity costs experienced by consumers who are deprived of the policy they need and are consequently in a state of psychological tension. As time elapses, this psychological tension becomes more acute and eventually develops into a state of frustration. Second, buyers experiences costs associated with the information gathering effort. They must invest time and energy to visit several retailers, seek out and read advertisements, or inquire for other opinions about the best product to buy. These delayed decision costs considerably increase as time elapses. The buyer must seek information until it is felt (at least intuitively) that a search for additional information will bring about more costs than benefits.

Advertising Implications of the Purchase Decision Process:

This view of the role of additional information in consumer purchase decision has implications for advertising. An advertisement reaching a potential buyer while the buyer is seeking information will have a greater impact, since the buyer is spread the time and effort needed to seek out this information himself and is less likely to turn to competing brand advertisements to obtain the additional information. In other words, buyers are generally more responsive to different brand advertisements become choice target for the advertiser, provided the advertiser can identify and locate them. The strategy that consists of asking consumers to return a coupon at the bottom of a print advertisement is often devised along these principles.

The Mass Media:

The mass media television, screen, radio, print and increasingly the internet are major conduits of images, advertisements, news and information into the average household. It is not possible here to provide a comprehensive review of media influence on culture, society and individual behavior, but it is important to identify a few key issues concerning media content and how the general public uses the media in the context of environmentally sustainable decision making. [22]

The Internet is Influencing Consumer Behavior:

The Net has virtually become a household name in India. This can be attributed to the growth of the private ISP (Internet Service Provider) market in the country, offering the cyber voyage at more and more competitive prices. Internet in India is now one of the most vital mediums for information, entertainment and communication and the sole means for electronic commerce. [23]

Service Quality:

Quality came to the service literature at the beginning at the 1980's. This is quite in contrast to the service sector where in quality management has a long and rich history.

The term 'service Quality' has been defined in different ways that are; Service quality as perceived by customers' can be defined as the extent of discrepancy between consumers' expectation or desires and their perceptions' service quality is the delivery of excellent or superior service relative to consumer expectation.

2.2.2. AIDA MODEL:

AIDA is an acronym used   in marketing and advertising that   describes a common list of events that may occur when a consumer engages with an advertisement.

- A – attention (Awareness): attract the attention of the customer.
- I – interest: raise customer interest by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising).
- D – desire: convince customers that they want and desire the product or service and that it will satisfy their needs.
- A – action: lead customers towards taking action and/or purchasing.[24]

Using a system like this gives one a general understanding of how to target a market effectively. Moving from step to step, one loses some percent of prospects.

AIDA is a historical model, rather than representing current thinking in the methods of advertising effectiveness. [25]

The AIDA Model
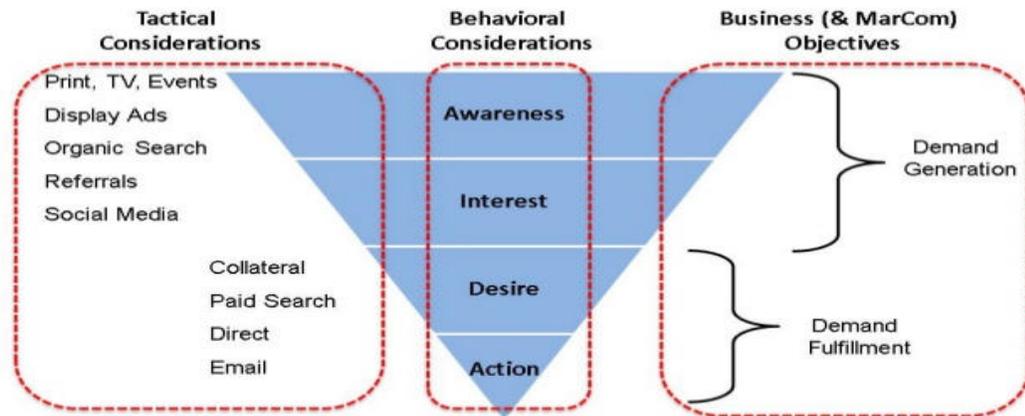
2.3 BUYING BEHAVIOUR

Buying Behavior is the decision processes and acts of people involved in buying and using products.

The process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants.

Kotler and Keller (2011) state that consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.

2.3.1 Influence of advertisements on buying behavior:

Every organization, or rather, Brand, invests a lot of capital on marketing, a major chunk of which is spent on making ads. Getting an iconic celeb to speak about a product or services, it seems like a piece of cake nowadays.

It will be interesting to study the following questions pertaining to social networking advertisements and online buying behavior;

1) To how much extent do ads appearing on the social networking sites actually affect the online buyers?

2) Do online buyers actually buy a product just because the products are being endorsed by celebrity?

3) Is it possible that a product can change its image on the online buyers overnight, just because of the flashy ad marketers just released?

There are lot many factors that influence a customer to make a purchase, and advertising is just one small part of a parameter called Psychology. Some of the more influential factors are like:

- Need of the Product
- Affordability
- Brand Image and Loyalty
- Peer group

Buying process through advertisements on social networking sites:

1. Problem/Need recognition(recognizing the information availability about the needed product through advertisement on social networking site)

2. Information search(clicking on various options available for searching the information available about the product through advertisement on social networking site)

3. Evaluation of alternatives(evaluation of various alternatives of product and evaluating the features, price-range, payment options and variety of the product through advertisement on social networking site)

4. Purchase decision (making the decision about purchase or not to purchase the product through advertisement on social networking site)

5. Post-purchase behavior(looking for the after sales services and offers available after purchase of the product through advertisement on social networking site)

These five stages are a good framework to evaluate customers' buying decision process through advertisements on social networking sites. However, it is not necessary that all the customers get through every stage, nor is it necessary that they proceed in any particular order.

Problem/need-recognition:

Problem/Need-recognition is the first and most important step in the buying decision through advertisement on social networking site. Without the recognition of the need, a purchase cannot take place.

Information search:

The information search about the needed product is the next step after the recognition of need for the product in order to find out the best solution through advertisement on social networking site. Buyers put their efforts to click on various alternatives available and search about the different product features, popularity of the product, availability of the product, cost of the product, cost of delivery of the product, discount offers and sale and other various information related to the decision making about the transaction.

Evaluation of Alternatives:

At this stage, the consumers evaluate the products through advertisement on social networking site. They evaluate them based on various product attributes and the benefits delivered by the product while seeking it through advertisement on social networking site

Purchase Decision:

This is the fourth stage, where the purchase takes place through advertisement on social networking site. According to Philip Kotler, Keller, Koshy and Jha (2009), the final purchase decision can be disrupted by two factors: negative feedback from other customers and the level of motivation to comply or accept the feedback.

Post-purchase behavior:

This is the stage where the customers are giving their feedback about the product they purchased through advertisement on social networking site and they share whether they are satisfied or dissatisfied about the same product. In this stage, they also look out for various after sales services and the offers

available to the customers on the next purchase through advertisement on social networking site Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behaviour is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalisation, customisation and one-to-one marketing. Social functions can be categorized in to social choice and welfare functions.

A consumer is anyone who engages himself in physical activities, of evaluating, acquiring, using or disposing of goods and services.

A customer is one who actually purchases a product or service from a particular organisation or a shop. A customer is always defined in terms of a specific product or company.

Consumer behaviour is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behaviour.

Consumer behaviour can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post purchase behaviour which is also very important, because it gives a clue to the marketers whether his product has been a success or not.

To understand the likes and dislikes of the consumer, extensive consumer research studies are being conducted. These researches try to find out:

- What the consumer thinks of the company s products and those of its competitors?
- How can the product be improved in their opinion?
- How the customers use the product?
- What is the customer s attitude towards the product and its advertising?
- What is the role of the customer in his family?

2.3.2. Influence of consumer products' advertising on social networking sites on buying behaviour

There are e-marketers who competes to satisfy the needs and wants of the customers by providing them with the best product or services they can give in the defined amount. To be at the top of all in the consumer's mind, the e-marketers are finding for the products or services which make them feel not only satisfied but delighted by exceeding their expectations. But as it is a human psychology that once a need is satisfied another need arises, the expectations of the customers are harder to make delightful when the competition is at a pick level.

Selecting the target market or target audience is the most important task for e-marketers. If their objective is to provide a product better than the competitor's product, they have to be better than the competitors. As the people don't wish to be associated with the cheapened brands, they should get the value for money.

Customer perceived value for money and time while purchasing the products relying on the consumer products' advertisements on SNS = perceived value for product or services comes in the mind of customers by viewing the consumer products' advertisement on the social networking sites – perceived value of sacrifices by dropping the purchase of other products.

E-marketers need to manage the profitable customer relationships but they also have to promote their brands to the potential customers by promising superior value for their money. It is very important to examine that how the potential customers as well as the current customers are responding to the efforts made by the company by promoting/ advertising their consumer products through the social networking sites.

2.4   CONSUMER PRODUCTS:

In marketing, a product is anything that can be offered to a market that might satisfy a want or need. In retailing, products are called merchandise. In manufacturing, products are bought as raw materials and sold as finished goods. Commodities are usually raw materials such as metals and agricultural products, but a commodity can also be anything widely available in the open market. In project, products are the formal definition of the project deliverables that make up or contribute to delivering the objectives of the project. In insurance, the policies are considered products offered for sale by the insurance company that created the contract.

In economics and commerce, products belong to a broader category of goods. The economic meaning of product was first used by political economist Adam Smith.

In economics, any tangible commodity which is produced and subsequently consumed by the consumer, to satisfy its current wants or needs, is a consumer good or final good. Consumer goods are goods that are ultimately consumed rather than used in the production of another good. For example, a microwave oven or a mixer grinder which is sold to a consumer is a final good or consumer good, where as the components which are sold to be used in to final good those goods are called intermediate goods. For example, tires for automobile industry or copper which can be used to make some further goods.

Manufactured goods are goods that have been processed in any way. As such, they are the opposite of raw materials, but include intermediate goods as well as final goods.

Here are legal definitions. For example, The United States Consumer Product Safety Act has an extensive definition of consumer product, which begins:

CONSUMER PRODUCT: The term ''consumer product'' means any article, or component part thereof, produced or distributed (i) for sale to a consumer for use in or around a permanent or temporary household or residence, a school, in recreation, or otherwise, or (ii) for the personal use, consumption or enjoyment of a consumer in or around a permanent or temporary household or residence, a school, in recreation, or otherwise; but such term does not include— (A) any article which is not customarily produced or distributed for sale to, or use or consumption by, or enjoyment of, a consumer. It then goes on to list eight additional specific exclusions and further details. By Durability

Final goods can be classified in to the following categories:

1. Durable goods
2. Nondurable goods
3. Services

Consumer durable goods usually have a significant life span which tends to be a minimum of 1 year based on guarantee or warranty period and maximum life depends upon the durability of the product or good. Whereas for capital goods which are tangible in nature, such as machinery or building or any other equipment which can be used in manufacturing of final product, these are

durable goods with limited life span determined by its manufacturer before selling. The longevity and the often higher cost of durable goods usually cause consumers to postpone expenditures on them, which makes durables the most volatile (or cost-dependent) component of consumption.

Consumer nondurable goods are purchased either for the immediate use or to keep it for very short span of time. Generally the life span of nondurable goods may vary from a few minutes to up to three years. Few examples of such goods are food, beverages, clothing, shoes, and gasoline. [24]

Consumer services are the intangible in nature: they cannot be seen, felt or tasted by the consumer but still they give satisfaction to the consumer. They are also inseparable and variable in nature which means they are produced and consumed simultaneously. Examples of consumer services include haircuts, auto repairs, landscaping, etc.

By consumer's buying habits

Final goods can be classified into the following categories, which are determined by the consumer's buying habits:

1. Convenience goods
2. Shopping goods
3. Specialty goods
4. Unsought goods

Convenience goods

Convenience goods are goods which are easily available to consumer, without any extra effort are convenience goods. Generally convenience goods come in the category of nondurable goods such as fast foods, cigarettes and tobacco with low value. Convenience goods are mostly sold by wholesalers or retailers, so as to make them available to the consumers in good or large volume. Convenience goods can further be categorized into:

• Staple convenience consumer goods
• Impulse convenience consumer Goods

Staple convenience consumer goods are those kinds of goods which come under the basic necessities of the consumer. These goods are easily available and in large quantity. Examples include milk, bread, sugar, etc.

Impulse convenience consumer goods are the goods which do not belong to the priority list of the consumer. These goods are purchased without any prior planning just on the basis of the impulse are called impulse convenience goods. Examples include potato wafers, candies, ice creams, cold drinks, etc.

Shopping Consumer Goods:

Shopping consumer goods are the goods which take lot of time and proper planning before making purchase decision; in this case consumer does a lot of selection and comparison based on various parameters such as cost, brand, style, comfort etc., before buying an item. Shopping goods are costlier than convenience goods and are durable in nature. Consumer goods companies usually try to set up their shops and show rooms in active shopping area to attract customer attention and their main focus is to do lots of advertising and promotion so that to attract more customer.

Example includes clothing items, televisions, radio, footwear, home furnishing, etc.

Specialty Consumer Goods:

Specialty goods are unique in nature; these are unusual and luxurious items available in the market. Specialty goods are mostly purchased by the upper class of the society as they are expensive in nature and difficult to be afforded by middle or lower class people. Companies advertise their goods targeting the upper class. These goods do not fall under the category of necessity; rather they are purchased on the basis personal preference or desire. Brand name, uniqueness, and special features of an item are major attributes which attract customers and make them buy such products.

Examples include antiques, jewelry, wedding dresses, cars, etc.

Unsought Consumer Goods:

Unsought goods neither belong to the necessity group of consumer goods list nor to specialty goods. They are always available in the market but are purchased by very few consumers, either based on their interest or their need for some specific reasons. The general public does not purchase such goods often.

Examples include snowshoes, fire extinguishers, flood insurance, etc.

Industrial production is a measure of output of the industrial sector of the economy. The industrial sector includes manufacturing, mining, and utilities. [26]

2.5. INFLUENCES OF ADVERTISEMENT:
FACTOR INFLUENCING CONSUMER DECISION MAKING:
Table 2.1 Various Factors Influencing Consumer Behavior:

Social Factors	Psychological Factors	Personal Factors
Culture and Subculture Roles and Family. Social Class, Reference Groups	Motivation, Perception, Learning, Attitudes, Personality	Demographic Factors, Life Style, Situational Factors, Involvement Level

Consumer Decision Making Process

| Problem Recognition | → | Information Search | | Alternatives Evaluation | → | Purchase Action | | Post-purchase Action |
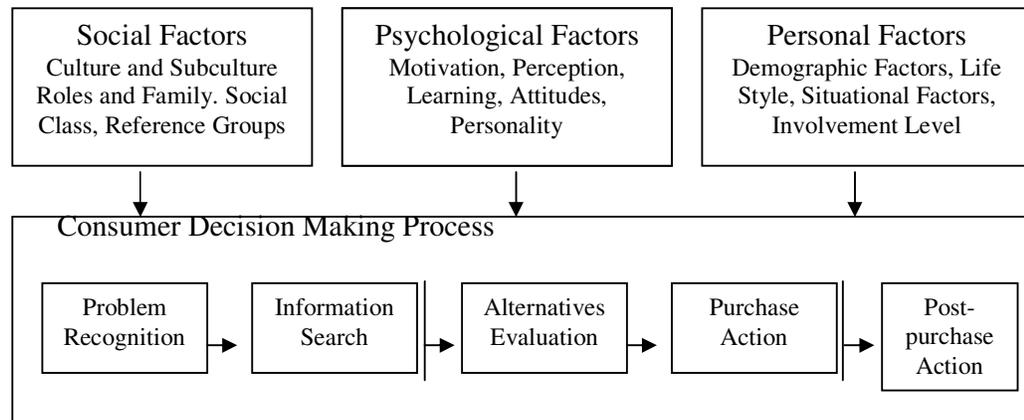
Social Factors Influencing Consumer Behavior

Everybody in this world is a consumer. In day to day life customers are buying and consuming an incredible variety of products and services. However, we all have different tests, likes and dislikes and adopt different behavior patterns while making purchase decisions. Many factors affect how we, as individuals and as societies, live, buy, and consume. Social external influences such as culture, ethnicity and social class influence how individual consumer purchase.

Social factors refer to forces that other people exert and which affect consumers' purchase behavior. Consumers do not make their decisions in a vacuum. Their purchases are highly influenced by culture social, personal, and psychological factors. For the most part, they are 'non controllable' by the marketer but must be taken in account.

Table 2.2 Social Factors Influencing Consumer Behavior:

```
┌─────────────────────┐
│       Groups        │
│ Culture, Sub-culture│────────┐
│  Reference group    │        │
└─────────────────────┘        │
                               │
┌─────────────────────┐        │      ┌──────────────────┐
│Family (Most important)       └─────▶│  Social Factors  │
│ Husband, wife, kids,│───────────────│                  │
│ Influencer, over user        ┌──────└──────────────────┘
└─────────────────────┘        │
                               │
┌─────────────────────┐        │
│  Roles and Status   │────────┘
└─────────────────────┘
```
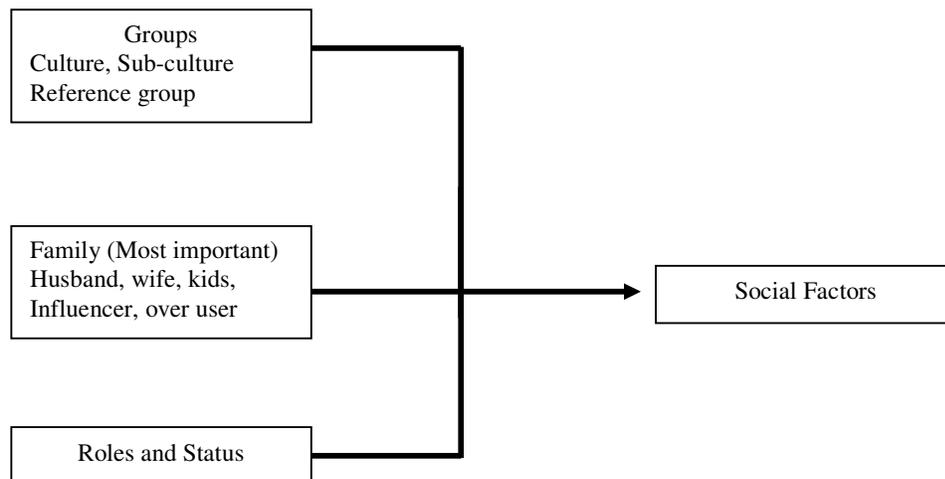
CULTURAL FACTORS:

Culture is a powerful force in regulating human behavior. Howard and Sheth have defined culture as "A selective manmade way of responding experience, a set of behavioral pattern". Thus culture consist of traditional ideas and in particular the values, which are attached to these ideas. It includes knowledge, belief, morale, law, customs and all other habits acquired by man as a member of society. An accepted concept about culture is that includes a set of learned beliefs, values, attitudes, habits and forms of behavior that are shared by a society and are transmitted from generation to generation within that society.

Culture represents the behavior, belief and, in many cases, the way investors act learned by interacting or observing other members of society. Culture is the most fundamental of a person's wants and behavior.

CULTURE INFLUENCES:

Culture is that complex whole which includes knowledge, belief, law, morals, customs and any other capabilities and habits acquired by humans as members of society. Culture influences the pattern of living, of consumption, of decision making by individuals. Culture is acquired. It been around us while customers were growing up and learning the ways of the world. Culture forms a boundary within which an individual thinks and acts. When one thinks and acts beyond these boundaries, he is adopting a cross cultural behavior and there are cross cultural influences as well.

The nature of cultural influences is such that consumers are seldom the same culture. One feels, behaves and thinks like the other members of the same culture. It is all pervasive and is present everywhere.

Most individuals obey norms because it is natural to obey them. Culture outlines many business norms, family norms, behavior norms etc.

SUBCULTURE:

Culture can be divided into subcultures. A subculture is identifiable distinct, culture group, which while following the dominant cultural values of the overall society also has its own belief, values and customers that set them apart from other members of the same society.

Social Class and Social Influence:

Each person possesses different roles and status in the society depending upon the groups, clubs, family, organization etc. to which he belongs.

Social class defines the ranking of people in a society into a hierarchy of distinct status classes; upper, middle and lower, so that the members of each class have relatively the same status based on their power and prestige. Virtually all human societies exhibit social stratification. Stratification sometimes takes the form of caste system where the members of different caste are reared for certain roles and cannot change their caste membership.

- **Upper-Uppers Classs:** Upper – Uppers Class are the social elite who live on inherited wealth and have well known families.

- **Lower Uppers Class:** Lower Uppers Class are persons who have earned high income or wealth through exceptional ability in their profession or business. They usually come from the middle-class.

- **Upper Middles Class:** Upper Middles Class possess neither family status nor unusual wealth. The primary concerned with "career".

- **Middle Class:** The Middle Class is average paid white and blue collar workers who try to do the proper things.

- **Working Class:** Working class consists of average pay blue collar worker and those who lead a 'working class life style', whatever income, school or job they have.

- **Upper Lower Class:** Upper Lower Class are working, though their living standard is just above the poverty line. They perform unskilled work and are properly paid. Often they are educationally deficient.

- **Lower Lowers Class:** Lower Lower Class are visibly poverty – stricken and usually out of work. Some are not interested in finding permanent jobs and most are dependent in charity for income.

Social Influence:

Social influence pertains to the extent to which customers are aware of the people and groups while making decisions, and the extent to which they influence the decision that make. There are two types of social influence.

1. **Normative Social Influence:** This involves the influence of social factors in the decision that consumers make. The pressure of normative social influence can be strong; it may frequently lead to consumer conformity.

2. **Informal Influence:** Consumers often obtain information from other people and groups.

Factor Affecting Groups: A group may be defined as two or more people who interact to accomplish some goals.

Consumer Relevant Groups: To more fully comprehend the kind of impact that specific groups have on individuals, which will examine six basic consumer relevant groups?

(a) **The Family:** An individual's family is the most important group to influence his or her consumer decisions. The family's importance in this regard is due to frequency f contact that the individual has with other family members and that the family has a greater extent of influence on the establishment of wide range of values, attitudes, and behavior.

(b) **Friendship Groups:** Friendship groups are informal groups because they are, usually unstructured and lack specific authority levels. Consumers are more likely to seek information from those friends they feel have values or outlooks similar to their own.

(c) **Formal Social Groups:** In contrast to the relative intimacy of friendship groups, formal social groups are more remote and serve a different function for the individual. Membership in a formal social group may influence a consumer's behavior in several ways. Some members may copy the consumption behavior of other members whom they admire.

(d) **Purchasing Groups:** Such groups are often offshoots of family or friendship groups. People like to shop with others who they feel have more experience with or knowledge about a desire product or service. Shopping with others also provides an element of social fun to an often boring but necessary task. Relatively few marketing or consumer behavior studies have examined the nature of shopping groups.

(e) **Consumer Action Groups:** A particular kind of consumer group – a consumer action group has emerged in response to the consumerist movement. This type of consumer group has become increasingly visible since the 1960s and has been able to influence product design and marketing practices of both manufactures and retailers.

(f) **Work Groups:** The sheer amount of time that people spend at their jobs, frequently more than thirty-five hours per week, provides ample opportunity for work groups to serve as major influence on the consumption behavior of members. Both the formal work group and the informal friendship formal work group have potential for influencing consumer behavior.

Reference Groups:

Reference groups are groups that serve as a frame of reference for individuals in their purchase decisions.

Meaning of Reference Group:

A reference group is any person or group that serves as point of companion (or reference) for an individual in the formation of either general or specific values, attitudes, or behavior. The usefulness of this concept is enhanced by the fact that is places no restriction on group size of membership, nor does it require that consumers identify with a tangible group.

Factors that Affect Reference Group Influence:

The degree of influence that a reference group expert on an individual's behavior usually depends on the nature of the individual and the online buying products and on specific social factors. This selection discusses how and why some of these factors operate to influence consumer behavior.

Information and Experience:

An individual who has firsthand experience with online buying product or service, or can easily obtain full information about it, is less likely to be influence by the advice or example of others.

Credibility, Attractiveness ad Power of the Reference Group.

A reference group that is perceived as credible, attractive, or powerful can induce consumer's attitude and behavior change.

Different reference groups may influence the beliefs, attitudes and behavior of an individual at different points in time or under different circumstances.

Reference Group and Consumer Conformity:

Marketers are particularly interested in the ability of reference groups to change consumer attitudes and behavior.

Provide the individual with the opportunity to compare his or her own thinking with the attitudes and behavior of the group.

Influence the individual to adopt attitudes and behavior that are consistent with the norms of the group.

A person's behavior is strongly influenced by many groups. A person's reference group is those groups that have a direct (face to face) or indirect influence on the person's attitudes or behavior. Group having a direct influence on a person are called membership group. These are group to which the person belongs and interacts. Some are primary groups. With which there is fairly continuous interaction. Such as family, friends, neighbors and co-workers. Primary group tend to be informal. The person also belong to secondary group, which tend to be more formal and where there is less continuous interaction: they include religious organizations, professional associations, and trade unions. Hence, people in a collectivist culture have a greater need to conform to the opinions and expectations of the members of their group. A greater group identity or a more cohesive group allows for a greater influence by group members on an individual's product choices and buying decisions.

Information Sharing: Information sharing is a consumer behavior that differs across cultures, depending on the propensity to share such information.

Self Concept: The other construct is the interdependent self concept. This is commonly found in non-western cultures. This idea of self concept involves inferences that are based on group characteristics such as family background, and national historical achievements. The concept of interdependent self is shaped mainly by the fact that people are part of a cohesive whole, family, clan or nation. It was found that the interdependent self concept is characterized by greater emphasis on group goals, fitting in with others, and understanding others. Such people tend to be obedient, socio-centric, and relation oriented.

Family Orientation: As a sense of belonging and maintenance of good relationships with other commands an important role in a collectivist society, it can be seen that family orientation is a critical aspect of collectivism. In an individualistic culture, people have a self identity rather than identity that is developed from the social system. Correspondingly, they will rank lower when it comes to family orientation. This meant that the products and company were selected for their family's needs, rather than their own personal wants. It was suggested that the discriminating variable of individualism versus collectivism was the factor that accounted for this difference.

Opinion Leadership: This refers the tendency of individuals to influence the attitudes and purchasing choices of others.

Ethnocentrism: The concept of ethnocentrism represents the universal propensity for people to view their own group as the center of the universe, to elucidate other social units from the perspective of their own group and to reject people who are culturally dissimilar while blindly accepting those who are culturally like themselves.

Perceived Risk: The concept of perceived risk has been defined as consumers' perceptions of the uncertainty and the adverse consequences of buying a product or service.

Brand Loyalty: Brand loyalty refers to the consistent preference and purchase of the same brand in a specific product or service category. It was found that

diverse consumer groups associated brand loyalty with risk and this association is a positive relation.

Innovativeness: Innovativeness means the willingness of consumers to adopt new life insurance products in various consumption domains. This is related to the ability to tolerate risk and uncertainty.

Information Search: An individual who has less tolerance for ambiguity and fewer propensities for risk taking will also have a need to engage in a through information search before he purchases any new product.

Other Group Member:

In addition to cultural influences, consumers belong to many other groups with which they share certain characteristics and which may influence purchase decisions.

Social Class – represents the social standing one has within a society based on such factors as income level, education, occupation.

Family – One's family situation can have a strong effect on how purchase decisions are made.

Reference Groups – most consumers simultaneously belong to many other groups with which they associate or, in some cases, feel need to disassociate.

The Family:

Members of the buyer's family can exercise a strong influence on the buyer's behavior. It can distinguish between two families in the buyer's life. The family orientation consists of one's parents. From parents a person acquires an orientation towards religious, politics, and economics and a sense of personal ambitions, self – worth, and love. Even in the buyer if the buyer no longer interacts very much with his or her parents, the parents influence on the unconscious behavior of the buyer can be significant. In countries where parents continue to live with their children, their influence can be substantial.

Meaning and Definitions of the Family:

A clear definition helps focus on or isolate key questions and issues. Some examples of family definitions are provided and critiqued. Officially, the U. S. Census Bureau defines a family as a "group of two persons or more related by blood, marriage, or adoption and residing together. This definition describes membership of the family structurally rather than functionally, quite useful for census purposes but lacking insight for research purposes.

Structural Variable Affecting Families and Households

Structural variables include the age of the head of household or family, marital status, presence of children, and employment status.

Sociological Variables Affecting Families and Households

Marketers can understand family and household decisions better by examining the sociological dimensions of how families make consumer decisions. Three sociological variables that help explain how family's function includes cohesion, adaptability and communication.

Cohesion: is the emotional bonding between family members. It measures how close to each other family members feel on an emotional level. Cohesion reflects a sense of connectedness to or separateness from other family members.

Adaptability: measures the ability of a family to change its power structure, role relationship, and relationship rules in response to situational and development stress. The degree of adaptability shows how well a family can meet the challenges presented by changing situations.

Communication: is a facilitating dimension, critical to movement on the other two dimensions. Positive communication skills (such as empathy, reflective listening, and supportive comments) enable family members to share their changing needs as they relate to cohesion and adaptability. Negative communication skills (such as double message, double binds, and criticism) minimize the ability to share feelings, there by restricting movement in the

dimensions of cohesion and adaptability. Understanding whether family members are satisfied with family purchase requires communication within the family.

To determine how the family fakes its purchase decisions and how the family affects the future purchase behavior of its members, it is useful to understand the functions provided and the roles played by family members to fulfill their consumption needs.

Family Decision Making: A family decision making particularly of interest in the context of the cultural dimension of masculinity – femininity because family member's role attitudes and perceptions are ascribed through cultural norms and these attitudes influence the household decision role structure and responsibility and influence by either the husband or wife in a family decision is contingent upon the level of traditional martial values present in the family. Like this, decision situations were believed to conform to either masculine or feminine roles across widely differing cultures.

Personal Factors Influencing Consumer Behavior

Personal Factors include those aspects that are unique to a person and influence purchase behavior. These include demographic factors, lifestyle, and situational factors. Personal factors can also affect the consumer behavior. Some of the important personal factors that influence the buying behavior are : lifestyle, economic situation, occupation, age, personality and self concept.

Family Life Cycles

Families pass through a series of stages that change them over time. This process historically has been called the family life cycle (FLC). The concept may need to be changed to household life cycle (HLC) or consumer life cycle (CLC) in the future to reflect changes in society. However, we will use the term FLC to show how the life cycle affects consumer behavior.

Family Life Cycle Characteristics:

The traditional FLC describes family patterns as consumers marry, have children, leave home, lose a spouse, and retire.

Table 2.3 Consumer Activities Occurring in Various Life Cycles

Stages in Family Life Cycle	Economic Circumstances	Likely Buying Behavior
Bachelorhood (Young, single staying alone)	Earning reasonable good salary, no financial burdens	Buy, basic kitchen equipment basic furniture, two wheeler, vacation with friends
Parenthood (young married just attained parenthood)	Better off financially, though home purchase at peak, less liquid assets, not able to save more.	Buys baby food, toys, diapers, chest and cough medicines.
Post Parenthood (growing children or grown up children)	Financial position improved with wife working, probability of home ownership on the higher side)	Concentrates on home improvements. Buy more tasteful furniture, car, home appliances, and magazines. Interested in vacation packages.
Dissolution (retired & lone surviving spouse)	Income though good, not interested in spending. At times drastic cut in income is likely.	Buy more medicinal products other products like the retired people. Seek more of attention, affection and security conscious.

Family Decision Making: Families use products even though individuals usually buy them. Determining what products should be bought, which retail outlet to use, how and when products are used, and who should buy them is a complicated process involving a variety of roles and actors.

Role Behavior

Families and other groups exhibit what sociologist Talcott Persons called instrumental and expressive role behaviors.

Instrumental Roles, also known as functional or economic roles, involve financial, performance, and other functions performed by group members.

Expressive Roles involves supporting other family members in the decision-making process and expressing the family's aesthetic or emotional needs, including upholding family norms.

Influences on the Decision Process:

By understanding where on this "map" the decisions to buy particular products fall, marketers can being to determine which aspects of specific product to advertise to different household members and which media will reach the influential family members.

Influence of Employment: In the past, marketers were able to refer to the traditional role structure categories to determine which family member was most likely to purchase a specific product.

Influence of Gender: As the gender gap narrows, husband and wife decisions are increasingly made jointly.

Situational Factors: Marketers can take advantage of decision made in uncontrollable situations in at least two ways. First, the marketers can use promotional methods to reinforce a specific selection of products when the consumer in confronted with a particular situation. Second, marketers can use marketing methods that attempt to convince consumers that a situation is less likely to occur if the company's product is used.

Demographic Factors: Demographic factors include individual customers' age, gender, education, occupation, income, marital status, family size, etc. These characteristics affect the purchase and consumption behavior persons.

Age, Gender, and Household Influences on Consumer Behavior:

Among the four major age groups, teens, who need to establish an identity, are the consumers of tomorrow and have an increasing influence on family decisions. The somewhat disillusioned Generation X consists of smart and cynical consumer who can easily see through obvious marketing attempts.

Psychographics: Values, Personality, and Lifestyles

The roles of psychographic in affecting consumer behavior are detailed below. Values are enduring beliefs about things that are important. They are learned through the processes socialization and acculturation. That value exists in an organized value system, with some values being viewed as more important than others. Some are regarded as terminal values and reflects desired and states that guide behavior across many different situations. Instrumental values are those needed to achieve these desired end states.

Lifestyle of customers in another important factor affecting the consumer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his / her surroundings. It is determined by customer interests, opinions, activities etc and shapes his whole pattern of acting and interacting in the world.

Personality: The word 'personality' derives from the Latin word 'persona' which means 'mask'. The study of personality can be understood as the study of 'mask' that people wear.

Personality and Consumer Diversity: Marketers are interested in understanding how personality influences consumption behavior because such knowledge enables them to better understand consumers and to segment and target those consumers who are likely to respond positively to their product or service communications.

Consumer Innovativeness and Related Personality Traits:

Marketing practitioners must learn all they can about consumer innovators those who are likely to try new products. Those innovators are often crucial to the success of new products. Personality traits have proved useful in differentiating between consumer innovators and non innovators.

Consumer Innovativeness:

Recent consumer research indicates a positive relationship between innovative use of the Internet and buying online.

Dogmatism:

Dogmatism is a personality trait that measures the degree o rigidity an individual displays toward the unfamiliar and toward information that is contrary to their established beliefs. Consumers low in dogmatism is more likely to prefer innovative products to established ones. Consumers high in dogmatism are more accepting of authority based ads for new products.

Social Character:

Social character is a personality trait that ranges on a continuum from inner directed to other – directed. Inner directed consumers tend to rely on their own 'inner' values or standards in evaluating new products and are innovators.

Need for Uniqueness:

These people avoid conformity are the ones who seek to be unique.

Optimum Stimulation Level

Some people prefer a simple, uncluttered, and calm existence, although, others seem to prefer an environment crammed with novel, complex, and unusual experiences.

Variety – Novelty Seeking:

There appear to be many different types of variety seeking : exploratory purchase behavior (e.g. switching brands to experience new and possibly

better alternatives), vicarious exploration (e.g. where the consumer secures information about a new or different alternative and then contemplates or even daydreams about the option) and use innovativeness.

Cognitive Personality Factors:

Market researchers want to understand how cognitive personality influences consumer behavior. Two cognitive personality traits have been useful in understanding selected aspects of consumer behavior, They are :

Need for Cognition:

This is the measurement of a person's craving for or enjoyment of thinking. Consumers who are high in NC (need for cognition) are more likely to be responsive to the part of an advertisement that is rich in product related information of description. They are also more responsive to cool colors. Consumers who are relatively low in NC are more likely to be attract to background or peripheral aspects of an ad. They spend more time on print content and have much stronger brand recall. Need for cognition seems to play a role in an individual's use of the internet.

Visualizer's v/s Verbalizers:

Visualizers are consumers who prefer visual information and products that stress and visual. Verbalizers are consumers who prefer written or verbal information and products that stress the verbal. This distinction helps marketers know whether to stress visual or written elements in their ads.

Consumer Materialism:

Materialism is a trait of people who feel their possessions are essential to their identity.

Fixated Consumption Behavior:

Somewhere between being materialistic and being compulsive is being fixed with regard to consuming or processing. Fixed consumer characteristics: which include?

1)   A deep (possibly "passionate") interest in a particular object or product category.

2)   A willingness to go to considerable lengths to secure additional examples of the object or product category of interest.

3)   The dedication of a considerable amount of discretionary time and money to searching out the object or product. This profile of the fixated consumer describes many collectors or hobbyists.

Compulsive Consumer Behavior:

Consumers who are compulsive have an addiction; in some respects, they are out of control, and their actions may have loss consequence to them and those around them.

Brand Personality:

It appears that consumers tend to ascribe various descriptive 'personality like' traits or characteristics the ingredients of brand personalities to different brands in wide variety of product categories.

Brand Personification:

A brand personification recasts consumers' perception of the attributes of a product or service into the form of a "humanlike character". It seems that consumer can express their inner feelings about products or brands in terms of association with a known personality.

Self and Self – Image:

Self images or perceptions of self are very closely associated with personality in that individuals tend to buy products and services and patronize retailers with images or 'personalities' that closely correspond to their own self images.

Psychological Factors Influencing Consumer Behavior:

There are four important psychological factors affecting the consumer buying behavior. These are: perception, motivation, learning, beliefs and attitudes.

Perception:

The information of knowledge is influenced by several factors. One such factor is the predispositions of the individuals, notably the degree of self – exposure and selective perception. The existence of communication channels from which the individual can received information is another factor that influences the formation of knowledge. Communication channels can be divided into two main groups: mass media channels and interpersonal channels. Awareness – knowledge is usually gained through mass media channels.

An individual behavior is often connected to customer's perceptions and may not be based on the 'actual' or reality. Perception is a mental process of selecting, organizing and interpreting or attaching meaning to events happening in environment (L. M. Prasad). The features of perception are: Perception is mental process, where by an individual selects data or information from the environmental, organizes it and cognitive or thinking process and an individual's activities, emotions feeling etc. are based on customer's perceptions of their surrounding or environment. And, being an intellectual and cognitive process will be subjective in process, differently based on which aspects of the situation is absorbed by them, how they organize this information and on how they organize this information and on how they draw meaning and interpret is so as to obtain a meaningful understanding of the situation. From it can see that subjectively 'perceived reality' will vary from person to person in a situation.

People are frequently influenced by situational conditions when making judgments about time. Indeed, recent research has demonstrated that certain momentary conditions, like mood, play a critical role in the process of time use and allocation. Little attention has been pad, however, to the way in which a consumer's affective states alters his or her evaluation of time and temporal orientation (the relative dominance of the past, present of future in a person's thoughts).

The influence of different mood states on the way people estimate the duration of recent events as well as on their stated temporal orientation. He suggests that positive and negative emotions result in underestimation and overestimation of duration, respectively. He further suggests that people in a positive mood tend to be future oriented, while people in a negative mood have more of a present orientation. Two experiments using two different mood-including manipulations support his suggestions revealing strong mood effects on subjects' time perception and orientation.[27]

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CHAPTER – 3

REVIEW OF RELATED LITERATURE

3.1 INTRODUCTION:

The chapter reviews the various empirical literatures available on the subject of rural marketing & its strategy. The literature on the subject is very large and it has been delimited to review some important literature to trace the core issues. On the basis of the identified issues, objectives were drawn to prosecute a fresh study in the study region. A literature review is a body of text that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews were secondary sources, and as such, do not report any new or original experimental work. A well-structured literature review is characterized by a logical flow of ideas; current and relevant references with consistent, appropriate referencing style; proper use of terminology; and an unbias ed and comprehensive view of the previous research on the topic. Keeping in mind all the criteria, the researcher has focused on various important factors of different literatures, which were mainly;

1) Awareness

2) Perception

3) Search and Shopping Behavior

4) Advertising Effects

5) Consumer Attitude Towards Social Networking Sites

3.1.1 AWARENESS:

 Vanitha Swaminathan, et. al, (2012), In their paper entitled "The Internet and Consumer Buying Behavior: A Research Framework and Analysis", the antecedents to electronic exchange in the online context were examined. Secondary data from an e-mail survey were analyzed. The study had implications for both theory and practice. The findings extend our knowledge of factors influencing marketing exchange from the traditional setting to the

internet context. In addition, the findings regarding factors enhancing the propensity to shop online had implications for internet retailers seeking to enlarge their online customer base. This study used secondary data based on an e-mail survey conducted by the Georgia Visualization and Usability Center at Georgia Tech of approximately 5000 respondents. The respondents were invited to participate in the e-mail survey through announcements on Internet related newsgroups , banners randomly rotated though high-exposure sites banners rotated through advertising networks, announcements made to the www-surveying mailing list, a list maintained by GVU's WWW User Surveys composed of people interested in the surveys, and announcements made in the popular media. The results of the study shown that social interaction as a shopping motivation deters consumers from shopping frequently ($b1 = 0.48$, $p<0.01$) and from spending money on the Internet ($b1 = 0.64$, $p<0.01$).5 these consumers were likely to treat the shopping experience as a social experience. On the other hand, consumers who valued convenience tend to use the Internet to purchase goods frequently ($b1 = 0.55$, $p<0.01$) and they seemed to spend more money ($b1 = 0.55$, $p<0.01$) in the electronic transactions. The result regarding the importance of convenience as a motivator of internet shopping was interesting from the perspective of enhancing our understanding of shopping motivations in the internet context.[1]

Alok Gupta, et. al, (2012), In their paper entitled "Risk Profile and Consumer Shopping Behavior in Electronic and Traditional Channels", Analyses of results shown that after making purchases through one channel, electronic or traditional, risk-averse consumers tended to be more loyal customers than risk-neutral consumers. Observations from the model, confirmed by numerical examples, shown that under certain channel characteristic values, the two types of consumers exhibited split channel behavior—risk-neutral consumers preferred one channel and risk-averse consumers prefer the other. In this paper, they developed an economic model of consumer shopping decision that takes into account consumer risk profiles and the substitution effects of economic factors such as prices, product range, ease of product evaluation, and product acquisition time. An examination of these substitution effects highlighted the importance of quick delivery for online shopping, especially

when the product in question required long lead-time, as is the case with customized or rare items. By focusing on substitution effects of various economic factors and consumers' risk-aversion in online shopping environments, the researchers proposed that retailers wishing to attract customers should develop strategies that segment consumers into two types: risk-neutral or risk-averse.[2]

Marizeih Zenddehdel, et. al,,(2011), explored three dimensions of trust that affected consumers' attitude towards online shopping and online shopping intention in Malaysia. Data was collected from students' samples in Malaysia. SEM (Structural Equation Model) was used to test the hypotheses and confirmed the fit of the model. Questionnaire was developed using a 5-point Likert scale from the literature, and questions were designed for each single construct. The reliability of each measurement was confirmed by means of the pretest. The researcher has examined the variety of dimensions like integrity, ability and benevolence where the hypotheses were tested on the bases of variables like the attitude towards online shopping. The model for testing the data was relative chi-square test. The researcher found that there were only two factors for explaining attitude towards online shopping, which were integrity and ability; and there was no significant in consumers' attitude towards online shopping based on benevolence; however, there was a relationship between attitude toward online shopping and online shopping intention.[3]

Joanna Phillips Melancon, (2011), in his study entitled "Consumer profiles in reality vs fantasy-based virtual worlds: implications for brand entry", Virtual environments (VEs) were computer-based, three-dimensional virtual worlds where users created avatars and interact socially and competitively within the environment. Users spent millions of dollars every year consuming items for their avatars. Marketers had begun offering branded items in these communities with mixed results. The purpose of this paper was to examine motivational, usage, and demographic differences in VEs across two popular VE types: reality and fantasy-based platforms. The variables for the study were Virtual worlds, Consumer behaviour, Virtual environments, Interactive

marketing, Avatars, User motivation, Branding. A sample of 106 users of reality and fantasy based VEs was collected using an online survey methodology. Results indicated that both reality and fantasy worlds were outlets for escapism and immersion. Reality VE users were more motivated to seek social relationships with other users and were more highly involved in the VE than fantasy users. Fantasy-users were motivated by achievement and manipulation of others and were slightly more likely to be male, younger, and engage in the VE with members of their household. Little empirical work addresses successful marketing strategy in VEs, although hundreds of brands had entered these worlds. This research was the first to consider VE type and user motivation, usage, and demographics in the framing of marketing messages.[4]

Carlota Lorenzo-Romero, et. al, (2011), studied factors affecting the acceptance of social networking sites (SOCIAL NETWORKING SITES), analyzed users' practices and behavior in these environments and assessed the degree of acceptance of SOCIAL NETWORKING SITES in The Netherlands. An extended technology acceptance model (TAM) was used to analyze the factors influencing the level of acceptance and use of SOCIAL NETWORKING SITES applying a structural equation modeling technique. Data were collected by means of an online national survey among Dutch SOCIAL NETWORKING SITES users. Results support all hypotheses with positive relationships and influence between analyzed constructs; the only exception was the hypothesis on the relation between perceived risk and perceived usefulness. The survey was conducted in The Netherlands. This research was considered as the basis for a more extensive research, covering other geographical were as that produced results allowing more specific and accurate predictions regarding the acceptance of SOCIAL NETWORKING SITES as marketing management tools.[5]

Carla Rossi, (2011), aimed to outline the managerial challenges faced by the organizations interested in leveraging knowledge and creative talent embedded in online customers' communities to sustain innovation in b-2-c industries. Through a detailed case study analysis of a leading food producer who

launched an online open collaborative platform to gather users' idea for new products the paper aimed to highlight the transformational effort that firms had to make in order to leverage knowledge absorption from customers in the context of innovation. The paper suggested potential strategies for conventional companies to engage consumers in knowledge (co-creation) and collaborative innovation processes, formulating some hypothesis that could support an interpretative model of the capabilities needed to develop, maintain and increase customers' engagement in the exchange. On the basis of the case analyzed, the paper suggested some managerial actions that could be adopted to facilitate customers' engagement in processes of collaborative learning and innovation, outlining the potential barriers (in primis managerial reluctance) that could prevent a successful result.[6]

Hong-Youl Ha, et. al, (2010), employed a cross-cultural perspective to explored alternative explanations in the development of the online repurchase intentions model. The proposed constructs of alternative models dialed with key online consumer behavior variables such as customized information, web use applications, online service and perceived interactivity which lead to the formation of purchase intentions. These variables form the theoretical foundation for four alternative models. To test these four alternative models 448 online consumers were surveyed in 2007. Structural equation modeling was used to test these models. The results demonstrated that the power of customized information lies in its ability to influence consumer satisfaction and perceived interactivity, were proximate to repurchase intentions. The results also shown that the link of satisfaction and repurchase intentions provided a meaningful empirical representation of the hierarchical sequence in which the cycle of customer repurchasing process i.e. satisfaction, attitude, repurchase and intentions is related. This was the first study to examine online repurchasing models using alternative explanations. By structuring such alternative models, McKenzie argued that researchers might be better able to judge how the evidence relates to each alternative view. The present approach could be viewed as a significant early step on the path toward a comprehensive understanding of online consumer behaviors in new information communication technology.[7]

Rajalakshmi Kanagavel, et. al, (2010), explored how college students create identity for themselves in the virtual world and how they related to others online. It analyzed the cultural differences from the youth perspective in both the countries and discussed whether social networking sites isolated youngsters from the society or help them to build relationships; the participation in these sites were also explored. Survey technique, interview, and online observation were the research methods used. Findings were that Indian students spend more time in these sites than Dutch students and Dutch students participate more actively than Indian students. It was also found that virtual interaction taking place in these sites is just a supplement to real life interaction.[8]

Yann Truong, (2009), evaluated the applicability of the Theory of Planned Behaviour (TPB) model in predicting user acceptance of online video services. Few studies had applied the TPB model within this context, even though the model has proven to be effective in predicting technology adoption. Validating the TPB model would improve the understanding of both academics and practitioners of the most influential antecedents of user acceptance. Past studies had demonstrated the importance of integrating user needs and behaviour as a requirement for building successful user-centric online services. Structural equation modeling was used as the main statistical procedure for data analysis. The results of the study confirmed that the TPB model was viable in predicting user acceptance of online video services. The findings also revealed that perceived behavioural control was the highest contributor to predicting intention to use online video services. Attitude toward use and subjective norm were found to have moderate predictive power, mostly because online video services present obvious benefits to users and were consumed privately. The variables were technology adoption, online video, online television, web TV, Theory of Planned Behaviour, user acceptance of online videos. TPB constructs and references, KMO and Bartlett's test, Rotated component matrix, Inter-construct correlations, Model fit and hypothesis testing, Final model with regression weights. This study used the TPB model to predict user acceptance of online video and TV

services. Despite a three-digit growth in online video and TV services over the span of a few years, little research has investigated the factors influencing the use of these services, and the findings of this study contributed to a better understanding of the antecedents of online video use. In particular, the findings helped practitioners to understand and focus on the factors that contribute most strongly toward the use of online video and TV services. The results showed a greater influence of perceived behavioural control on intention to use this type of services. The effects of attitude toward used and subjective norm were positive, but more moderate. This model had never been applied to online video and television services. Given the exponential growth of this type of service, applying the TPB is appropriate, and this study used the TPB to predict intention to use online video and television services.[9]

Dr. David Beer (2008), edited a edited the special section to the social networking sites from the issue of the journal danah boyd and Nicole elision (2007). Through the analytical study they had been identifying the idea of exemplified by the kind of discussions taking place on the email groups associated with the internet researchers. They intended the provocation for the debates relating to the direction in which the study of SOCIAL NETWORKING SITES seems to appear. An attempt had been made to simplify and clarify the definition of the social networking sites and in which were as it differs from the other forms of computer-mediated communications (CMC). The other theory which was revisited is about the separate behavior online and offline living. it has also made contention over the SOCIAL NETWORKING SITES friendship and the disconnection from the actual friends. In the context of business, they can get the information produced through the routine engagements of the public with SOCIAL NETWORKING SITES whether it's a supermarket of any online purchasing transaction. Conclusion of the study was that there is very little awareness and sense of the online networks in the society.[10]

Eric K. Clemons, et. al, (2007), studied about the confluence of changes had reduced the impact of traditional advertising and the modern advertising and the whether the reduction in the impact of advertising was the result changes

in the consumer purchasing alternatives on the consumer purchasing behavior and the changing status-signaling value of many possessions and some were due to changes in consumers' trust of paid messages. The study had been conducted by examining various variables like alternative advertising. The study also focused on the reaching consumers through the advertising is significantly more difficult than in the past and the mis-interpreting implications of failed advertising and the questionable value of social networking websites. The study also examined the websites whether had the value by analyzing the selling something, selling information about the things: peerage and purchase, people to people, things to things.[11]

Ravi Sen, et. al, (2006), defined buyers' online search strategy as using one or more of these tools to search for lower prices, and empirically investigates the validity of economics of information search theory in explaining buyers' choice of a particular online search strategy. The study found those buyers' attitudes toward the price offered by their preferred online seller, their perception of online price dispersion, and their awareness of shopping agents have a significant effect on their choice of online search strategy. An understanding of buyers' choice of online search strategies helped an online seller to estimate its expected probability of making an online sale, optimize its online pricing, and improve its online promotional and advertising activities. The empirical study was constrained by the assumptions inherent in the statistical model used for the empirical part of this paper, the use of students as subjects for the study, and focused on B2C e-markets for frequently purchased undifferentiated products. Therefore, the results obtained in the study should be interpreted within these contexts.[12]

Security Spotlight, (2005), discussed recent noteworthy threats that users might be encountered and should be aware of while surfing the web, the article here discuss about the Facebook and the popularity of the websites over the members and the growing trend of the social networking sites. It had also taken into consideration variables like the brand awareness and the transformation of the applications from traditional market to the developed e-market and the vision of making the platform materialized in form of the

market and the business. The study concluded that the use of Facebook and the other social networks in business were the upcoming and the latest models of the business.[13]

Francisco J. Martínez-López, et. al, (2005) empirically tested the sequence of effects based on the standard learning hierarchy to explain consumers' online buying-related responses. It also analyzed the moderating role that consumers' internet expertise can play on the formation of both their affective and buying-related responses towards this medium. This study posed a conceptual model which was tested by means of LISREL. The data used come from a questionnaire applied to American and Spanish internet users. These two countries have been selected taking into account their differences regarding their degree of internet expertise. The variables for the study were Consumer behaviour, Electronic commerce, Internet, Shopping. Of a total of more than 700 questionnaires returned, 652 of these (123 American students from the University of Northern Illinois, Chicago, USA; and 529 Spanish students from the University of Granada, Spain) passed the screening and filtration process. The modeling approach appewered to be adequate to explain online consumer behaviour. Moreover, different levels of consumers' internet expertise determine, in general, the predominance of the central or the peripheral route within the formation of their affective and behavioural responses to this medium.[14]

Hamisah Haji Hasan, et. al, (2004), examined the relationship between consumer personality and cultural dimensions to that of purchasing behavior through cyber advertising. A survey was conducted in the Subang Jaya, Puchong and Kuala Lumpur wereas. A survey was conducted in the middle of September 2004 and 504 completed questionnaires were returned by early November 2004. A 12-pages questionnaires survey forms were distributed to respondents chosen through simple random sampling from amongst the Internet users from the Subang Jaya, Puchong and Kuala Lumpur wereas. The sample was relatively homogenous in terms of its demographics and thereby helps enhance internal validity. Appropriately the simple random sampling was chosen since the purpose of the study was to test the relationships among

the variables Spearman Correlation Coefficients was used to analyze the data. The study showed as suggested by Krugman's Low Involvement theory, high involvement products and attitude towards Internet contributed significantly to the purchasing behavior through cyber advertising. Thus indicating the Internet to be better suited for high involvement products and services as well as help increase the tendency to purchase products and services online. The study examined the relationship between consumer personality and cultural dimensions to that of purchasing behavior through cyber advertising. (Calder, Phillips and Tybout 1981). The questions consisted of both open-ended and close-ended questions. The variables for the study were the demographic profile of the respondents, purchasing through the cyber ads. In this study an attempt had been made to understand the online purchasing behavior of consumers in country, the amount that they had spent on online purchasing, the frequency of their online purchasing activities and the products that they had purchased. This finding suggested that online purchasing was fast emerging as an important media choice for certain products/ services. The result also implied that the Internet medium was better suited for high involvement products/ services especially in the Informative category. This further suggested that cyber advertising was able to fulfill consumers' information needs. While the percentage of online shoppers were still very low, however as the growth rate of Internet users in Malaysia increased, there is a possibility of the increase in online purchasing.[15]

Fred K Beard, (2003), little research had focused on college students' attitudes toward advertising's ethical, economic, and social consequences over the last two decades. Exploring and tracking the attitudes of college students toward advertising is important, however, for several reasons. College students represent an important segment of consumers for many marketers, negative attitudes toward advertising on the part of college students could lead to their support for restrictive regulation in the future, and there were potentially negative consequences concerning the effects of advertising that college students uniquely shwere with other youth markets. The results of this study – a differentiated replication of an earlier study of college students in the late 1970s – indicate the salience of various beliefs that help determine attitudes

toward advertising and provide a useful benchmark for future studies. The implications of the study's findings for advertising practice and future regulation were discussed. The variables for the study were advertising, advertising regulation, college students, consumer skepticism, ethical consequences, Generation Y The sample of 129 students contained a larger percentage of females (63.8%) than did Larkin's (1977) sample of 80 students (42.5%), although it was otherwise demographically similar. the data were analyzed using Q-mode factor analysis and certain attitudinal dimensions, as opposed to the clusters of attitudes produced by the more commonly used R-mode factor analysis. Beliefs regarding advertising and its ethical consequences and characteristics were not as salient for the students in the present sample as they were for the students in the original study. [16]

Ian Phau, et. al, (2000), focused on the shopping experience of the online consumers. There were various dimensions of the study were low outlay, frequently purchased goods, high outlay, infrequently purchased goods. Other dimensions for the research was the value propositions tangible or physical, value propositions intangible or informational, value proposition tangible or physical, value proposition intangible or informational, another dimensions for the study were about the differentiation of the higher or the lower potentials about different products and the services which were available online. The study presents the findings of an empirical investigation of Internet shopping in Singapore. Specifically, Internet buying behavior was compeered between potential Internet buyers and non-Internet buyers. It was found that the classification of different types of products and services will significantly influence the consumer choice between a retail store and Internet shopping mall. Products and services that have a low outlay, were frequently purchased, have intangible value proposition, and relatively high on differentiation were more likely to be purchased via the Internet. Based on the analysis and results obtained from the study, some recommendations were presented to retailers who were interested in selling their products via the Internet. [17]

3.1.2 PERCEPTION:

Jiunn-Woei Lian et. al, (2013), attempted to understand why consumers rarely shop online. Innovation resistance theory is employed in this study. Results of the survey utilizing a questionnaire among the 172 members of study case indicated that value and tradition were major barriers toward use intention. Significant differences in usage barrier and image barrier exist between different non-adopted groups. On average, rejecters group have the highest barriers, followed by opponents, and postpones. Finally, there exist significant differences in usage, value, tradition, and image barriers between adopters and non-adopters toward buying experience goods online. These findings provide a better understanding of consumer's attitude toward buying experience goods online. [18]

Johanna Gummer us, et. al, (2012), studied the effect of customer engagement behaviors on perceived relationship benefits and relationship outcomes. An online survey of members of a gaming Facebook brand community, resulting in 276 usable responses from gaming customers. Customer engagement was divided into "Community Engagement Behaviors" (CEB) and "Transactional Engagement Behaviors" (TEB). In addition, three relationship benefits were identified: social benefits, entertainment benefits and economic benefits. The engagement behaviors largely influenced the benefits received. Furthermore, the mediation analysis results shown that the influence of CEB on satisfaction was partially mediated by social benefits and entertainment benefits, while the effect of TEB on satisfaction was fully mediated through the same benefits. The effect of CEB on loyalty is mediated through entertainment benefits. The variables for the study were the Consumer behaviour, Social media, Social networking sites, Brands, Communities, Brand community, Facebook, Customer engagement, Relationship benefits, Customer loyalty, Customer satisfaction The findings were limited to one brand community. The findings had implications for further research on customer engagement. Practical implications – The paper's findings gave ideas about how firms could have utilized Facebook communities to enhance satisfaction and loyalty by offering the right kinds of relationship benefits. Managers were encouraged to study

customer engagement behaviors on, and perceptions of, all channels and to utilize this information for the development of their social media strategies.[19] Hyun-Hwa Lee, et. al, (2012), reviewed the important role in influencing consumers' purchasing decisions by providing a wealth of information about products and services. Framed by uncertainty reduction theory, the purpose of this paper was to examine consumer perceptions of online consumer reviews and effects on consumer attitudes and usage behaviors in relation to individual characteristics. Data were randomly collected from 1,930 US online consumer review users using an online survey the variables for the study were the Online consumer review, Benefits, Costs, Uncertainty reduction, Information processing confidence, Consumer susceptibility to interpersonal influence, Electronic commerce, Consumer behavior. The researchers found that consumers perceived benefits and costs from online consumer reviews and that both benefits and costs influenced consumer attitudes toward, and usage behaviors of online consumer reviews. Individual characteristics – confidence in the information process and consumer susceptibility to interpersonal influence – were shown to determine how online Consumer reviews were perceived. [20]

Ranadeva Jayasekera, et. al, (2011), aimed to gather the perspectives of students on social networking sites as a form of marketing and draw on their views to establish implications and practical recommendations for marketers. Viral marketing, often used interchangeably with the term word-of-mouth marketing, had been defined as "a form of peer-to-peer communication in which individuals were encouraged to pass on promotional messages within their social networks". By using questionnaires and focus groups interviews, the study ascertained that companies which were active in social networking sites developed a positive effect on customer attitudes, particularly brand perception, but had little to no effect on the actual customer behavior patterns. It was also concluded that social networking sites suggested an efficient alternative channel for marketing purposes. [21]

Ishfaq Ahmed et. al, (2011), implied the exploration of relationship between Social Networking Sites usage and educational performance of the student

users. A sample of one thousand students was selected from different universities of Pakistan. In first step of Multistage Sampling Technique, simple random sampling technique was used to select 6 universities i.e. 2 from private sector and 4 from public sector. To form clusters, these universities were further divided and each cluster consisted of four faculties i.e. faculty of social sciences, faculty of engineering, faculty of business/management sciences and faculty of natural sciences. Simple random sampling was done at last stage of multistage sampling. Personally administrated questionnaires were used as data collection tool and 73% students responded back. Conclusion drawn is that student manage their time efficiently and fulfill their study requirements effectively, hence use of Social Networking Sites did not have an adverse impact on their academic performance. Out of total 1000 distributed questionnaires, 730 fully completed questionnaires were received back. And the research has been conducted by making frequency distribution of respondents' personal information like age, gender, degree, types of institute, discipline and the year of degree. The other parameters for the study were the extent of internet usage, number of hours spent on internet and the SOCIAL NETWORKING SITES usage and the other parameters for the study of the social networking activities and the extent of involvements were the number of the social networking sites used, most visited social networking sites, the time spent on the social networking sites and the purpose of using social networking sites. The academic costs of the social networking sites had been studied with certain parameters like number of hours spent on studies, extent of studies, enjoy time spent on studies, love for learning and balance time between studies and SOCIAL NETWORKING SITES usage. The perceived academic performance was measured by the maintenance of class performance, meeting studies' targets, covering syllabus with little time devoted to studies, others get impress by class performance and the competing well in studies. The study concluded their SOCIAL NETWORKING SITES were mainly used for non-academic purposes by the students. The findings suggested that the students were managing their time efficiently and that is why the use of the Social Networking Sites does not harm their academic performance of the students. [22]

Louise Kelly, et. al, (2010), examined the differences of the avoidance of the advertisements and the attitude towards advertisements and the avoidance of the advertisements. The objective of the study was to find out the perception of the advertising on the social networking sites. The qualitative exploratory study had been conducted as there was limited research available regarding the consumer perception of these sites. The acceptance rate was high, with a total of 23 teenagers participating in the mixed-gender focus groups, and a further 8 teenagers sharing their thoughts in in-depth interviews. The study of respondents profile was also conducted about the demographic variables of the teenagers like age, gender, social networking platform, length of involvement in social network site and the amount of time per week spent on the social network sites. The results combined both focus group and individual interview data collection methods. Overall, the participants in both the focus groups and the in-depth interviews believed they spent too much time on their online social networking sites which represented wasted time that could be more productively spent. The reasons for avoiding the advertisement were advertising clutter, negative previous experiences, and lack of interest in the relevant products. The model of advertising avoidance in the online social networking environment was used to draw the conclusion for the avoidance of the advertisements among the teenagers. [23]

Louise Kelly, et. al, (2010), carried out the study based on combination of both focus group and individual interview as data collection methods. Overall, the participants in both the focus groups and the in-depth interviews believed they spent too much time on their online social networking sites. Although driven there through boredom, they were nonetheless concerned that it represented wasted time that could be more productively spent. For the ensured data as reliable and valid, the member check were done by the moderator summarizing the data checking with the group to ensure that they agreed with the interpretation. The key findings of the study were that the teenagers avoid advertising on the social networking sites, teenagers were annoyed by the advertisements that suddenly pop up or make noise, they accept the advertising as the cost of being able to use the sites for free, they

enjoyed the advertisements that engaged them with games and they would not give out personal information to win prizes from these games. [24]

Man-Ling, et. al, (2010), proposed to determine the alternative types of online shopping motivations to address the online shopping context, by integrating previous studies and characteristics of online shopping. Besides, adolescents usually formed their judgments and made decisions based on not only their own evaluation but also others' perceptions and thus, their involvement and subjective norm were treated as moderating effects. The findings indicated that shopping motivations of role enactment, sensory stimulation, and choice optimization were significantly and positively associated with utilitarian shopping perceptions. Social interaction and emotional utility were positively and significantly related to hedonic perception. The variables for the study were Shopping motivation, shopping perception, involvement, subjective norm, online shopping. In addition, our results support the moderating effect of involvement on the relationships between sensory stimulation and hedonic perception, emotional utility and hedonic perception, as well as choice optimization and utilitarian perception. [25]

Rebecca J. Larson, (2009), examined the perception, brand awareness, communication, the balance of power has shifted from traditional media to the new social media and there were variables which were examined like customer loyalty, increased sales, desire for long term profitability and the new media technologies that were changing the way communication and information sharing occur. On the basis of various case studies, the conclusion had been drawn that viral marketing was here to stay and the tools, techniques and support were available to embrace and profit from the incorporation of the viral marketing and social media into an integrated marketing and communications strategy. [26]

Fue Zeng et. al, (2009), investigated the impacts of social identity and group norms on community users' group intentions to accept advertising in online social networking communities. By outlining how this type of group intention could influence community members' perceptions and value judgments of

such advertising, this study delineated possible mechanisms by which community members may respond positively to community advertising. The authors tested the proposed theoretical framework on a sample of 327 popular online community users in China and obtain general support. The 327 study participants, recruited by a snowball procedure by four research assistants, vary in age from 22 to 31 years (mean age = 26.7 years). Each participant was enrolled as a member in his or her most visited community site for at least three months and spent at least four hours a week there. On average, participants (48.8% female, 90% between 20 and 29 years of age) had been members of their communities for 1.56 years and spent 6.2 hours a week in them. The first CFA model (Model 1) includes evaluative social identity, affective social identity, cognitive social identity, group norms, and group intentions. The second CFA model (Model 2) includes perceived ad value, perceived ad relevancy, and responses to community ads. [27]

Eduard Cristobal, et. al, (2007), The objectives of this article were to develop a multiple-item scale for measuring e-service quality and to study the influence of perceived quality on consumer satisfaction levels and the level of web site loyalty. First, there was an explanation of the main attributes of the concepts examined, with special attention being paid to the multi-dimensional nature of the variables and the relationships between them. This was followed by an examination of the validation processes of the measuring instruments. The variables for the study were Internet, Electronic commerce, Customer satisfaction, Consumer behavior, User studies. The 461 samples were taken for the study through the simple random sampling and the data were collected through Personal interview; semi-structured questionnaire. The validation process of scales suggested that perceived quality is a multidimensional construct: web design, customer service, assurance and order management; that perceived quality influences on satisfaction; and that satisfaction influences on consumer loyalty. Moreover, no differences in these conclusions were observed if the total sample is divided between buyers and information searchers. [28]

Catherine Demongeot, et. al, (2006), used the theory-building approach to

understand how consumers perceive their experience of the navigation of an online shopping environment and it has identified the facets which make up their experimental intensity. The study had taken the think-alouds with in-depth interviews; four dimensions of experiential intensity were found i.e. a shopping navigation as an experience, a tool, an environment and a dialogue between shopper and website. The study had focused on various variables like the experiences, vividness, interactivity, aesthetics, experiential intensity, context familiarity, product presence, visual impact, site-user understanding. Verbalizations of experiential elements were present among all 19 respondents. The study concluded that the consumers' perceptions of the experiential qualities of retail web sites were strongly anchored in the context of the shopping activity. [29]

George N. Ladorfos, et. al, (2006), examined the factors determining e-consumers re-purchasing behavior in the e-business to consumer market through the theory of planned behavior (TPB) this study adopted a quantitative methodological approach within the context of the online CD, Books, Music, Magazines and DVDs purchasing industry. They had surveyed 211 consumers who had been the prior consumers of the same product range. They had also analyzed the consumer behavior on the internet, online brand loyalty, the factors affecting the consumer's online purchase decision, price, trust and security, convenience, experience of the e-commerce. It had also tested the experience hypotheses that are H1: the more experience the consumer has with the internet the weaker the consumers' beliefs about the importance of security in their purchasing decision. H2: the more experience the consumer has with the internet the weaker the consumers' beliefs about the importance of the price in their purchasing decision. Convenience: H3: high perceived convenience on an e-tailer's site positively influences consumers' attitude to purchase commodities online. Security: H4: high perception of security on an internet site positively influences consumers' trust. Price: H5: the stronger the perceived price/value for a consumer in an e-retailer, the greater the attitude to purchase. Trust: H6: High perceived trust in an e-retailer positively influence consumers' attitude to buy. The effect of attitude on intent, attitude to buy, H7: The more positive the consumers' attitude towards an e-retailer, the stronger

their intent to re-purchase. Data were collected by using self-administrated questionnaires distributed using purposive sampling. Therefore, a 'typical case' sample of consumers who have previously purchased CD, books, music, magazines and DVDs online was used (N=211). As a test for reliability of construct measurement, Cronbach's alpha is typically used (Nunally, 1967). Therefore, the attitude variable data was measured for reliability using Cronbach's alpha –this was selected due to the large number of question items that were used to evaluate the consumers' attitude towards e-brand loyalty. Exploratory factor analysis was conducted as a means of data reduction, to see if the face validity of the items held (Pallant, 2001). The items of the attitude scales were subjected to principal component analysis (PCA) using SPSS. Prior to performing PCA the suitability of data for factor analysis was assessed. The Pearson correlation matrix was used to state the relationship between the variables in the research model and illustrate the relationship between the factors constituting the overall attitude variable, and the other overall variables used for this study. Preliminary analysis was performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity. This study investigated the factors determining consumers' intent to re-purchase in the online environment, specifically within the commodity market. The primary research undertaken for the purpose of this study enabled a further exploration of consumers' experience, beliefs, attitudes and intent to purchasing and repurchasing. Overall, the results of this primary research for Hypotheses 3, 4, 5, 6 and 7 were in line with the expectations stated. However, Hypotheses 1 and 2 were not supported by this study's primary research despite being supported in previous research studies. [30]

Noreen Siddiqui, et. al, (2003), highlighted the difference in retail and the consumer perception of fashion web sites. Wereas of the concern include the overall web page design, level of interactivity, absence of information about fashion trends and the inconsistency across web sites. The paper concluded that the fashion retailers were utilizing the internet mainly as a communications channel only and were failing to add value to their brand. Fashion web sites were not utilizing the benefits of the virtual medium and were failing to create an exciting online offer. Retailers did not recognize the

importance of online positioning or the potential to integrate online and offline marketing activities. [31]

3.1.3 SEARCH AND SHOPPING BEHAVIOR:

Hsiu-Hua Cheng, et. al, (2013), explored antecedents of intention to participate in online group-buying and the relationship between intention and behavior. The research model was based on planned behavior theory, electronic word-of-mouth, network embeddedness, and website quality attitude. An online survey was administered to 373 registered members of the ihergo website. Data was analyzed using the partial least squweres method, and analytical results demonstrated that for potential consumers, experiential electronic word-of-mouth, relational embeddedness of the initiator, and service quality attitude influence intention to engage in online group-buying; for current consumers, intention to attend online group buying is determined by the structural and relational embeddedness of the initiator, system quality attitude positively affects intention, and intention positively affects online group-buying behavior. This study proposed a new classification of electronic word-of-mouth and applies the perspective of network embeddedness to explore antecedents of intention in online group-buying, broadening the applicability of electronic word-of-mouth and embeddedness theory. [32]

Robert J. Kauffman, et. al, (2012), studied the dynamics of one instance of dynamic pricing - group-buying discounts - used by MobShop.com, whose products' selling prices drop as more buyers place their orders. they collected and analyzed changes in the number of orders for Mob Shop-listed products over various periods of time, using an econometric model that reflects our understanding of bidder behavior in the presence of dynamic pricing and different levels of bidder participation. The variables for the study were: bidding, dynamic pricing, electronic markets, group-buying discounts, Internet-based selling, market microstructure, online retailing, pricing mechanisms. They found that the number of existing orders has a significant positive effect on new orders placed during each three-hour period, indicating the presence of a positive participation externality effect. They also found evidence for expectations of falling prices, a price drop effect. This occurred

when the number of orders approaches the next price drop level and the price level for transacting will fall in the near future. The results also revealed a significant ending effect, as more orders were placed during the last three-hour period of the auction cycles. They also assessed the efficacy of group-buying business models to shed light on the recent failures of many group-buying Web sites. [33]

Steven D'Alessandro, et. al, (2012), investigated the impact that perceived risk and trust had on online purchasing behavior, in particular the nature of purchasing associations within the expensive, complex, high risk and credence products such as gemstones. This study applied the models of Jarvenpaa et al. (1999) and van der Heijden et al. (2003) to develop a conceptual framework for determining the relationship between perceived risk, trust, and the online purchasing behaviour of gemstone buyers. The study further indicated the relationship between these three salient constructs. The conceptual model suggested that a number of factors influence perceived risk, type of internet marketing strategy sellers' use, and privacy and security concerns. Propositions in the model include internet fraud protection as an antecedent of trust. The model also proposed that perceived risk has a negative impact on trust, on online purchasing behaviour, and that trust had a positive impact on the online purchases. In order to develop the measures and increase the validity of the study preliminary research was conducted with 79 gemstone sellers in Thailand. In depth interviews were used to develop the questionnaire items of the study. Out of 1,055 potentials, 160 were inactive, resulting in 895 live e-mail addresses. From these 895, 134 people replied, representing a 15 per cent response rate. This response rate is within the acceptable range for online surveys. An online survey of purchases of Thai gemstones was used to collect the data. Partial Least Squweres was used to test the conceptual model of the study. Key variables for the study were Internet marketing, Internet retail, Organizational buying behaviour, Perceived risk, PLS, Trust, Consumer behavior. The results of this study suggest that the type of internet marketing strategy used by the seller (the place strategy) and the buyer's privacy and security practices influence a buyer's perceived risk to purchase gemstones

online. Furthermore, the study showed that perceived risk reduces trust and perceived risk reduces online purchases. [34]

Rainer olbrich, et. al, (2011) determined the dependent variable CLICK OUT. This variable was binary coded. the paper focuses on the variables like Online Consumer Search Behavior and Purchase Conversion where the Measuring conversion rates had become crucial, The view time will increase the likelihood of a click-out, The average view time per page was to decrease the likelihood of a click-out, The number of product-detail sites was to decrease the likelihood of on a click-out, The average view time per product-detail site was to increase the likelihood of a click-out, The number of each direct-search feature (a-g) was to decrease the likelihood of a click-out, The number of home pages will decrease the likelihood of a click-out, The overall average product rating will increase the likelihood of a click-out. In addition to the tracking of transactions, such as purchases or, in this case, click-out, click stream data also facilitates tracking earlier consumer actions, such as browsing and searching. The interpretation of the regression coefficients is somewhat tricky. Therefore, we interpreted the logistic regression results using the concept of odds ratio.113 The odds of an event occurring is the probability that the event will occur, divided by the probability that it will not. An odds ratio was computed by exponentiations the parameter estimate for the predictor variable, and can be interpreted as the multiplicative change in the odds for a one unit change in the predictor variable. The study shows that social-shopping features have a low level of usage. Their novelty constitutes a possible explanation. Despite the low usage, they found that user-generated social-shopping features have a significant impact on purchasing behavior, both negative and positive. The results also showed that user behavior was consistent with rational considerations involving time constraints and cost-benefit trade-offs. [35]

Tammy R. Kinley, et. al, (2010), determined whether the degree of involvement with shopping for clothing affects the frequency with which Gen Y consumers seek the opinions of others when making clothing purchases for themselves; the non-personal sources that influence the frequency of clothing

purchase; and certain shopping behaviors. Written questionnaires were completed by students at a university in the southwestern region of the USA. Most of the participants were determined to be high involvement shoppers who sought opinions of female friends and co-workers, used most of the non-personal idea sources, shopped more often, spent more money, and were more comfortable shopping for clothing. Generation Y consumers who were more involved with shopping for clothing tend to consult a variety of resources prior to purchase, particularly other females and marketing delivered via various media. Retailers and clothing manufacturers took advantage of visual merchandising opportunities and social networking avenues as well as traditional advertising and promotion outlets. [36]

Domingos, et. al, (2010), identified the understanding the influence on buyer behavior when he/she was exposed to publicity in the Internet. Thus, fourteen variables were identified from the bibliography research undertaken on this subject and a new one added: the click through. This variable represented the decision power of the user to access (or not) information when he/she was stimulated by publicity in the Internet. In this way, this study established the variables that motivated and determined managers' behavior by measuring the degree of linear association amongst them. The total distribution of the sample was done in the different activity sectors like textiles related products, mechanical engineering, foot were, wood, electronics. The total sample size was 1444 and the questionnaire received back was 153. The result was the development of an Internet buyer behaviour model of B2B. [37]

Wen-Chin Tsao, et. al, (2010), studied the personality trait, hedonic motivation, utilitarian motivation, search intention. The hypotheses had been tested on various dimensions like neuroticism, hedonic purchase motivation, utilitarian purchase motivation, extraversion, agreeableness, openness, search intention. Total of 734 questionnaires were handed out, and 429 (58.4%) valid responses were received. The sample size was at least five times the number of variables being observed, which met the suggested range of five to ten times (Hair, 1998) Three methods-exploratory factor analysis (EFA), Cronbach's reliability, and confirmatory factory analysis (CFA)-were used to select and

assess the final items that would be used for testing the hypotheses. When consumers have higher degrees of neuroticism, agreeableness, or openness to experience, they tend to be utility-motivated to shop online. This study found that the big five personality traits, save conscientiousness, have varying degrees of influence on hedonic purchase motivation and on utilitarian purchase motivation, and this influence applies to shopping in both physical stores and virtual online stores. This study found that conscientiousness does not have a significant influence on online purchase, and the paper suspected that it was because of the manifestation of their personality cautiousness, regularity, responsibility, high self-requirement, efficiency, and goal-orientation and the existence of online purchase risk, which make them, shun buying on the Internet in favor of buying from physical stores.[38]

Sung-Bum Kim, et. al, (2010), This study argues that social network services play a pivotal role in a college students' trip information search behavior. Thereby, this study's primary objective was to identify antecedents that influence college students' behaviors to use Social Networking Sites in searching for travel information. The variables for the study were social network services, U.S. college students, information search behavior. The online survey was provided to college students in the Midwest United States. Hierarchical regression analysis was employed to test the hypotheses. The results indicate that social life documenting and community forum participation were the key factors affecting behaviors to use Social Networking Sites for travel-related information seeking. It is also observed that interaction to others on the systems significantly increase the use of SOCIAL NETWORKING SITES. Implications and suggestions for future research were discussed. Of a 212 survey responses, a total 156 students' responses were identified as valid samples for this study, creating a response rate of approximately 74%. Table 1 shows that the respondents' demographic characteristics. The total valid sample size was 156 individuals. Among these, 58.4% (n = 87) of the respondents were male and 41.6% (n = 62) were female. In terms of class position, juniors were the largest responding group (30.3%), while seniors, sophomores, and freshmen accounted for 29.6%, 23.2%, and 16.9%, respectively. [39]

Su-Chao Chang et. al, (2010), This study aimed to examine the relationship between the antecedents and consequences of both dedication-based and constraint-based factors on information systems post adoption using online shopping as an example. To test the hypotheses the main wereas was the intentions to continue online shopping which was finalized through a pilot study and was verified by the cronbach's alpha. The results indicated that the antecedents of constraint-based influences - the effectiveness of online shopping websites (perceived operational competence and communication) and the perceptions of online shoppers' closeness in the relationship (customer relationship investment and perceived cohesion) - have indirect positive effects on online shoppers' continuance intention toward online shopping websites, as mediated by their trust in the online shopping website and their perceptions of the switching cost. The final questionnaire was distributed onsite to 800 current online Chang and Chou 375 shopping customers in eastern China during February 2009. All respondents were asked to provide the name of online shopping websites that they had purchased products from and at least once during the past 12 months. Respondents indicating online purchasing experience were instructed to answer all the questions in the questionnaire. Completed questionnaires were received from 605 members of the original sample, a response rate of 75.6%. Fifty-six indicated that they had not used the online shopping service during the 3 months prior to the survey. The data was analyzed through the confirmatory factor analysis which also showed that constraint-based influences had a more significant effect than dedication-based influences (satisfaction and perceived usefulness) on the continuance intention toward online shopping websites. The paper verified the antecedents and effects of both constraint-based and dedication-based influences on online shoppers' continued online shopping behavior. Moreover, this article validated the causal relationship between perceived cohesion and trust as well as relationship investment and perceived switching costs in the e-commerce setting. [40]

Ankur Kumar Rastogi, (2010), attempted to analyze the features related to the buying behaviour of online shoppers. Consumer buying behaviour in respect

of online shopping was studied using different socio-economic variables. It also provided a support that helps researchers understand the drivers of consumers' attitude and goal to shop on the Internet, and consumers' perceptions regarding ease of use and usefulness. Conclusions derived from the analysis could be used as useful guide for market orientation. The outcomes of the study suggested that assessment of consumer buying behaviour can contribute to a better understanding of consumer buying behaviour in respect of online shopping. Samples were collected from consumers and buyers of online shopping in which the total sample size of respondents were 200. Survey method was adopted for this study. For the purpose of the survey, a structured questionnaire was prepwered and distributed to the consumers and buyers to study about their preference and satisfaction of online shoppers (online buyers). This research showed that online shopping was having very bright future in India. Perception towards online shopping was getting better in India. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. [41]

Sang m. lee et. al, (2009), examined flow and its effects on online consumer behavior in a unified model which drawled upon theory of planned behavior (TPB). This study took a positivist view of online consumer behavior. TPB plays a theoretical foundation of the research model in the study. There were 288 respondents and their complete questionnaires were used for data analysis and model testing. College students represent a major online consumer group. The four important dimensions of flow (concentration, enjoyment, time distortion, telepresence) were explored in terms of their antecedent effects on online consumer behavior. The variables for the study were online consumer behavior, flow, concentration, enjoyment, time distortion, telepresence, TPB, TAM Results of this empirical study show that flow influences online consumer behavior through several important latent constructs. The findings of this study provided a general guideline for both consumers and e-commerce vendors on how to improve their buying and selling practices. Findings of this research not only extend the existing knowledge of flow and its antecedent

effects on online consumer behavior but also provided new insights into how flow could be conceptualized and studied in the e-commerce setting. [42]

Sylvain Senecal, et. al, (2003), found that consumers in directed-purchase visits exhibit a more focused online shopping behavior by viewing less product category pages, viewing more product detail pages within a category, spending more time on each page, repeating visits to product pages. A convenience sample of 293 subjects was recruited by e-mail. The e-mail stated that two researchers from a large business school were conducting a study on electronic commerce and that participants had a chance of winning one of the products about which the experiment was designed. The majority of subjects were between the ages of 18 and 29 years (84%). Fifty-one percent were female, almost one third were working full time (32%); 25% of subjects were full-time students and another 33% were part-time workers and students. On average, subjects had been using the Internet for 4.6 years and currently used it 17 hours per week. The only independent variable measured was consumers' online decision-making process. Based on their click stream data, consumers were assigned to one of the following groups: 1) did not consult the product recommendation (NC), 2) Consulted, but did not follow the product recommendation (CNF), 3) Consulted and followed the product recommendation (CF). Out of the 293 participants, 77 correctly guessed the goal of the experiment data from the remaining 216 participants was used. In order to test the hypotheses, a MANOVA was performed using consumers' decision-making process and the product type as independent variables and their click stream measures as dependent variables. Contrary to the product type, the decision-making process of consumers was not manipulated but observed. As expected, the number of subjects in each decision-making process group was not equal. Out of the 216 participants, 85 decided not to consult the recommendation, 49 decided to consult and follow the recommendation, and 82 decided to consult but not to follow the product recommendation. Following Keppel (1991), observations were randomly discarded in order to have 49 participants in each group and perform a MANOVA without risking violations of the normality and homogeneity of

variance assumptions. Thus, the final sample size to test all hypotheses was 147 subjects. Results of the MANOVA suggest that there was no interaction between the decision-making process and product type. They were found to have a more linear navigation pattern, visit fewer pages, visit fewer product detail pages, and revisit a smaller proportion of pages they visited in order to select a product. [43]

3.1.4 ADVERTISING EFFECTS:

Nawel Ayadi et. al, (2013), explored the control mechanisms that consumers used when confronted with repeated temptations in an online private sales context. Using qualitative research methods, this study differentiates four segments of consumers, according to their reactions to repeated purchase temptations: myopic, self-regulated, hyperopic, and dispassionate by individual personal interview of 36 respondents. It also isolates the mechanism that consumers used to resist temptations. Previous literature has focused on control mechanisms implemented in isolated temptation situations; this article extended that approach by examining online private sales, in which setting consumers receive frequent solicitations. Thus, it addresses in detail how control evolves when consumers confront repeated temptations. [44]

Mehdi et. al, (2012), provided some insights regarding the adoption of internet advertising by Iranian small and medium-sized enterprises. The recent negative trends leading to a lack of competitive advantage in small businesses and the advantages of internet advertising makes it imperative to study various factors affecting this wereas of marketing. The variables for the study were Internet advertising, Adoption, Product involvement, Internet publishers, Small to medium-sized enterprises, advertising. This study reviewed 59 previous related studies, resulting in a comprehensive theoretical framework which explained the advantages of internet advertising for small to medium-sized enterprises (SMEs). Via questionnaire, the paper compiles 346 Iranian experts' opinions in order to test the validity and applicability of variables in Iran. A structural equation model and LISREL software were used to analyze the data. A total of seven latent variables of internet advertising adoption were examined: advertising agencies, internet publishers, small and middle-sized

enterprises, government role, e-commerce development and user types. The paper found that these constructs successfully explain internet advertising adoption by incorporating readiness and globalization stages. The small and medium-sized enterprises were found to be the most significant for explaining internet advertising adoption. [45]

Payam Hanafizadeh, et. al, (2012), They have intended to provide some insights regarding the adoption of internet advertising by the Iranian small and medium-sized enterprises and the recent negative trends leading to a lack of competitive advantages amongst the different businesses. The study has made analysis over the latent variables like advertising agencies, publishers on websites, product involvement, and government role. By using the structural equation model and the casual model analysis they have developed the different hypothesis on the variable of e-commerce development, user type, government role, product involvement and advertising agencies. They had concluded that they should create the direct routes, ports and the channels by using the banners and other forms of internet advertising in order to grab the more internet users towards their websites. [46]

Catherine Tucker, (2011), investigated how internet users' perception of control over their personal information affects how likely they were to click on online advertising. The paper used data from a randomized field experiment that examined the relative effectiveness of personalizing ad copy with posted personal information on a social networking website. The website gave users more control over their personally identifiable information in the middle of the field test. They obtained daily data from the NPO on how well each of the ads performed for the duration of the experiment. There were 79 different ad campaigns for which we obtained daily data on the number of times they were shown and the number of clicks. In total these ads were shown to 1.2 million users and they received 1,995 clicks. When a user clicked on the ad, they were taken to the NPO's Facebook page. [47]

Michael A. Stelzner,(2011), found that marketers placed high value in social media. Measurement and integration were top wereas marketers want to master, Social media marketing takes a lot of time, Video marketing on the

rise, Marketers seek to learn more about Facebook and blogging, The top benefits of social media marketing. A significant 2278 people provided their open-ended responses. They have studied various variables like the demographic features i.e. age, gender and other variables like search engine optimization, email marketing, online advertising, event marketing. The largest group who took the survey was self-employed (33%) followed by people working for a company with up to 100 employees (30%). 19% of people taking the survey worked for businesses with 100 or more employees. [48]

Nick Pernisco,(2011), focused on various issues like social media and companies, social media harassment, the importance of being literate, methods advertisers use on social media sites, balancing social media advertising with user freedoms and the social media changing social interactions and the global advertising. The study concluded that there were various issues of the e-marketing which were needed to be focused to improve the marketing all over the global businesses. [49]

P. Sri Jothi et. al, (2011), analyzed the effective communication strategy through social networking sites, to study the effectiveness of brand communication through social networking sites from its users and communicators, to find the impact of interaction through these communication among Indian users (with reference to Face book, Twitter and Orkut). To analyze and find the effectiveness of communication strategy in developing brand, communication through social networking sites was done with the survey method and content analysis in the research. The survey method helped to identify the reach of the brand among its target audience, ways of impact, usage of these social networking sites and access to these form of communication. And the content analysis is another method used to analyze the communication strategy of different social networking sites with certain parameters among top three Indian social networking sites which were tabulated with results. This research study adopted survey and content analysis in order to find the effectiveness and the impact of communication in branding any product or the service among the target market through social networking

sites like Face book, Twitter and Orkut. Survey was conducted randomly among Face book, Twitter and Orkut user community, by sending questionnaire through online to collect the individual opinion from the respondents. The study found that all the respondents that is, 100% of respondents have profiles on Face book. And also, 88% respondents of the same group have profiles on Orkut, 62% respondents have connected to Twitter and 37% of users have account on other social networking sites. The finding of the study states that the audiences respond more to interactive marketing than the traditional ads followed in internet advertising. Almost everyone is communicated through social networking sites. Nearly 70% of the audience has impact through ads in social networking sites and half of them access these ads e.g. games, quiz, events, etc. Users remember the brand by the way they advertise. They respond to any new form of advertising which interest them. Social networking sites will become the primary wereas for highly targeted marketing and advertising. Social networking sites present an unmatched opportunity to build brand. Users of Face book and Orkut were of same age group and category. In Twitter, people do not show much interest because it's just like a micro-blogging site. [50]

Christopher Chan, (2011), examined the effectiveness of using online advertising on the social networking site Facebook in encouraging university students to connect with their library's Facebook page. In total, 102 new fans were recorded over the two-month campaign period A two-month paid Facebook advertising campaign was conducted. Using the tools provided by Facebook Adverts, the campaign was targeted only at current students at the university who were not already connected with the library's Facebook page. At the conclusion of the campaign, the statistics recorded by Facebook Adverts were used to assess how effective the advertisement had been in attracting new connections. The campaign statistics showed that the advertisement was shown frequently to the targeted user group, and that the click through rate for the advertisement was high. Furthermore, the advertisement accounted for over half of the new connections made to the library's Facebook page during the campaign period. [51]

Kumar, et. al, (2010), focused on the social network advertising, direct advertising and the advertisements effectiveness with the help of reach, prominence, uniqueness, purpose, customizability and data and personal experience. They had focused on the main reasons for the social networks used as advertising tools as the cost efficiency, large reach, targeted advertising, time spent online. The objective of the study was to determine the impacts of advertisements on social networking sites and to determine the criteria for successful advertising and social networking medium. There were certain criteria/variables which were the part of the study were age group filtering, enlightening ads in celebrities' pages, attracting the users towards their motive, seasonal ads, best use of calligraphy, the place and time to advertise and the appearances of the site and advertisements. The survey was conducted on 80 people on the bases of these criteria and they concluded that the company should apply such marketing techniques which make the product introduced which can earn enough revenue. They had also mentioned that an advertisement in a website was unable to convey the actual Intel to use then the need for an advertisement is not fulfilled. [52]

Fahri Karakaya et. al, (2010), studied the different tools of advertisement used as the television, radio and print media and their comparison with the online advertisements as the opinion polls and comments generated by the internet users. On the basis of certain hypothesis like value placed on online sources of information about the customer were experience positively impacts consumer opinion about online media making a difference in customer were, value placed on online sources of information about customer were experience positively impacts consumer engagement of online activity. For measurement purpose, the survey instrument included questions using five point likert scales to capture data on consumer use of social media to learn about customer were, and the availability of the sources of information and different motivational factors for a customer through social media. A descriptive statistics of the variables measuring the value of social media, consumer opinion, consumer online engagement and consumer decision on choosing brands on the basis of factor analysis, construct reliability and validity. The hypothesis were accepted that there is a strong positive relationship between the consumer

engagement in online activity and consumer decision to choose brands/companies based on the customer cwere experiences shwered online. The conclusion for the study was that the companies can utilize the information provided by consumers through different online channels which shows the customers about the concerns of the company and the companies can also get better idea about the consumers whether they were satisfied or not and can take the corrective actions. [53]

Eric K. Clemons, (2009), founded that the social networking sites had an impact on the traditional advertisements and the current advertising techniques and also focuses on the future of the advertising. The modern consumer views the net as transpwerent and naturally occurring community postings and the recommendations of known friends outweigh paid placements and paid reviews. Placements of products in movies or in video games were likely to be ignored; the presence of advertisements directly into movies or video games be resented. [54]

Cece salamon-lee, (2009), found about the charges for the advertisements on the social networking sites and the misconception was that social media was free the social media was charging certain amount for the advertising on the various social networking sites. While this may be for the tools, the true cost was the time and people power to develop, implement, monitor, respond and measure a social media program. [55]

Rohan Miller, et. al, (2009), found some way to follow their target audiences, many new media opportunities were presented to advertisers. However, they were still social media pioneers. While the boom in social marketing appears persuasive with an estimated 70% of consumers visiting a social website for information, other research points out that 90% of WOM conversations still occurred face to face or by phone, and only 7 percent occurs online. In contrast to traditional advertising media such as television, there were measurement and consumer behaviour modelling issues that needed to be addressed before marketers that measure and manage their media investments were able to fully embrace the opportunities and navigate the risks presented by social media. Ultimately, advertisers will be forced beyond the "oldschool"

approaches to adopt many of the principles and techniques of relationship marketing in order to effectively use social media and likely the multiple niche co-creations of products and services. By tapping into or creating their own online social networks, social media marketers could influence a brand community and potentially influence consumer behavior. The paper concluded that advertising effectiveness in the rapidly digitalizing world of television was improved through the adoption of synergistic paradigms of multiple-niche co-creation. [56]

Irena Pletikosa Cvijikj, et. al, (2009), described a system for evaluating the behavioral impact of Facebook on the decision making process. They had developed Thing Book, a prototype Facebook application for creating repositories of things and sharing opinions with friends. The variables for the study were Social networks, Social influence, Consumer behavior, Internet of Things. The paper described initial results obtained from an online survey. At the time this paper is being written, the Facebook Developer application statistics show a total number of 534 active users and they had added 220 things to their repositories. Initial evaluation had been done based on a survey integrated within the Thing Book application. The survey was conducted with 33 participants, 26 of them were male and 7 female. The majority of the participants (25) were aged between 18 and 25 years. The rest of the participants belong to the 26-35 age groups. These results confirmed the existing statements from sociologists that people see their friends as the most reliable source of information. The results indicated that friend's opinion on a product plays a bigger role than wheter a friend possesses a product. The majority of the participants advised their friends during the purchase decision making process. The participants agreed that they can use Thing Book to shwere their product experiences with friends. This paper had described a Facebook application that allowed sharing information about products among friends, as a tool for analyzing the impact of friends on consumer behavior. Initial results obtained from the survey have confirmed our expectations, that friends were considered as the most reliable source compeered to other sources of information. [57]

Mrinal Todi, (2008), emphasized on why social networks were important to businesses as an advertising medium and attempt to review the current advertising methods that were in place. There were major two objectives on which the research has been carried out they were, to establish the importance of social networks as an advertising medium and to determine the criteria for the successful advertising on this new medium. The variables for the study were the large reach, cost efficiency, targeted advertising, time spent online for which they found out certain reasons they were the reach, prominence, customizability and the data and personal experience. The researcher has also studied the Facebook, my space, you tube and the advertising campaigns of the different companies and the criteria for the successful advertising on social networks which were like the unobtrusively, creativity, time when they were engaged. The study has concluded that the advertising on social networking sites that went beyond the traditional banner ads and it has gone beyond the traditional marketing factors and it has found that mostly successful cases in order to draw its hypotheses about successful criteria for online advertising. Unfortunately, time constraints and lack of information prevented the testing of these hypotheses against more unsuccessful cases. This was one which cannot be ignored in future research. [58]

Anindya Ghose, et. al, (2008), found that the search engines which were used for the advertising purpose and the variables under the study were impressions, clicks, orders, click through rate, conversion rate, cost per click, lag rank, log profit, retailer, brand, length, landing page quality and competitor price. The sample size for the study was 9664 and the methods for data analysis used were mean and standard deviation, coefficient estimates on click-through rate, unobserved heterogeneity estimates in the click-through model, Coefficient Estimates on Conversion Rate, Unobserved Heterogeneity Estimates in the Conversion Model, Coefficient Estimates on CPC, Unobserved Heterogeneity Estimates in the CPC Model, Unobserved Heterogeneity Estimates in the Keyword Rank Model. [59]

Ishat, (2001) examined how branding was affected by the following Web purchase-related factors: security, brand name, word-of-mouth, good online

experience, quality of information, and form of advertisement. The major goal of this research was to assist practitioners and researchers who were interested in the strategic aspects of both brand trust and familiarity on the Internet. Quantitative research was the systematic scientific investigation used to measure the feelings and thoughts of people, and actions of the way and why things were done. A sample of 120 respondents was selected. Judgmental sampling was used to select the groups of respondents who spend around 3-4 hours daily on the internet on average. Statistical tools used for analysis included z-test that helped in checking the significance of the importance of the factor chosen. Further, convenience sampling technique was used to contact the respondents. Availability and willingness of the respondents to answer were the main reasons for using convenience sampling. ANOVA-one way classification technique was applied to check whether the respondents from three defined usage categories differed in their responses for the factors. The study obtained six random samples of 20 respondents each and then we compared the sample of 120 respondents on the basis of demographics and the overall Web experience and trust scales used in the study. Thus, we can be reasonably being assured that the data set used in our study was not biased.[60]

3.1.5 CONSUMER ATTITUDE TOWARDS SOCIAL NETWORKING SITES ADVERTISEMENTS:

Essi Pöyry, et. al, (2013), examined the distinguish between consumers' hedonic and utilitarian motivations for using company-hosted Facebook pages and relates them to two types of community usage behavior: browsing and participation. The effects on variables closely linked to business performance were examined. Analysis of data collected from 1162 members of a travel agency's Facebook page reveals that hedonic motivations indicate a higher propensity to participate in the community whereas utilitarian motivations relate more strongly to merely browsing the community page. The participating members, however, did not show intentions to buy from the host company or refer it to others, while the browsers do. [61]

Zeljka Hadija, et. al, (2012), found that main sources of information that helps advertisers understand the ways in which advertisements were perceived

online. Results were reached through qualitative research. Personal in-depth interviews, utilizing Zaltman Metaphor Elicitation Technique (ZMET), were conducted among 20 college students. Interviews consisted of using screenshots of advertisements in online social networks to uncover respondents' reactions it was generally concluded that the users of online social networks did not dislike advertisements, but they simply did not notice them. Other content found in online social networks mitigates the attractiveness of the advertisements. Hence, the respondents reported that the brand recognition in online social networks was found to be much lower than the one created through other media channels. [62]

Eda Atilgan-Inan, et. al, (2011), revealed the factors that gave rise to the formation of the behavioral intention of young consumers shopping on the Internet. The study specifically aimed to highlight the relative importance of predictor variables such as attitude towards the behavior, subjective norms, perceived behavioral control, and intention. Also, it extended the theory of planned behavior to young consumers shopping over the Internet. The study analysed the predictor variables of planned behavior among 281 university students aged 18-24 and selected on the basis of convenience. The research employed structural equation modeling to investigate the causal relationships in accordance with the theory of planned behavior. The findings depicted that subjective norms were the most influential predictor variables of behavioral intention among young consumers shopping on the Internet. The practical implication of the research was that the marketing strategies of e-commerce organizations should concentrate more on subjective norms, as young consumers were more others-oriented and need more social approval. The variables were consumer behavior, planned behavior, internet, young consumers, The Information and Communication Technology (ICT) Usage Survey indicated that the 16-24 age groups contained the highest proportion of computer and Internet usage (Turkish Statistical Institute, 2009). Including over 7 million young consumers (aged between 15-24 years) (Turkish Statistical Institute, 2009), university students constitute the major (Acikalin et al., 2009) and homogeneous segment within this age group. 'Homogeneous segments were preferred because they typically provide a stronger test of

theory' (Calder et al., 1981, p.200). Data for the research were collected from a sample of university students at a Turkish university using a convenience sampling procedure. A self-administered structured questionnaire was developed to collect quantitative data pertaining to the various aspects of planned behaviour of young consumers purchasing electronic equipment over the Internet, since the ICT survey found that the most popular purchases on the Internet were electronic devices (mobile phones, cameras, TVs, DVD players, etc.) during the 12 months covered in the survey (April 2008-March 2009).The attributes were derived from the 'Sample TpB Questionnaire' developed by Ajzen (2006) to test the theory of planned behaviour. The student responders provided evaluations on 'attitude towards the behaviour' factor by answering eight items that were measured on a five-point semantic differential rating scale with bipolar adjectives (e.g., pleasant/unpleasant; good/bad). One set of the bipolar adjectives (i.e., foolish/wise) was derived from the work of Taylor and Todd (1995). Other measures for the model – 'subjective norms' (six items), 'perceived behavioural control' (four items), 'intention' (three items), and 'behaviour' (one item) – were measured on a five-point Likert scales (1 = strongly disagree; 5 = strongly agree). Five open-ended questions were also included for demographic information. At the end of the data collection period, a total of 281 usable questionnaires (a 89.2 per cent response rate) were obtained, which is well above the critical sample size of 200 for developing structural equation models (Hair et al., 1998). The sample was in the 18-24 age group with a mean of 20.19 years old. In terms of gender, 56.6 per cent of the sample was female and 43.4 per cent of the sample was male. Segment within this age group. 'Homogeneous segments were preferred because they typically provide a stronger test of theory' (Calder et al., 1981, p.200). Data for the research were collected from a sample of university students at a Turkish university using a convenience sampling procedure. A self-administered structured questionnaire was developed to collect quantitative data pertaining to the various aspects of planned behaviour of young consumers purchasing electronic equipment over the Internet, since the ICT survey found that the most popular purchases on the Internet were electronic devices (mobile phones, cameras, TVs, DVD players, etc.) during the 12 months covered in the survey (April 2008-March 2009). The attributes

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Harry Zhang, et. al, (2010), examined a study on a focus group which was conducted with a total of 25 participants to explore and identify the privacy and user acceptance issues associated with targeted advertising. Three scenarios were studied: one providing advertisements and coupons to a mobile device based on shopping behaviors, another delivering advertisement to a mobile device based on location and online activities, and the third presenting TV advertisements based on viewing patterns. It was found that targeted advertising was generally preferred to non-targeted advertising but users wanted to control the type, quantity, frequency, range, and context of the advertisements received. It was also important that advertisements be based on personal data that users were willing to share and that targeting not be intrusive or embarrassing. Targeted advertisements that offered discounts or financial benefits were most preferred. [64]

Ying Wang, et. al, (2009), investigated the beliefs about and attitudes toward online advertising among Chinese consumers and the relationship between belief factors and the consumers' behavioral responses to online advertising, the data were collected from the students of a large metropolitan university in china. A total of 202 questionnaires provided usable data and were analyzed using the AMOS. Five belief factors that underlie Chinese consumers' ATOA were identified as the entertainment, information seeking, credibility, economy and the value corruption. The data were analyzed through the comparative fit index, goodness to fit index and the incremental index to

assess the model fit and the root mean squwere residual and the root mean squwere error of approximation. The study concluded that the measurement model of belief factors fit the sample satisfactory. [65]

Shen Han Qut, et.al, (2009), found that customer attitudes toward technology and internet usage they might or might not be confused toward integrator positioning. Competitor positioning could be used both in a positive or negative way. Both involved building on existing brand value and awareness of a competitor. E-marketers wanted to utilize integrator positioning for providing everything a consumer needs in a particular product category, industry, or even in general. E-marketers must try to invite user-generated content to capitalize on the popularity and success of online social networking sites. [66]

Puneet Manchanda, (2009), found in his research that on building empirical models to address such strategic marketing issues as the role and use of social media, resource allocation, word-of-mouth marketing, and customer relationship management are very important. He had also focused on marketing strategy problems in the online media, pharmaceutical, high-tech, gaming, and insurance industries. The article showed the views of the author in the implication of the social networking sites and its implications in the industry. They had found out that just becoming part of the brand community seemed to causally increase the amount spent by brand community participants by about 25 percent. [67]

Li Guo, (2008), analyzed factors influencing consumers' online purchasing behaviors. By means of questionnaire survey and AHP (Analytic Hierarchy Process), the author performed an empirical analysis of the hierarchy model of influencing factors of online shopping which was built by domestic scholars, and gets the relative importance of these influencing factors. The results show that: security of online shopping, prices, and commercial credits were primary factors influencing consumers' purchasing behaviors, and genders education levels of consumers, and designs of store were the secondary ones. The variables for the study were Online shopping, Consumer purchasing behavior,

Influencing factor, AHP. They also focused on The Hierarchic Model for Influencing Factors of Online Consumers' Purchasing Behaviors. [68]

Pradeep Korgaonkar, et. al, (2006), investigated if consumer online patronage is influenced by product category and online store type. Building on the prior work in this wereas by the authors and other researchers the study collected data in two phases to investigate the study hypotheses. To test the hypotheses the ANOVA was applied which defined the significant interaction effect of online retail store type and product class on preference to shop online. The dimensions for the study were perceived value, information services, convenience, order services, Internet retailer reputation, security/privacy, merchandise assortment and home shopping. The study results suggest that consumers' online patronage is differed based on product type. Interaction effects of the online stores and product type were significant too. Additionally, the rank order of importance of the Internet attribute varied among the three types of online retailers. [69]

Gurvinder S Shergill, et. al,(2005), This paper is part of larger study, and focuses on factors which online New Zealand buyers keep in mind while shopping online. It also investigates how different types of online buyers perceive websites differently. This research found that website design, website reliability/fulfillment, website customer service and website security/privacy were the four dominant factors which influence consumer perceptions of online purchasing. The four types of online New Zealand buyers; i.e., trial, occasional, frequent and regular online buyers; perceived the four website factors differently. These buyers have different evaluations of website design and website reliability/fulfillment but similar evaluations of website security/privacy issues, which imply that security/privacy issues were important to most online buyers. The significant discrepancy in how online purchasers perceived website design and website reliability accounts for the difference in online purchase frequencies. A structured questionnaire was used for this research, as the data collection method involved a mall intercept survey. As items in the questionnaire included demographic questions respondents were allowed to gather information and work at their own pace

through a self-administered questionnaire [McDaniel and Gates, 2002]. The questionnaire was divided into three sections, which were used to collect online buyers' behavioral and attitudinal information, demographic information, and also to measure their perception of online shopping. The structured questionnaire consisted of fixed-alternative questions. Respondents were given a number of alternative responses to choose from. The fixed-alternative questions allowed for standardized administration. This research indicates that the least satisfying aspect to buying online is still website security/privacy, which rated the lowest factor mean of 3.13. This result is consistent with the findings from the annual report of Taylor Nelson Sofres [2002]. The report highlighted security issues as the main reason for people choosing not to purchase online, yet the industry has done little to address these concerns over recent years. [70]

Marcel Creemers, et. al, (2003), explored factors that influenced consumer's intentions to purchase online at an electronic commerce website. Specifically, they investigated online purchase intention using two different perspectives: a technology-oriented perspective and a trust-oriented perspective. The paper summarized and reviewed the antecedents of online purchase intention that have been developed within these two perspectives with the conceptual model. An empirical study in which the contributions of both perspectives were investigated is reported. The paper focused on the perceptions of 228 potential online shoppers regarding trust and technology and their attitudes and intentions to shop online at particular websites. The data was analyzed with the Cronbach's alpha and exploratory factor analysis to examine the reliability and unidimensionality of each construct. In terms of relative contributions, the researcher found that the trust-antecedent 'perceived risk' and the technology-antecedent 'perceived ease-of-use' directly influenced the attitude towards purchasing online. The result of this research suggests that perceived risk and perceived ease-of-use were antecedents of attitude towards online purchasing. [71]

Chanaka Jayawardhena, et. al, (2003), examined the literature concerning consumers' purchasing on the internet and reports on a project that contained

qualitative findings with the help of quantitative data to uncover consumer purchase orientations for the financial services. The study focuses on the e-information search for e-marketing, e-evolution, e-post purchase evaluation. The variables for the study were the consumer behavior, electronic commerce, internet and financial services. The clusters of consumers by the purchase orientation on the basis of the loyalty, control, price, convenience, number of members and the proportion of sample. The findings showed support for the literature concerning similarities in the treatment of consumer purchase orientations and gender. The conclusions take into account the need for e-retailers to recognize that online financial services consumers have a significantly higher level of control in the purchase process and were motivated by this in using the internet. [72]

Tzy-Wen Tang, et. al, (2003), explored the role of trust in consumer online purchase behavior. This study undertook a comprehensive survey of online customers having e-shopping experiences in Taiwan and we received 1258 valid questionnaires. The variables for the study were Trust, technology acceptance, perceived ease of use, perceived usefulness and intention. The empirical results, using structural equation modeling, indicated that perceived ease of use and perceived usefulness affect have a significant impact on trust in e-commerce. Trust also had a significant influence on attitude towards online purchase. However, there was no significant impact from trust on the intention of online purchase. The study also focused on the trust and technology acceptance model for testing on the familiarity, organizational reputation, trust, perceived size, perceived performance, propensity to trust and enjoyment, with purposive sampling method, a total of 3360 questionnaires were distributed through the 120 Executive MBA students and 4 lecturers of National Dong Hwa University in Taiwan. 2035 questionnaires were returned. We set a critical standard to define the "valid questionnaire". A questionnaire having more than 10 items clicked continually in the same score was considered to be invalid. Although the critical standard reduced the number of questioners, it could improve the quality of valid questionnaires. Eventually, 1258 valid questionnaires were collected. The net response rate is 37.8%. With descriptive statistic analysis, there was a relatively even split

between males (46%) and females (54%) respondents. The majority of respondents 'age from 21-35 years old representing 69% of the whole responses. Furthermore, most respondents possess a college degree or above (88%). In terms of occupation, the respondents reveal a quite even distribution: student (19%), service trades (20%), finance (15%), government/military (14%), business (12 %) and industries (9%). It implies that online shopping service depends not only on the operational characteristics of websites, its PU and PEOU, but also, and possible to a greater degree on consumer trust toward the websites. [73]

Anthony D. Miyazaki et. al, (2001), found that in the paper of the 189 respondents who were eligible for the study, 162 (85.7%) agreed to complete the survey. Because two surveys were not usable, the final sample was 160 for an effective response rate of 84.7 percent. Respondent ages ranged from fifteen to seventy-five years old, with a mean of 34.5 (median of 34). Gender was almost equally balanced (52% male, 48% female). Education levels ranged from grade school to graduate degree with a median of four-year degree. To test the hypotheses regarding consumer concerns about online shopping, it was necessary first to classify the responses into appropriate categories. Respondents provided a total of 269 concerns, which were classified by two researchers without respect to other data, but with consideration of the focus of the study. The test of Hla and H2a involved a multiple regression analysis with the three Internet experience measures (one for duration and two for frequency) and the two remote purchasing method measures (for telephone and mail-order shopping) serving as predictor variables, with perceived risk serving as the criterion variable. [74]

3.2 RESEARCH GAP:

Advertisements on Social Networking Sites have been gaining importance for the reasons of large numbers of users who may view the content of advertisements for the product of their interest. On the basis of literature review, it is observed that online shopping is increasing day by day. Moreover, the number of users of social networking sites as well as number of such sites are also increasing at tremendous speed. It is also observed that, the marketing

departments of large corporate houses are redesigning their marketing strategies aiming to target the users of social networking sites as they may constitute the part of their target markets

THEORETICAL GAP:

It is also observed from literature review that very few researches have been carried out to study the effectiveness of advertisements appearing on social networking sites. It is very useful to have an in depth study of buying behaviour of users of social networking sites who view the advertisements of various products appearing on social networking sites. Therefore, the researcher has selected the topic to contribute in the area of influences of consumer products' advertising appearing on social networking sites on buying behavior of respondents i.e. users of social networking sites

PERIODICAL & GEOGRAPHICAL GAP:

The study has been undertaken in three major states in western India namely Gujarat, Maharashtra and Goa. On the basis of literature review, it is observed that, during recent past, no in depth studies have been carried out in the area of influence of consumer products' advertisements on social networking sites on buying decision making in various states located in western part of India. The researcher has made an attempt to fill this periodical as well as geographical gap by carrying out the study during the period 2011-2013 for the selected cities of three prominent states namely Gujarat, Maharashtra and Goa of western India.

Considering the above, the present study is justified from the point of view of selection of the topic, period and geographical coverage of the area.

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CHAPTER - 4

RESEARCH METHODOLOGY

4.1.1 INTRODUCTION:

For carrying out "A Study of Influences of Consumer Products' Advertising through Social Networking Websites on Buying Behavior", it is imperative that an appropriate Research Methodology is followed. This paper attempts to provide an overall design of the study with procedural and details of the research undertaken. The statement of the problem, objective of the study, hypothesis of the study, limitations and delimitations of the study, the population and sample of the study, as well as source of the data and their collection, tools used and the degree of validity and reliability, Method of data collection have been elaborated in this study.

Social Networking Sites like, Facebook, Twitter, Linked In, Google Plus, etc., now a days, have become an integral part of life of every individual. The young generation of India, which constitutes majority portion of Indian population, is termed as major market force by Indian as well as Global Business houses. The young generation is techno savvy and is dependent on various technological devices for availing information inputs for all aspects related to the life.

The out performance of advertisement on various Social Networking Sites in terms of meeting advertising objectives of creating awareness, interest and converting the potential buyers into actual buyers has compelled all business tycoons to re-plan and re-design their advertising strategy including advertising outlays.

Business decisions take into account customer intelligence to generate customer driven and collaboratively designed products that are simply more successful and profitable. The tools, platforms, and technologies like social networking sites are used to operationalize and capture collaborative activities. That's the whole notion of social business. Now a day the business is the

Social Stallion, kicking down the walls between the marketer and the customer which used to separate the business from their customers.

Social technologies, on a mass scale, connect people in ways that facilitate sharing information, thereby reducing the opportunities for marketplace exploitation. The Social Web exposes the good, the bad, and the ugly, simultaneously raising up what works and putting down what doesn't, without any regards for the interests of any specific party. The larger idea of social technologies applied at a "whole-business" level. Hence, one can think of this deeper and customer driven connection between operations and marketing as "Social Business".

This new social connectivity applies between a business and its customers (B2C), between other businesses (B2B), between customers themselves, as is the case in support communities and similar social applications, and just as well between employees. Information that previously was available to only a selected or privileged class of individuals is now open to all.

4.1.2 Statement of the Problem:

Social media marketing seeks to engage customers where they naturally spend their time. Social business picks up on what customers are talking about and connects this back into business where it can be processed to create the next round of customer experiences. No more sweeping consumer's problems under the rug in the Customer Care department – active social listening, understanding consumer sentiment, and having a social policy are baseline of smart business practices in the twenty first century. Out of all this, the researcher sought to study and register down the one important side of this changing buying behavior as a result of influence of advertisement on social networking sites, "A Study of Influences of Consumer Products' Advertising through Social Networking Websites on Buying Behaviour".

An attempt has been made to find the answers of following question:

4.1.3 Main Question:

To what an extent the consumer products' advertisement on social networking sites influences the buying behavior of consumers?

We can clear the research problem through following questions.

1. Do the users of the social networking sites have awareness about the consumer products' advertisement appears on social networking sites?

2. Does the consumer products' advertisement appearing on the social networking sites attract the attention of the users of social networking sites?

3. Are the consumer products' advertisement effective enough to create interest of users in the products appearing on the social networking sites?

4. Do the users of social networking sites go through the content of consumer products' advertisement appearing on the social networking sites?

5. Do the users of social networking sites find relevant / necessary products through the consumer products' advertisement appearing on the social networking sites?

6. Do the social networking sites provide relevant / necessary information pertaining to competing products?

7. Do the users of social networking sites compare relevant / necessary consumer products of various brands appearing on the social networking sites?

8. Do the users of social networking sites purchase the consumer products of various brands appearing on the social networking sites?

9. How frequently the users of social networking sites purchase the consumer products of various s brands appearing on the social networking sites?

10. Do the consumer products' advertisement on social networking sites induce the consumers to buy unnecessary products?

11. Do the products purchased on the basis of consumer products' advertisement on social networking sites are meeting the quality standards claimed?

12. Do the customers who purchased the products on the basis of consumer products' advertisement on social networking sites recommend others / friends to purchase the same product?

13. Are the consumer who purchased the products on the basis of consumer products' advertisement on social networking sites satisfied?

14. Do the consumer who purchased the products on the basis of consumer products' advertisement on social networking sites get after sales services?

15. Are the customers of consumer who purchased the products on the basis of consumer products' advertisement on social networking sites satisfied with after sales services?

16. Do the e-marketers of consumer products advertise their products and sites through social networking sites?

4.1.4 Rationale of the study:

Now a days, internet has become the part of social as well as business life. Social Network Sites are accessible through internet only. These social networking sites have been gaining importance by business houses for effective advertising their products at cheaper rate. The viewers of the social networking sites come across such advertisement. The researcher intends to study the Influences of Consumer Products Advertising through Social Networking Sites on Buying Behaviour of Consumers. **The following benefits of Social Networking Sites justify the Study:**

01. Increased awareness of the organization
02. Increased traffic to website

03.   Greater favorable perceptions of the brand

04.   Able to monitor conversations about the organization

05.   Able to develop targeted marketing activities

06.   Better understanding of customers perceptions of their brand

07.   Improved insights about their target markets

08.   Identification of positive and negative comments

09.   Increase in new business

10.   Identification of new product or service opportunities

11.   Ability to measure the frequency of the discussion about the brand

12.   Early warning of potential product or service issues

4.2.1 Research Objectives:

Research Objectives :

Major Objective

To analyze the extent of influence of the consumer products' advertisement on social networking sites on the buying behavior of consumers.

1.   To study the level of the awareness among users of social networking sites about the consumer products' advertisement appearing on social networking sites.

2.   To examine whether the buying decisions are solely based no advertisement appearing on social networking sites.

3.   To evaluate the extent of effectiveness of consumer products' advertisement to create interest of users in the products appearing on the social networking sites.

4.   To find out whether the advertisement appearing on social networking sites provides adequate information about the product/ services in which consumers are interested.

5.   To analyze whether the users of social networking sites find relevant / necessary products through the consumer products' advertisement appearing on the social networking sites.

6. To examine whether the social networking sites provide relevant / necessary information pertaining to competing products.

7. To study whether the users of social networking sites carry out comparison of relevant / necessary consumer products of various brands appearing on the social networking sites by the users of social networking sites.

8. To examine whether the users of social networking sites purchase the consumer products of various brands appearing on the social networking sites.

9. To analyze the frequency of purchasing of various brands of consumer products appearing on the social networking sites by the users of social networking sites.

10. To examine whether the consumer products' advertisement on social networking sites induce the consumers to buy unnecessary products.

11. To study whether quality standards of products purchased through the advertisement appearing on the social networking sites are matched with the claim.

12. To examine whether the customers who purchased the products on the basis of consumer products' advertisement on social networking sites recommend to others / friends to purchase the same product.

13. To study the satisfaction level of the consumer who purchased the products on the basis of consumer products' advertisement on social networking sites.

4.2.2 Benefits of the Study:

(1) This study attempted to contribute to the literature on the influence of consumer products' advertisement appearing on social networking sites.

(2) The study contributes to a better understanding of influence of consumer products' advertisement appearing on social networking sites and the buying behaviour.

(3)   This study helps to understand how the corporate houses determine their target market for the purpose of advertisement on social networking sites.

(4)   This study helps to determine the perception of the consumers about the consumer products' advertisement appearing on social networking sites.

(5)   This study contributes to corporate houses specially dealing with consumer products to device effective marketing strategies with special reference to advertisement on social networking sites considering the target population who frequently use social networking sites.

4.2.3 Research Design:

Research design for this study is combination of Descriptive and Analytical in nature. Descriptive is due to the fact finding characteristics of users of social networking sites and its relationship with consumer products' advertisement and its influence on buying behaviour.

The study is Analytical due to the characteristic of its Analysis. It involves a sound and scientific analysis of data with the help of measures of central tendency, measures of variation, hypothesis testing and the regression analysis.

Considering the nature of research, the Descriptive Research Design has been used by the researcher.

4.2.4 Data Collection:

Secondary Data: Secondary Data have been collected from various Journals, Magazines, Web-sites and Published Sources.

Primary Data: Primary Data have been collected with the help of structured non-disguised questionnaire from the respondents who are referring Social Networking Sites for availing information about the products to be purchased by them. Questionnaire contains four sections. The First section of the questionnaire pertains to demographic profile of the respondents. The Second section of the questionnaire incorporates questions pertaining to consumer

products' advertisement and its effectiveness appearing on social networking sites. The third section of questionnaire is about questions related to buying behaviour and influences of advertising on social networking sites on buying behaviour of respondents under study. The fourth section of the questionnaire contains the questions related to the AIDA model.

4.2.5 Target Population:

All respondents / viewers of Social Networking Sites who are referring Social Networking Sites for availing information through advertisement on Social Networking Sites about the products to be purchased by them.

Target population for this study is the users of the social networking sites of Gujarat, Maharashtra and Goa in general and the selected cities of Gujarat, Maharashtra and Goa in particular.

These four cities are very important in the state of Gujarat for numerous of reasons.

Vadodara is mainly known for The Maharaja Sayajirao University of Baroda, and Navrachana University and other educational institutions like Babaria, Sigma and Parul Institute.

Ahmedabad is mainly known for Gujarat University, Indian Institute of Management and other private educational institutions.

Surat is known for The Veer Narmad South Gujarat University and other private educational institutions.

Vidyanagar is known for Sardar Patel University and other private educational institutions.

These three cities are very important in the state of Maharastra for numerous reasons.

Mumbai is known for University of Mumbai, Indian Institute of Technology, International Institute for Population Sciences, Narsee Monjee Institute of Management and Higher Studies, Padmashree Dr. D. Y. Patil Vidyapith, SNDT Women's University, Central Institute of Fisheries Education, Tata Institute of Fundamental Research, Tata Institute of Social Sciences, and University of Petroleum and Energy Studies and other private educational institutions.

Pune is known for University of Pune, Symbiosis International University, Bharti Vidyapith University, Yashvantrao Chavan Maharastra Open University, Dnyaneshwar Vidyapeeth and other private educational institutions.

Nagpur is known for Nagpur University and other private educational institutions.

Goa is known for The Goa University and other private educational institutions.

Thus, the target population of the study is mainly divided in the cities where the education at the higher level and chances of having access to internet and social networking sites is assumed to be higher.

4.2.6 Sampling Techniques:

Multistage sampling with the combination of stratified, convenience and snow ball sampling has been used for this study due to the data requirement and its diversity. No other sampling techniques are found to be more appropriate than the above mentioned sampling techniques.

With the help of stratified sampling the state of Gujarat, Maharastra and Goa are divided into various strata and taken a few among them on the basis of some unique characteristics. Again the city divided into substrata on the basis of its similar characteristics.

Among the various strata which have been identified for this study convenience sampling have been used to identify the users of social networking sites ready to act as a sample and provide the necessary information as per the requirement of the researcher. Lastly from the convenient users of social networking sites, identified as a sample, snowball sampling has been used to further identify the other users of social networking sites to act as a sample for the study.

Table 4.1 Sampling Techniques
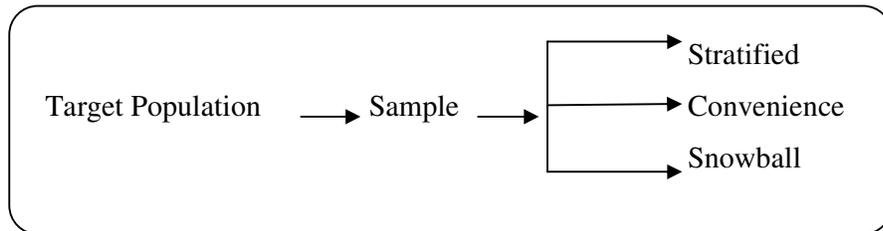
4.2.7 Sample Size:

Calculation of Sample size for this study is very difficult due to the huge number of police personnel in target population (Numerically). But still with the consultation of experts across Gujarat (IIMA, IMNU and MSU) in this area, researcher have just tried to find out the reasonable number which is considered as true representative of that particular cities in the state of Gujarat. As per the direction of Dr. Uma Sekaran in "Research Methodology" published by Wiley India, "Sampling Techniques" by William G. Cochran published by Wiley India and with the expert advice in consultation with research guide the number of total respondent has been decided.

Hence keeping in mind the difficulty level the total number of sample size for this study have been taken 1500 respondents i.e. the users of social networking sites of the selected cities in the state of Gujarat, Maharastra and Goa. The below mentioned Table shows the city wise distribution of sample size for this study.

Table 4.2 Sample Size

GUJARAT		
	Vadodara	190
	Ahmedabad	190
	Surat	190
	Vidyanagar	190

MAHARASTRA		
	Mumbai	190
	Pune	190
	Nagpur	190

GOA	Panjim	170
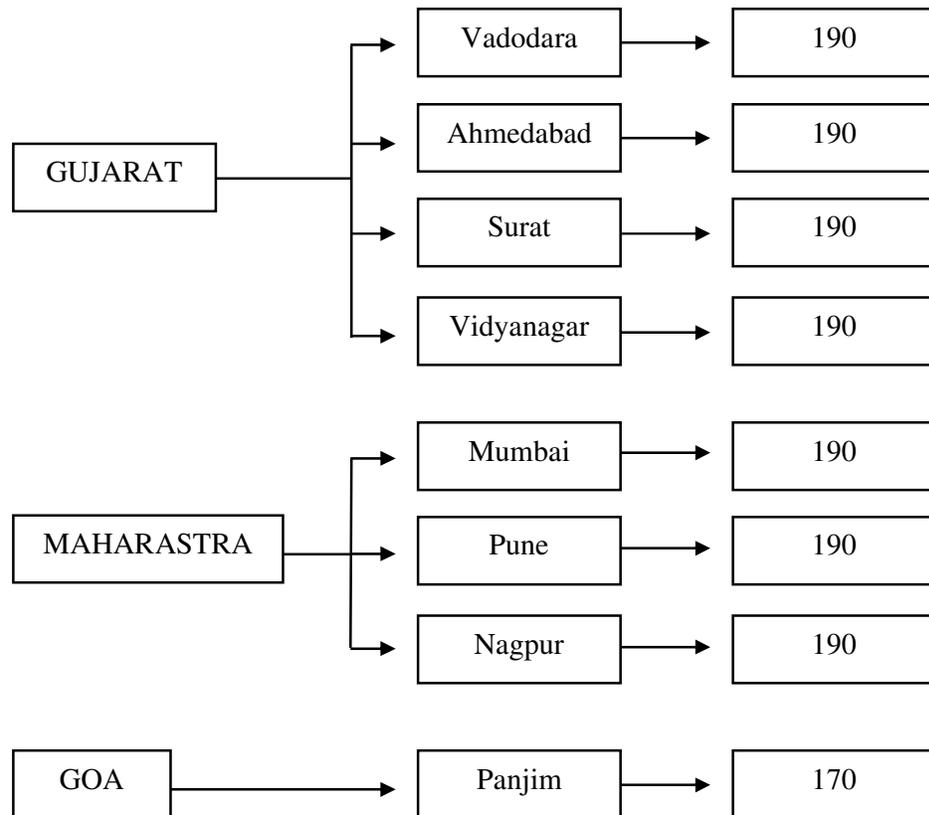
4.2.8 Reliability and Validity of the Study:

The study is valid if its measures actually measure what they claim to and if there are no logical errors in drawing conclusions from the data (Garson, 2002). Therefore different steps were taken to ensure the validity of the study. The theories that have been selected for the study was clearly described and research question has been formulated based on the previous theories. To check the content validity of the questionnaire various expert in the field of academics and the psychologist from the different organization were contacted and the components of questionnaire were modified as per their instructions.

According to Garson (2002), reliability is a measure if the extent to which an item, scale or instrument will yield the same score when administered in different times, location or population, when the two administrations do not

differ in relevant variables. The objective is to make sure that if another investigator will follow the same procedures and used the same case study objects, the same conclusion would be made.

Cronbach's Alpha Reliability Index was used to evaluate internal consistency of each construct. Hair et al. (1998) suggests that that acceptable level of reliability index should be maintained at a minimum of 0.5 in order to satisfy for the early stages of research; and over 0.7 is considered to be a good level.

Table 4.3 Reliability Statistics	
Cronbach's Alpha	N of Items
.954	84

Source: SPSS Output

Over all reliability for this study have been calculated and found to be 0.954 which is considered as the excellent level for the further analysis of data

4.2.9 Variables under Study:

Independent Variables

1)   Consumer Products Advertising on Social Networking Sites.

Dependent Variables

1)   Demographic Variables of respondents.

2)   Awareness among viewers / respondents of Consumer Products Advertising.

3)   Interest of viewers / respondents for Consumer Products.

4)   Purchase Desire of viewers / respondents for Consumer Products.

5)   Purchase decision of viewers / respondents for Consumer Products.

6)   Influence on buying behaviour of consumers.

Table 4.4 Variables

Variables	Description
DEPENDENT VARIABLE	
PURCHASE INTENTION	Purchase Intention
SPENDING	Size of purchase on the basis of consumer products' advertisement on social networking sites
PREDICTIVE VARIABLE	
EXPOSURE	Frequency of usage of social networking sites
EXPERIENCE 1	Experience as user of social networking sites on computer.
EXPERIENCE 2	Experience as user of social networking sites on mobile.
SHOPPING ORIENTATIONS	Reasons for purchasing products on the basis of consumer products' advertisement on social networking sites
SATISFACTION	Extent to which the products purchased on the basis of consumer products' advertisement on social networking sites meets the expectations.
MOTIVATOR	Use of consumer products' advertisement on social networking sites as an information channel for traditional purchasing.
RPRODUCT	Perceived product risk as obstacle to purchase on the basis of consumer products' advertisement on social networking sites
RFINANCE	Perceived purchase financial risk for products purchased on the basis of consumer products' advertisement on social networking sites
RPSYCHOLOGY	Perceived purchase psychological risk for providing personal details online at the time of payment for products purchased on the basis of consumer products' advertisement on social networking sites
RSOCIAL	Perceived purchase social risk for products purchased on the basis of consumer products' advertisement on social networking sites
RTIME	Risk to time wasting as obstacle to purchase the consumer products on the basis of consumer products' advertisement on social networking sites

Variables in the CHAID analysis (Chi-squared automatic interaction detection) Segmentation variables

Dependent Criteria	Common segmentation variables	Specific segmentation variable Social Networking Sites
Demographic Segmentation Relevant variables for identifying the social networking site users	- Age and Gender - Size of family and family life cycle - Income and Job - Education - Generation	- Visitor of social networking sites - Knowledge about the social networking sites. - Tracking of shipment of products
Geographical segmentation Physical location of social networking sites	- Western Region States Gujarat : Ahmedabad, Vadodara, Surat, Vidyanagar Maharastra : Mumbai, Pune, Nagpur Goa: panji	- Social Networking Site Users
Psycho-graphical segmentation Attitude towards the social	- Social class - Life – styles - Personality	- Attitude towards privacy of data and security - Attitude towards delays and

networking sites		problems with the purchase - Attitude towards social networking sites innovations
Buying Behavior Segmentation Variables associated to social networking sites' use	- Opportunities to use the product / brand - Buyer category (non buyer , potential buyer, regular buyer, new buyer) - Frequency of product purchase - Brand loyalty rating (none, medium, strong, absolute) - Purchase intention against information search	- Method of access (directly or via links) - Time of access (weekends, during the week) - Frequency of social networking site access - User category (new, regular) - Visits to various social networking sites - Buying behaviour -Level of interactivity with the user (feedback) - Pattern of information search on the social networking sites and between social networking sites
Segmentation according to the benefits sought Variable associated to purchase motivations - for products available on social networking sites	- Perceived benefits of use of product - Perceived benefits of use of brand - Perceived benefits of using the social networking sites	- Benefit from obtaining additional information on the product (search reason, interest in obtaining information) - Benefits looked for in using internet as purchase channel - Problems of distraction while navigating

Source : Own production based on Sen et al. (1998)

4.2.10 Hypothesis:

1. There is no significant relationship between age and awareness about the consumer products' advertisement on social networking sites.

2. There is no significant relationship between gender and awareness about the consumer products' advertisement on social networking sites.

3. There is no significant relationship between educational level and awareness about the consumer products' advertisement on social networking sites.

4. There is no significant relationship between income level and awareness about the consumer products' advertisement on social networking sites.

5. There is no significant relationship between occupation and awareness about the consumer products' advertisement on social networking sites.

6. There is no significant relationship between life style and awareness about the consumer products' advertisement on social networking sites.

7. There is no significant relationship between age and the users getting attracted towards the consumer products' advertisement on social networking sites.

8. There is no significant relationship between gender and the users getting attracted towards the consumer products' advertisement on social networking sites.

9. There is no significant relationship between educational level and the users getting attracted towards the consumer products' advertisement on social networking sites.

10 There is no significant relationship between income level and the users getting attracted towards the consumer products' advertisement on social networking sites.

11. There is no significant relationship between occupation and the users getting attracted towards the consumer products' advertisement on social networking sites.

12. There is no significant relationship between life style and the users getting attracted towards the consumer products' advertisement on social networking sites.

13. There is no significant relationship between age and the interest level of the respondent about the consumer products' advertisement on social networking sites.

14. There is no significant relationship between gender and the interest level of the respondent about the consumer products' advertisement on social networking sites.

15. There is no significant relationship between educational level and the interest level of the respondent about the consumer products' advertisement on social networking sites.

16. There is no significant relationship between income level and the interest level of the respondent about the consumer products' advertisement on social networking sites.

17. There is no significant relationship between occupation and the interest level of the respondent about the consumer products' advertisement on social networking sites.

18. There is no significant relationship between life style and the interest level of the respondent about the consumer products' advertisement on social networking sites.

19. There is no significant relationship between awareness and the users going through the contents of the consumer products' advertisement on social networking sites.

20. There is no significant relationship between interest and the users going through the contents of the consumer products' advertisement on social networking sites.

21. There is no significant relationship between interest and searching out for the product on the consumer products' advertisement on social networking sites.

22. There is no significant relationship between interest and carrying out comparison for the different products on the consumer products' advertisement on social networking sites.

23. There is no significant relationship between age and purchase of product through the consumer products' advertisement on social networking sites.

24. There is no significant relationship between gender and purchase of product through the consumer products' advertisement on social networking sites.

25. There is no significant relationship between educational level and purchase of product through the consumer products' advertisement on social networking sites.

26. There is no significant relationship between income level and purchase of product through the consumer products' advertisement on social networking sites.

27. There is no significant relationship between occupation and purchase of product through the consumer products' advertisement on social networking sites.

28. There is no significant relationship between life style and purchase of product through the consumer products' advertisement on social networking sites.

29. There is no significant relationship between age and frequency of purchase of product through the consumer products' advertisement on social networking sites.

30 There is no significant relationship between gender and frequency of purchase of product through the consumer products' advertisement on social networking sites.

31. There is no significant relationship between educational level and frequency of purchase of product through the consumer products' advertisement on social networking sites.

32. There is no significant relationship between income level and frequency of purchase of product through the consumer products' advertisement on social networking sites.

33. There is no significant relationship between occupation and frequency of purchase of product through the consumer products' advertisement on social networking sites.

34. There is no significant relationship between life style and frequency of purchase of product through the consumer products' advertisement on social networking sites.

35. There is no significant relationship between the age and the purchase of unnecessary products through viewing the consumer products' advertisement on social networking sites.

36. There is no significant relationship between the gender and the purchase of unnecessary products through viewing the consumer products' advertisement on social networking sites.

37. There is no significant relationship between the educational level and the purchase of unnecessary products through viewing the consumer products' advertisement on social networking sites.

38. There is no significant relationship between the income level and the purchase of unnecessary products through viewing the consumer products' advertisement on social networking sites.

39. There is no significant relationship between the occupation and the purchase of unnecessary products through viewing the consumer products' advertisement on social networking sites.

40. There is no significant relationship between the life style and the purchase of unnecessary products through viewing the consumer products' advertisement on social networking sites.

41. There is no significant relationship between the level of satisfaction and the recommendation of the product to others through viewing the consumer products' advertisement on social networking sites.

42. There is no relationship between ad-effectiveness and buying decision.

Above Hypothesis have been merged, wherever necessary for testing purpose. At the time of analysis, necessary care have been taken for meaningful findings based on the information gathered from respondents

4.2.11 Limitations of the Study:

1) The Time Constraint is one of the limitations as the data will be collected from viewers of Social Networking Sites within the period of one year.

2) The Cost Constraint is limiting factor as the increased sample size increases the cost of data collection.

3) The sample size may not adequately represent the entire population.

4) The advertisements on Social Networking Sites only are considered. Hence, the results may not be applicable to other advertising media.

4.2.12 Statistical Techniques:

For analysis and interpretation, following statistical tools and techqnies have been used :

1)   Frequcny Distribution, Cross Tabulation and Percentage : used for meaningful comparision among various states as well as places of the states.

2)   Measures of Central Tendency and Disperssion : used for ariving at mean and disperssion i.e. variation from the mean among various respondents.

3)   Correlation and Regression Analysis : used to establish cause and effect relationship between dependent and independent variables along with functional relationship for prediction of dependent variable on the basis of various independent variable responsible as influencing variables for prediction of dependent variable, thereby evolving regression model.

4)   Factor Analysis : used to identify loading and importance of various factors under study.

5)   Analysis of Variance : used to analyzed variance among various factors under study.

6)   Parametric and Nonparametric Test : used for testing of relevant hypothesis.

4.2.13 Delimitations of the Study:

1)   The assumption has been made that all the respondents are having access to the internet.

2)   It is assumed that all the respondents are the users of social networking sites.

CHAPTER - 5

DATA ANALYSIS AND INTERPRETATION

5.1 DATA ANALYSIS AND INTERPRETATION-I Table 5.1: DEMOGRAPHIC PROFILE OF RESPONDENTS			
		Frequency	Percent
Gender	Male	872	58.1
	Female	628	41.9
	Total	**1500**	**100.0**
Age	Below 18 years	90	6.0
	19-24 years	630	42.0
	25-29 years	374	24.9
	30-39 years	200	13.3
	40-49 years	111	7.4
	50-59 years	73	4.9
	60 years and above	22	1.5
	Total	**1500**	**100.0**
Marital Status	Married	733	48.9
	Unmarried	767	51.1
	Total	**1500**	**100.0**
Qualification	Upto 12th	187	12.5
	Diploma	230	15.3
	Graduate	544	36.3
	Post Graduate	405	27.0
	Doctorate	100	6.7
	Post Doctorate	34	2.3
	Total	**1500**	**100.0**
Occupation	Student	601	40.1
	Business	275	18.3
	Housewife	132	8.8
	Employed	336	22.4
	Profession	129	8.6
	Unemployed	27	1.8
	Total	**1500**	**100.0**
Residential Pattern	Joint Family	682	45.5
	Nuclear Family	573	38.2
	Hostelite	141	9.4
	Paying Guest	104	6.9
	Total	**1500**	**100.0**
Family Income (Rs.) (monthly)	Below 15000	221	14.7
	15001-25000	401	26.7
	25001-35000	272	18.1
	35001-50000	235	15.7
	50001-75000	199	13.3
	75001 & above	172	11.5
	Total	**1500**	**100.0**

Table 5.2 INTERNET USAGE			
Frequency of Internet Usage	Hardly ever	167	11.1
	Few times a month	298	19.9
	Few times a week	162	10.8
	Daily	528	35.2
	Multiple times a day	345	23.0
	Total	**1500**	**100.0**
Average Time Spent on internet (in Minutes)	0-15	204	13.6
	15-30	389	25.9
	30-45	247	16.5
	45-60	262	17.5
	More than 60	398	26.5
	Total	**1500**	**100.0**
Medium of Access	Mobile	504	33.6
	Computer	315	21.0
	Both	681	45.4
	Total	**1500**	**100.0**

Table5.3 USERS OF SOCIAL NETWORKING SITES			
Duration of association with social networking sites	Just got started	193	12.9
	Less than 12 months	189	12.6
	1 to 3 years	619	41.3
	More than 3 years	499	33.3
	Total	**1500**	**100.0**
Frequency of using social networking sites	Hardly ever	126	8.4
	Few times a month	227	15.1
	Few times a week	187	12.5
	Daily	582	38.8
	Multiple times a day	378	25.2
	Total	**1500**	**100.0**
Average time spent on social networking sites(in minutes)	0-15	233	15.5
	15-30	407	27.1
	30-45	179	11.9
	45-60	331	22.1
	More than 60	350	23.3
	Total	**1500**	**100.0**

Table 5.4 SOCIAL NETWORKING SITES USERS

	Always	Sometimes	Often	Rarely	Never	Total
Facebook Users	81	95	155	389	780	1500
You-tube Users	128	178	208	560	426	1500
Twitter Users	326	225	299	347	303	1500
Google+ Users	248	267	218	401	366	1500
Pinterst Users	613	229	228	293	137	1500
Linked in	489	256	197	340	218	1500
Any other Social Networking Sites Users	810	125	149	262	154	1500

The above table 5.1, explains the Demographic Profile of the respondents. The first variable of the demographic profile is Gender. Out of total 1500 respondents, there 872 are males and 628 are females. In terms of percentage, the total percentages of male respondents are 58.1 and female respondents are 41.9 from the selected cities of three states Maharashtra, Goa and Gujarat.

The second variable of the demographic profile is Age. Out of 1500 respondents, 90 respondents i.e. 6% belongs from the group of below 18 years, 630 respondents i.e. 42% belongs from the group of 19-24 years, 374 respondents i.e. 24.9% belongs from the group of 25-29 years, 200 respondents i.e. 13.3% belongs from the group of 30-39 years, 111 respondents i.e. 7.4% belongs from the group of 40-49 years, 73 respondents i.e. 4.9% belongs from the group of 50-59 years and 22 respondents i.e. 1.5% belongs from the group of 60 years and above.

The third variable of the demographic profile is Marital Status. Out of 1500 respondents, 733 respondents i.e. 48.9% are married and 767 respondents i.e. 51.1% are unmarried.

The fourth variable of the demographic profile is Qualification. Out of 1500 respondents, 187 respondents i.e. 12.5% are educated upto 12th standard, 230 respondents i.e. 15.3% are educated upto diploma, 544 respondents i.e. 36.3% are educated upto graduation, 405 respondents i.e. 27% are educated upto post-graduation, 100 respondents i.e. 6.7% are educated upto doctorate and 34 respondents i.e. 2.3% are educated upto post-doctorate.

The fifth variable of the demographic profile is Occupation. Out of 1500 respondents, 601 respondents i.e. 40.1% are students, 275 respondents i.e. 18.3% belongs from business, 132 respondents i.e. 8.8% are housewife, 336 respondents i.e. 22.4% are employed, 129 respondents i.e. 8.6% belongs from profession and 27 respondents i.e. 1.8% are unemployed.

The sixth variable of the demographic profile is Residential Pattern. Out of 1500 respondents, 682 respondents i.e. 45.5% are having joint family, 573 respondents i.e. 38.2% are having nuclear family, 141 respondents i.e. 9.4% are hostelite and 104 respondents i.e. 6.9% are paying guests.

The seventh variable of the demographic profile is Family Income (Rs.) (monthly). Out of 1500 respondents, 221 respondents i.e. 14.7% belongs from the group below 15000, 401 respondents i.e. 26.7% belongs from the group 15001-25000, 272 respondents i.e. 18.1% belongs from the group 25001-35000, 235 respondents i.e. 15.7% belongs from the group 35001-50000, 199 respondents i.e. 13.3% belongs from the group 50001-75000 and 172 respondents i.e. 11.5% belongs from the group 75000 & above.

The table 5.1 shows the details of Internet Usage of the respondents. First variable of the internet usage is Frequency of Internet Usage. Out of 1500 respondents, 167 respondents i.e. 11.1% hardly ever use the internet, 298 respondents i.e. 19.9% use the internet few times a month, 162 respondents i.e. 10.8% use the internet few times a week, 528 respondents i.e. 35.2% use the internet daily and 345 respondents i.e. 23% use the internet multiple times a day.

The second variable of the internet usage is Average Time Spent on internet (in minutes). Out of 1500 respondents, 204 respondents i.e. 13.6% spend 0-15 minutes on internet, 389 respondents i.e. 25.9% spend 15-30 minutes on internet, 247 respondents i.e. 16.5% spend 30-45 minutes on internet, 262 respondents i.e. 17.5% spend 45-60 minutes on internet, 398 respondents i.e. 26.5% spend more than 60 minutes on internet.

The third variable of the internet usage is Medium of Access. Out of 1500 respondents, 504 respondents i.e. 33.6% use mobile for internet usage, 315

respondents i.e. 21% use computer for internet usage and 681 respondents i.e. 45.4% use both computer and mobile for internet usage.

Table 5.2 also shows the duration of association with social networking sites. Out of 1500 respondents, 193 respondents i.e. 12.9% just got started with social networking sites, 189 respondents i.e. 12.6% are associated since less than 12 months, 619 respondents i.e. 41.3% are associated since 1 to 3 years and 499 respondents i.e. 33.3% are associated since more than 3 years with the social networking sites.

Table 5.2 also shows the frequency of using social networking sites. Out of 1500 respondents, 126 respondents i.e. 8.4% hardly ever use the social networking sites, 227 respondents i.e. 15.1% use the social networking sites few times a month, 187 respondents i.e. 12.5% use the social networking sites few times a week, 582 respondents i.e. 38.8% uses the social networking sites daily and 378 respondents i.e. 25.2% use the social networking sites multiple times a day.

Table 5.2 also shows the average time spent on social networking sites (in minutes). Out of 1500 respondents, 233 respondents i.e. 15.5% spent 0-15 minutes on social networking sites, 407 respondents i.e. 27.1% spent 15-30 minutes on social networking sites, 179 respondents i.e. 11.9% spent 30-45 minutes on social networking sites, 331 respondents i.e. 22.1% spent 45-60 minutes on social networking sites and 350 respondents i.e. 23.3% spent more than 60 minutes on social networking sites.

Table 5.3 also shows the duration of association with social networking sites. Out of 1500 respondents, 193 respondents i.e. 12.9% just got started with social networking sites, 189 respondents i.e. 12.6% are associated since less than 12 months, 619 respondents i.e. 41.3% are associated since 1 to 3 years and 499 respondents i.e. 33.3% are associated since more than 3 years with the social networking sites.

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The table 5.4 shows the details of Users of social networking sites. Out of 1500 respondents, 81 respondents i.e. 5.4% always use Facebook, 95 respondents i.e. 6.3% sometimes use Facebook, 155 respondents i.e. 10.3% often use Facebook, 389 respondents i.e. 25.9% rarely use Facebook and 780 respondents i.e. 52% never use Facebook. Out of 1500 respondents, 128 respondents i.e. 8.5% always use you-tube, 178 respondents i.e. 11.9% sometimes use you-tube, 208 respondents i.e. 13.9% often use you-tube, 560 respondents i.e. 37.3% rarely use you-tube and 426 respondents i.e. 28.4% never use you-tube. Out of 1500 respondents, 326 respondents i.e. 21.7% always use Twitter, 225 respondents i.e. 15% sometimes use Twitter, 299 respondents i.e. 19.9% often use Twitter, 347 respondents i.e. 23.1% rarely use Twitter and 303 respondents i.e. 20.2% never use Twitter. Out of 1500 respondents, 248 respondents i.e. 16.5% always use Google+, 267 respondents i.e. 17.8% sometimes use Google+, 218 respondents i.e. 14.5% often use Google+, 401 respondents i.e. 26.7% rarely use Google+ and 366 respondents i.e. 24.4% never use Google+. Out of 1500 respondents, 613 respondents i.e. 40.9% always use Pinterest, 229 respondents i.e. 15.3% sometimes use Pinterest, 228 respondents i.e. 15.2% often use Pinterest, 293 respondents i.e. 19.5% rarely use Pinterest and 137 respondents i.e. 9.1% never use Pinterest. Out of 1500 respondents, 489 respondents i.e. 32.6% always use Linkedin, 256 respondents i.e. 17.1% sometimes use Linkedin, 197 respondents i.e. 13.1% often use Linkedin, 340 respondents i.e. 22.7% rarely use Linkedin and 218 respondents i.e. 14.5% never use Linkedin.

Table 5.5 FREQUENCY ANALYSIS

		Frequency	Percent
Visiting social networking sites	Hardly	376	25.1
	Often	197	13.1
	Frequently	927	61.8
	Total	1500	100.0
Searching for the products	Hardly	463	30.9
	Often	245	16.3
	Frequently	792	52.8
	Total	1500	100.0
Web banner	Hardly	301	20.1
	Often	221	14.7
	Frequently	978	65.2
	Total	1500	100.0
Flash ads	Hardly	349	23.3
	Often	273	18.2
	Frequently	878	58.5
	Total	1500	100.0
Pop ups	Hardly	430	28.7
	Often	319	21.3
	Frequently	751	50.1
	Total	1500	100.0
Video ads	Hardly	521	34.7
	Often	230	15.3
	Frequently	749	49.9
	Total	1500	100.0
Television ads	Hardly	211	14.1
	Often	173	11.5
	Frequently	1116	74.4
	Total	1500	100.0
Radio ads	Hardly	502	33.5
	Often	221	14.7
	Frequently	777	51.8
	Total	1500	100.0
Product websites	Hardly	399	26.6
	Often	306	20.4
	Frequently	795	53.0
	Total	1500	100.0
Store visit	Hardly	426	28.4
	Often	219	14.6
	Frequently	855	57.0
	Total	1500	100.0

Press release	Hardly	577	38.5
	Often	304	20.3
	Frequently	619	41.3
	Total	1500	100.0
Print display ads	Hardly	605	40.3
	Often	291	19.4
	Frequently	604	40.3
	Total	1500	100.0

Source: compiled from questionnaire – SPSS Output

The table 5.5 shows the calculation about the frequency and the percentages of various attributes like visiting social networking sites, searching for the products, web banner, flash ads, pop ups, video ads, television ads, radio ads, product websites, store visit, press release and print display ads.

The visiting social networking sites was frequently used by 61.8% of respondents, out of 1500, there are 52.8% of respondents who frequently used social networking sites for searching for the products, there are 65.2% respondents frequently see the web banner type of advertisement on social networking sites, there are 58.5% respondents frequently see the flash ads type of advertisement on social networking sites, there are 50.1% respondents frequently see the pop up type of advertisement on social networking sites and there are 49.9% respondents frequently see the video ads type of advertisement on social networking sites.

Out of 1500, 74.4% respondents frequently get influenced by television advertisements, 51.8% respondents frequently get influenced by radio advertisements, 53% respondents frequently get influenced by product websites, 57% respondents frequently get influenced by store visit, 41.3% respondents frequently get influenced by press release and 40.3% respondents frequently get influenced by print display ads.

			Frequency of using the social networking sites					Total
			Hardly ever	Few times a month	Few times a week	Daily	Multiple times a day	
Gender	Male	Count	59	120	95	338	260	872
		% within Gender	6.8%	13.8%	10.9%	38.8%	29.8%	100.0%
		% within frequency of using social networking sites	46.8%	52.9%	50.8%	58.1%	68.8%	58.1%
		% of Total	3.9%	8.0%	6.3%	22.5%	17.3%	58.1%
	Female	Count	67	107	92	244	118	628
		% within Gender	10.7%	17.0%	14.6%	38.9%	18.8%	100.0%
		% within frequency of using social networking sites	53.2%	47.1%	49.2%	41.9%	31.2%	41.9%
		% of Total	4.5%	7.1%	6.1%	16.3%	7.9%	41.9%
Total		Count	126	227	187	582	378	1500
		% within Gender	8.4%	15.1%	12.5%	38.8%	25.2%	100.0%
		% within frequency of using social networking sites	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	8.4%	15.1%	12.5%	38.8%	25.2%	100.0%

Table 5.6 Cross Tabulation Gender Versus frequency of using the social networking sites

The table 5.6 shows the cross tabulation of the gender and the frequency of using the social networking sites. Out of 1500, 872 i.e. 58.1% respondents are male from whom 29.8% respondents use the social networking sites multiple times a day. Out of 1500, 628   i.e.41.9% respondents are male from whom 29.8% respondents use the social networking sites multiple times a day.

Table 5.7 Cross-tabulation Age versus Average time spent on social networking sites(in minutes)								
			Average time spent on social networking sites(in minutes)					Total
			0-15	15-30	30-45	45-60	More than 60	
Age	Below 18 years	Count	12	34	11	21	12	90
		% within Age	13.3%	37.8%	12.2%	23.3%	13.3%	100.0%
		% within average time spent on social networking sites(in minutes)	5.2%	8.4%	6.1%	6.3%	3.4%	6.0%
		% of Total	.8%	2.3%	.7%	1.4%	.8%	6.0%
	19-24 years	Count	108	158	82	145	137	630
		% within Age	17.1%	25.1%	13.0%	23.0%	21.7%	100.0%
		% within average time spent on social networking sites(in minutes)	46.4%	38.8%	45.8%	43.8%	39.1%	42.0%
		% of Total	7.2%	10.5%	5.5%	9.7%	9.1%	42.0%
	25-29 years	Count	41	99	33	73	128	374
		% within Age	11.0%	26.5%	8.8%	19.5%	34.2%	100.0%
		% within average time spent on social networking sites(in minutes)	17.6%	24.3%	18.4%	22.1%	36.6%	24.9%

		% of Total	2.7%	6.6%	2.2%	4.9%	8.5%	24.9%
	30-39 years	Count	25	67	34	38	36	200
		% within Age	12.5%	33.5%	17.0%	19.0%	18.0%	100.0%
		% within average time spent on social networking sites(in minutes)	10.7%	16.5%	19.0%	11.5%	10.3%	13.3%
		% of Total	1.7%	4.5%	2.3%	2.5%	2.4%	13.3%
	40-49years	Count	26	31	9	30	15	111
		% within Age	23.4%	27.9%	8.1%	27.0%	13.5%	100.0%
		% within average time spent on social networking sites(in minutes)	11.2%	7.6%	5.0%	9.1%	4.3%	7.4%
		% of Total	1.7%	2.1%	.6%	2.0%	1.0%	7.4%
	50-59 years	Count	16	15	5	22	15	73
		% within Age	21.9%	20.5%	6.8%	30.1%	20.5%	100.0%
		% within average time spent on social networking sites(in minutes)	6.9%	3.7%	2.8%	6.6%	4.3%	4.9%
		% of Total	1.1%	1.0%	.3%	1.5%	1.0%	4.9%
	60 years and above	Count	5	3	5	2	7	22
		% within Age	22.7%	13.6%	22.7%	9.1%	31.8%	100.0%
		% within average time spent on social networking sites(in minutes)	2.1%	.7%	2.8%	.6%	2.0%	1.5%
		% of Total	.3%	.2%	.3%	.1%	.5%	1.5%
Total		Count	233	407	179	331	350	1500

	% within Age	15.5%	27.1%	11.9%	22.1%	23.3%	100.0%
	% within average time spent on social networking sites(in minutes)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	15.5%	27.1%	11.9%	22.1%	23.3%	100.0%

The table 5.7 shows that out of 1500 respondents, 12 i.e. 3.4%, of the total respondents who are below 18 years, using the social networking sites more than 60 minutes per day, 137 respondents of the total respondents who are 19-24 years, using the social networking sites more than 60 minutes per day, 128 respondents of the total respondents who are 25-29 years, using the social networking sites more than 60 minutes per day, 36 respondents of the total respondents who are 30-39 years, using the social networking sites more than 60 minutes per day, 15 respondents of the total respondents who are 40-49 years, using the social networking sites more than 60 minutes per day, 15 respondents of the total respondents who are 50-59 years, using the social networking sites more than 60 minutes per day and 22 respondents of the total respondents who are 60 years and above, using the social networking sites more than 60 minutes per day

Table 5.8 Cross tabulation Family Income(Rs.) (monthly) Versus amount spent on buying on the basis of information received through advertisement on social networking sites								
			Amount spent on buying on the basis of information received through advertisement on social networking sites					Total
			Below 1000	1000-3000	3000-6000	6000-10000	10000 or more	
Family income	Below 15000	Count	91	83	8	34	5	221
		% within Family income	41.2%	37.6%	3.6%	15.4%	2.3%	100.0%
		% within Amount spent on buying on the basis of information received through advertisement on social networking sites	20.4%	17.1%	4.9%	10.8%	5.5%	14.7%
		% of Total	6.1%	5.5%	.5%	2.3%	.3%	14.7%
	15001-25000	Count	109	162	23	83	24	401
		% within Family income	27.2%	40.4%	5.7%	20.7%	6.0%	100.0%
		% within Amount spent on buying on the basis of information received through advertisement on social networking sites	24.5%	33.3%	14.0%	26.4%	26.4%	26.7%
		% of Total	7.3%	10.8%	1.5%	5.5%	1.6%	26.7%
	25001-35000	Count	97	86	38	41	10	272
		% within Family income	35.7%	31.6%	14.0%	15.1%	3.7%	100.0%

			21.8%	17.7%	23.2%	13.1%	11.0%	18.1%
		% within Amount spent on buying on the basis of information received through advertisement on social networking sites						
		% of Total	6.5%	5.7%	2.5%	2.7%	.7%	18.1%
	35001-50000	Count	62	78	49	36	10	235
		% within Family income	26.4%	33.2%	20.9%	15.3%	4.3%	100.0%
		% within Amount spent on buying on the basis of information received through advertisement on social networking sites	13.9%	16.0%	29.9%	11.5%	11.0%	15.7%
		% of Total	4.1%	5.2%	3.3%	2.4%	.7%	15.7%
	50001-75000	Count	44	48	24	73	10	199
		% within Family income	22.1%	24.1%	12.1%	36.7%	5.0%	100.0%
		% within Amount spent on buying on the basis of information received through advertisement on social networking sites	9.9%	9.9%	14.6%	23.2%	11.0%	13.3%
		% of Total	2.9%	3.2%	1.6%	4.9%	.7%	13.3%
	75001 & above	Count	42	29	22	47	32	172
		% within	24.4%	16.9%	12.8%	27.3%	18.6%	100.0

								%
		Family income						
		% within Amount spent on buying on the basis of information received through advertisement on social networking sites	9.4%	6.0%	13.4%	15.0%	35.2%	11.5%
		% of Total	2.8%	1.9%	1.5%	3.1%	2.1%	11.5%
Total		Count	445	486	164	314	91	1500
		% within Family income	29.7%	32.4%	10.9%	20.9%	6.1%	100.0%
		% within Amount spent on buying on the basis of information received through advertisement on social networking sites	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	29.7%	32.4%	10.9%	20.9%	6.1%	100.0%

The table 5.8 indicates the cross tabulation between family income and amount spent on buying on the basis of information received through advertisement on social networking sites. Out of 1500 respondents, there are 5 respondents whose family income is below 15000 and they spend more than 10000 on buying on the basis of information received through advertisement on social networking sites, there are 24 respondents whose family income is 15001-25000 and they spend more than 10000 on buying on the basis of information received through advertisement on social networking sites, there are 272 respondents whose family income is 25001-35000 and they spend more than 10000 on buying on the basis of information received through advertisement on social networking sites, there are 235 respondents whose family income is 35001-50000 and they spend more than 10000 on buying on the basis of information received through advertisement

on social networking sites, there are 199 respondents whose family income is 50001-75000 and they spend more than 10000 on buying on the basis of information received through advertisement on social networking sites and there are 172 respondents whose family income is 75001 and above spend more than 10000 on buying on the basis of information received through advertisement on social networking sites.

Table 5.9 Cross tabulation frequency of internet usage Versus frequency of social networking sites usage								
			frequency of social networking sites usage (in minutes)					Total
			0-15	15-30	30-45	45-60	more than 60	
frequency of internet usage	Hardly ever	Count	51	41	6	52	17	167
		% within frequency of internet usage	30.5%	24.6%	3.6%	31.1%	10.2%	100.0%
		% within freuency of social networking sites usage (in minutes)	40.5%	18.1%	3.2%	8.9%	4.5%	11.1%
		% of Total	3.4%	2.7%	.4%	3.5%	1.1%	11.1%
	Few times a month	Count	29	94	31	91	53	298
		% within frequency of internet usage	9.7%	31.5%	10.4%	30.5%	17.8%	100.0%
		% within frequency of social networking sites usage (in minutes)	23.0%	41.4%	16.6%	15.6%	14.0%	19.9%
		% of Total	1.9%	6.3%	2.1%	6.1%	3.5%	19.9%
	Few times a week	Count	13	36	71	29	13	162
		% within frequency of internet usage	8.0%	22.2%	43.8%	17.9%	8.0%	100.0%
		% within freuency of social networking sites	10.3%	15.9%	38.0%	5.0%	3.4%	10.8%

		usage (in minutes)					
		% of Total	.9%	2.4%	4.7%	1.9%	.9%	10.8%
	Daily	Count	28	41	58	310	91	528
		% within frequency of internet usage	5.3%	7.8%	11.0%	58.7%	17.2%	100.0%
		% within frequency of social networking sites usage (in minutes)	22.2%	18.1%	31.0%	53.3%	24.1%	35.2%
		% of Total	1.9%	2.7%	3.9%	20.7%	6.1%	35.2%
	Multiple times a day	Count	5	15	21	100	204	345
		% within frequency of internet usage	1.4%	4.3%	6.1%	29.0%	59.1%	100.0%
		% within frequency of social networking sites usage (in minutes)	4.0%	6.6%	11.2%	17.2%	54.0%	23.0%
		% of Total	.3%	1.0%	1.4%	6.7%	13.6%	23.0%
Total		Count	126	227	187	582	378	1500
		% within frequency of internet usage	8.4%	15.1%	12.5%	38.8%	25.2%	100.0%
		% within frequency of social networking sites	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	usage (in minutes)						
	% of Total	8.4%	15.1%	12.5%	38.8%	25.2%	100.0 %

The table 5.9 indicates the cross tabulation between the frequency of internet usage versus frequency of social networking sites usage. Out of 1500, 17 respondents hardly ever used internet, spent more than 60 minutes on each visit to the social networking sites, 298 respondents few times a month used internet, spent more than 60 minutes on each visit to the social networking sites, 162 respondents few times, used internet few times a week, spent more than 60 minutes on each visit to the social networking sites, 91 respondents who daily used internet, spent more than 60 minutes on each visit to the social networking sites and 204 respondents used internet, multiple times a day, spent more than 60 minutes on each visit to the social networking sites.

Table 5.10 Descriptive Statistics				
	N	Range	Mean	Std. Deviation
Age	1500	6	2.95	1.327
Family Income	1500	5	3.20	1.592
Average Time Spent (in Minutes)	1500	4	3.17	1.418
Average Time Spent on social networking sites (in minutes)	1500	4	3.10	1.427
Valid N (list wise)	1500			

The table 5.10 indicates the descriptive statistics of age, family income, average time spent (in minutes) and average time spent on social networking sites (in minutes). The range is defined as 6 for age, 5 for family income, 4 for average time spent (in minutes) and 4 for the average time spent on social networking sites (in minutes). The mean of the age is 2.95, family income is 3.20, average time spent (in minutes) is 3.17 and average time spent on social networking sites (in minutes) is 3.10. On an average the mean is more than average which indicates the positive outcome of the descriptive statistics.

Table 5.11 Descriptive Statistics for Variables		
	Mean	**Std. Deviation**
Attention		
Unexpected content, situation	3.40	1.332
Surprise	3.22	1.188
Attractive graphics or title	3.15	1.337
Interest		
Relevant message	3.60	1.112
Promise of reward / satisfaction	3.37	1.089
Raising mystery/ suspense	3.12	1.193
Desire		
Special offer/ urgency/ feeling of special situation	3.82	1.177
Showing impressive benefits/"must have" effect	3.53	1.169
Positive brand image	3.53	1.356
Action		
Influence on final buying decision	3.95	1.118
Placement of order/ subscription	3.58	1.084
Recommendation to friends & relatives	3.43	1.308
Influence and Buying Behaviour		
Helps in knowing my need	3.75	1.283
Provides information about products/ services	3.49	1.218
Informs me about various options	3.36	1.240
Compares the products through advertisement	3.13	1.296
Availability of products at the time of buying	3.10	1.393
Availability of schemes and offers at the time of buying	3.09	1.350
Quality of products matches as per promise	3.11	1.330
Induces to buy unnecessary products	3.03	1.307
Satisfaction with buying decision	3.21	1.320
Feeling of high status	3.01	1.377
Reasons for opting Advertisements on Social Networking Sites as source of information		
Information reliability	3.77	1.074
Convenience	3.49	1.022
Round the clock availability	3.27	1.218

The 5.11 table shows the calculation of the descriptive statistics for different variables like attention, interest, desire, action, influence on buying behaviour and the reason for opting advertisements on Social Networking Sites as source of information. The mean and standard deviation of unexpected content, situation is 3.40 and 1.332 respectively, the mean and standard deviation of Surprise is 3.22 and 1.188 respectively, the mean and standard deviation of attractive graphics or title is 3.15 and

1.337 respectively, the mean and standard deviation of relevant message is 3.60 and 1.112 respectively, the mean and standard deviation of Promise of reward / satisfaction is 3.37 and 1.089 respectively, the mean and standard deviation of Raising mystery/ suspense is 3.12 and 1.193 respectively, the mean and standard deviation of Special offer/ urgency/ feeling of special situation is 3.82 and 1.177 respectively, the mean and standard deviation of Showing impressive benefits/"must have" effect is 3.53 and 1.169 respectively, the mean and standard deviation of Positive brand image is 3.53 and 1.356 respectively, the mean and standard deviation of Influence on final buying decision is 3.95 and 1.118 respectively, the mean and standard deviation of Placement of order/ subscription is 3.58 and 1.084 respectively, the mean and standard deviation of Recommendation to friends & relatives is 3.43 and 1.308 respectively, the mean and standard deviation of Helps in knowing my need is 3.75 and 1.283 respectively, the mean and standard deviation of Provides information about products/ services is 3.49 and 1.218 respectively, the mean and standard deviation of Informs me about various options is 3.36 and 1.240 respectively, the mean and standard deviation of Compares the products through advertisement is 3.13 and 1.296 respectively, the mean and standard deviation of Availability of products at the time of buying is 3.10 and 1.393 respectively, the mean and standard deviation of Availability of schemes and offers at the time of buying is 3.09 and 1.350 respectively, the mean and standard deviation of Quality of products matches as per promise is 3.11 and 1.330 respectively, the mean and standard deviation of Induces to buy unnecessary products is 3.03 and 1.307 respectively, the mean and standard deviation of Satisfaction with buying decision is 3.21 and 1.320 respectively, the mean and standard deviation of Feeling of high status is 3.01 and 1.377 respectively, the mean and standard deviation of Information reliability is 3.77 and 1.074 respectively, the mean and standard deviation of Convenience is 3.49 and 1.022 respectively and the mean and standard deviation of Round the clock availability is 3.27 and 1.218 respectively.

Table 5.12 Factor Analysis						
Communalities		**Variables**				
	Attention F1	**Inter est F2**	**Desi re F3**	**Acti on F4**	**Influen ce and Buying Behavio ur F5**	**Reasons for opting Advertisem ents on Social Networking Sites as source of information F6**
Unexpected content, situation	.726					
Surprise	.708					
Attractive graphics or title	.657					
Relevant message		.489				
Promise of reward / satisfaction		.561				
Raising mystery/ suspense		.546				
Special offer/ urgency/ feeling of special situation			.612			
Showing impressive benefits/"must have" effect			.667			
Positive brand image			.690			
Influence on final buying decision				.694		
Placement of order/ subscription				.648		
Recommendation to friends & relatives				.639		
Helps in knowing my need					.756	
Provides information about products/ services					.678	
Informs me about various options					.656	
Compares the products through advertisement					.670	
Availability of products at the time of buying					.652	

Availability of schemes and offers at the time of buying					.658	
Quality of products matches as per promise					.628	
Induces to buy unnecessary products					.532	
Satisfaction with buying decision					.617	
Feeling of high status					.500	
Information reliability						.668
Convenience						.601
Round the clock availability						.592
Extraction Method: Principal Component Analysis.						

Construct validity seek agreement between a theoretical concept and a specific measuring device or procedure. Construct validity of the survey instruments was tested using factor analysis.

Factors were extracted from the survey responses using principal method with varimax rotation. Factors with Eigen value above 1 and loading of at least 0.40 is accepted as a desired result of PCA (Hair *et al* 1992)

The table 5.12 indicates the six factors which are included in the factor analysis. i.e. attention, interest, desire, action, influence and buying behaviour and the reasons for opting advertisements on social networking sites as source of information.

F1 indicates the attention factor, in which 3 attributes, unexpected content, situation, surprise and attractive graphics or title have been loaded and found to be more appropriate with Eigen value of more than .500 and hence no factor from this category has been excluded from this study.

F2 indicates the interest factor, in which 3 attributes, relevant message, promise of reward/satisfaction and raising mystery/suspense have been loaded and found to be more appropriate with Eigen value of more than .500 and hence no factor from this category has been excluded from this study.

F3 indicates the desire factor, in which 3 attributes, special offer/urgency/feeling of special situation, showing impressive benefits/"must have" effect and positive brand image have been loaded and found to be more appropriate with Eigen value of more than .500 and hence no factor from this category has been excluded from this study.

F4 indicates the action factor, in which 3 attributes, influence on final buying decision, placement of order/subscription and recommendation to friends & relatives have been loaded and found to be more appropriate with Eigen value of more than .500 and hence no factor from this category has been excluded from this study.

F5 indicates the influence and buying behaviour factor, in which 10 attributes, helps in knowing my need, provides information about product/service, informs me about various options, compares the products through advertisement, availability of products at the time of buying, availability of schemes and offers at the time of buying, quality of product matches as per promise, induces to buy unnecessary products, satisfaction with buying decision and feeling of high status have been loaded and found to be more appropriate with Eigen value of more than .500 and hence no factor from this category has been excluded from this study.

F6 indicates the attention factor, in which 3 attributes, information reliability, convenience and round the clock availability have been loaded and found to be more appropriate with Eigen value of more than .500 and hence no factor from this category has been excluded from this study.

Hence all attributes have been considered for the final analysis of the data. The results of the factor analysis shows that all the attributes has a value more than .500 which is best fitted for statistical analysis and validate the construct of the study. Not any value is found below .500; hence not a single attribute has been dropped out from the study.

Correlation Analysis:

The relationship between variable has been checked at 5% level of significance. In some of the cases, due to sensitivity the significance level is considered to be 1% which have been marked with sign**

1) To study the correlation between the users of social networking sites and their occupation.

Table 5.13 Correlation of Occupation and Usage of Social Networking Sites		Occupation	FB_M	YT_M	TW_M	GL_M	PI_M	LK_M
Occupation	Pearson Correlation	1						
FB_M	Pearson Correlation	-.028	1					
YT_M	Pearson Correlation	.040	.560**	1				
TW_M	Pearson Correlation	.214**	.392**	.531**	1			
GL_M	Pearson Correlation	.108**	.246**	.288**	.432**	1		
PI_M	Pearson Correlation	.165**	.213**	.309**	.543**	.459**	1	
LK_M	Pearson Correlation	.148**	.263**	.354**	.511**	.431**	.619**	1
**. Correlation is significant at the 0.01 level (2-tailed).								

The objective for performing correlation analysis is to measure the impact of change in independent variable and its impact on the dependent variable. In this correlation, the occupation is independent variable and the Facebook users, YouTube users, Twitter users, Google+ users, Pinterest users and Linkedin users are independent variables.

The table 5.13 indicates that there is a positive correlation between the occupation and the users of social networking sites. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables.

The value of r = -0.28, which represents negative correlation between two variables i.e. the occupation does not have any impact on the usage of Facebook. The value of r = 0.40, which represents positive correlation between two variables i.e. the occupation does have any impact on the usage of the usage of YouTube. The value of r = 0.214, which represents positive correlation between two variables i.e. the occupation does have any impact on the usage of the usage of Twitter. The value of r = 0.108, which represents positive correlation between two variables i.e. the occupation does have any impact on the usage of the usage of Google+. The value of r = 0.165, which represents positive correlation between two variables i.e. the

occupation does have any impact on the usage of the usage of Pinterest. The value of r = 0.148, which represents positive correlation between two variables i.e. the occupation does have any impact on the usage of the usage of Linkedin.

Thus, it is concluded that the occupation have low relationship with the users of social networking sites.

2) To study the correlation between the family income and the amount spent by the user of the social networking sites on buying on the basis of information received through advertisement on social networking sites.

Table 5.14 Correlation of Family Income and the Amount Spent on the Basis of Information received through Advertisement on Social Networking Sites		Family Income	What is the amount (in rupees) you spend on buying on the basis of information received through advertisement on social networking sites?
Family Income	Pearson Correlation	1	
What is the amount (in rupees) you spend on buying on the basis of information received through advertisement on social networking sites?	Pearson Correlation	.208[**]	1
**. Correlation is significant at the 0.01 level (2-tailed).			

The objective for performing correlation analysis is to measure the impact of change in independent variable and its impact on the dependent variable. In this correlation, the family income is independent variable and the average amount spent on the buying on the basis of the information received through advertisement on social networking sites is independent variables.

The table 5.14 indicates that there is a positive correlation between the occupation and the users of social networking sites. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r= 0.208 which indicates the low degree of positive correlation between the two variables.

Thus, it is concluded that the amount spent on the buying on the basis of information received through advertisement on social networking sites is dependent on the family income.

3) To study the correlation between visiting the social networking sites and the reasons of social networking sites usage

Table 5.15 Correlation of Visiting Social Networking Sites and Reasons for Using Social Networking Sites											
		Visit Social Networking Sites	Chat with Friends	Sharing social information	Connect with old friends	Profession al use	Fun and Entertainme nt	Keep the track of my friends and their activities	Manage event in which I participate	Searching for products	Application and Games
Visit Social Networking Sites	Pearson Correlation	1									
Chat with Friends	Pearson Correlation	.263**	1								
Sharing social informatrion	Pearson Correlation	.389**	.633**	1							
Connect with old friends	Pearson Correlation	.409**	.550**	.617**	1						
Professional use	Pearson Correlation	.327**	.307**	.519**	.534**	1					
Fun and entertainment	Pearson Correlation	.437**	.307**	.449**	.593**	.515**	1				
Keep the track of my friends and their activities	Pearson Correlation	.424**	.350**	.477**	.521**	.463**	.626**	1			
Manage event in which I participate	Pearson Correlation	.378**	.353**	.471**	.475**	.523**	.497**	.603**	1		
Searching for products	Pearson Correlation	.393**	.286**	.438**	.434**	.469**	.469**	.511**	.601**	1	
Application and Games	Pearson Correlation	.344**	.289**	.378**	.394**	.322**	.411**	.423**	.469**	.597**	1
**. Correlation is significant at the 0.01 level (2-tailed).											

The objective for performing correlation analysis is to measure the impact of change in independent variable and its impact on the dependent variable. In this correlation, the visiting social networking sites is dependent variable chat with friends, sharing social information, connect with old friends, professional use, fun and entertainment, keep the track of my friends and their activities, manage event in which I participate, searing products and application and games are independent variables.

The table 5.15 indicates that there is a positive correlation between the visiting social networking sties and the reasons for using the social networking sites. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r= 0.263 which indicates the positive correlation between the two variables. Thus, it indicates there is moderate relationship between the chat with friends and the visiting social networking sites. The value of r= 0.389 which indicates the positive correlation between the two variables. Thus, it indicates there is moderate relationship between the sharing social information and the visiting social networking sites. The value of r= 0.409 which indicates the positive correlation between the two variables. Thus, it indicates there is moderate relationship between the connect with old friends and the visiting social networking sites. The value of r= 0.327 which indicates the positive correlation between the two variables. Thus, it indicates there is moderate relationship between the professional use and the visiting social networking sites. The value of r= 0.437 which indicates the positive correlation between the two variables. Thus, it indicates there is moderate relationship between the fun and entertainment and the visiting social networking sites. The value of r= 0.424 which indicates the positive correlation between the two variables. Thus, it indicates there is moderate relationship between the keep the track of my friends and their activities and the visiting social networking sites. The value of r= 0.378 which indicates the positive correlation between the two variables. Thus, it indicates there is moderate relationship between manage event in which I participate and the visiting social networking sites. The value of r= 0.393 which indicates the positive correlation between the two variables. Thus, it indicates there is moderate relationship between the searching for products and the visiting social networking sites. The value of r= 0.344 which indicates the positive correlation between the two variables. Thus, it indicates there is moderate relationship between the application and games and the visiting social networking sites.

4) To study the types of advertisement seen in the advertisement and the average time spent on the social networking sites

5.16 Correlation of Average Time Spent on Social Networking Sites and the Types of Advertisement Seen on Social Networking Sites		Average Time Spent on social networking sites (in minutes)	Web banner	Flash ads	Pop-ups	Video ads
Average Time Spent on social networking sites (in minutes)	Pearson Correlation	1				
Web banner	Pearson Correlation	.180[**]	1			
Flash ads	Pearson Correlation	.144[**]	.696[**]	1		
Pop-ups	Pearson Correlation	.112[**]	.518[**]	.661[**]	1	
Video ads	Pearson Correlation	.023	.275[**]	.448[**]	.534[**]	1
**. Correlation is significant at the 0.01 level (2-tailed).						

The objective for performing correlation analysis is to measure the impact of change in independent variable and its impact on the dependent variable. The table 5.16 indicates the correlation; average time spent on social networking sites (in minutes) is dependent variable web banner, flash ads. Pop ups and video ads are independent variables. The value of r= 0.180 which indicates that average time spent on social networking sites is having positive relationship with web banner, the value of r=0.144 which indicates that average time spent on social networking sites is having positive relationship with flash ads, the value of r=0.112 which indicates that average time spent on social networking sites is having positive relationship with pop ups, the value of r=0.112 which indicates that average time spent on social networking sites is having positive relationship with pop ups and value of r=0.023 which indicates that average time spent on social networking sites is having positive relationship with video ads.

REGRESSION ANALYSIS

In this study, considering the main objective, the dependent variable is considered to be the buying decision based on the influence of the consumer products' advertisements appearing on the social networking sites. The independent variables, considering the study undertaken are : Advertisement on Social Networking Sites, Advertisement on other than Social Networking Sites and Income of the Respondents. Under independent variable, Advertisement on Social Networking Sites, four types of advertisements appearing on social networking sites, namely web banner, flash ads, pop ups and video ads are considered. Under independent variable, Advertisement on other than Social Networking Sites, eleven types of advertisements namely, television ads, radio ads, Product website, Store visit, Press release, Print Display Ads, Email Marketing, Friends, Colleagues and neighbours are considered. Under independent variable, Income of the Respondents, family income (monthly) has been considered.

The collected data on independent as well as dependent variables have been analysed with the help of SPSS package and the results have been derived as under:

Table 5.17

Regression Analysis for Buying decisions and Advertisement on Social Networking Sites, Advertisement on other than Social Networking Sites and Income of the Respondents

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.396^a	.157	.148	1.029
a. Predictors: (Constant), Family Income, Televesion Adv, Video ads, Family, Press release, Web banner, Neighbours, Radio Adv, Store visit, Pop-ups, Email Marketing, Product website, Print Display Adv, Colleagues, Flash ads, Friends				

As per analysis, the analysis of variance output has been generated which is shown in table 5.18 as under:

Table 5.18 ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	292.649	16	18.291	17.278	.000[b]
	Residual	1569.951	1483	1.059		
	Total	1862.600	1499			
a. Dependent Variable: Influence on final buying decision						
b. Predictors: (Constant), Family Income, Televesion Adv, Video ads, Family, Press release, Web banner, Neighbours, Radio Adv, Store visit, Pop-ups, Email Marketing, Product website, Print Display Adv, Colleagues, Flash ads, Friends						

Unstandardized and Standardized Coefficients have been computed for all independent variables. The beta value, standard error for unstandardized coefficients and beta value for standardized coefficients along with t value at 5% level of significance have been obtained as reflected in in table 5.19 as under:

Table 5.19 Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.299	.126		18.317	.000
Web banner	.182	.032	.201	5.645	.000
Flash ads	-.029	.037	-.031	-.787	.432
Pop-ups	.072	.030	.083	2.386	.017
Video ads	.032	.024	.038	1.299	.194
Televesion Adv	.209	.029	.220	7.220	.000
Radio Adv	-.034	.028	-.041	-1.204	.229
Product website	.031	.032	.036	.989	.323
Store visit	-.020	.028	-.025	-.730	.465
Press release	.022	.030	.027	.730	.466
Print Display Adv	-.017	.031	-.021	-.561	.575
Email Marketing	-.033	.029	-.041	-1.140	.255
Friends	.009	.033	.011	.267	.789
Family	.052	.032	.063	1.603	.109
Colleagues	.032	.031	.039	1.013	.311
Neighbours	-.027	.025	-.035	-1.087	.277
Family Income	-.046	.017	-.066	-2.661	.008

a. Dependent Variable: Influence on final buying decision

On the basis of above computation, regression equation is derived as under:

$$BD = \alpha + \beta 1 X 1 + \beta 2 X 2 + \beta 3 X 3 + e$$

BD = Buying Decision

X1 = Advertisement on Social Networking Sites (X_{101} = Web Banner, X_{102} = Pop Ups, X_{103} = Flash Ads and X_{104} = Video Ads)

X2 = Advertisement on other than Social Networking Sites (write 52 – 62)

X3 = Income of the Respondents
e = Error Term and β are the coefficient of estimates.

$BD = 2.299 + 1.82X_{11} - .029X_{12} + .072\ X_{13} + .032X_{14} + .209X_{201} - .034X_{202} + .031X_{203} - .020X_{204} + .022X_{205} - .017X_{206} - .033X_{207} + .009X_{208} + .052X_{209} + .032X_{210} - .027\ X_{211} - .046X_3 + e$

The alpha value is worked out to be 2.299 which is constant while the coefficients of various independent variables have been computed which have been reflected in above equation. The regression equation also comprises the error term to nullify the error committed during the derivation of regression equation.

For various variables considered for regression equation, various hypotheses have been framed and tested with t-test. The results of testing of various regression hypotheses have been summarised in table 5.20 as depicted bellow:

Table 5.20 Regression Hypothesis Testing

Sr. no.	Null Hypothesis	Dependent variable	Independent variable	Beta Value	t value	p value	Decision
H0: 1	Buying decisions are independent from the types of advertisement viewed on social networking sites	buying decision	Types of advertisement	2.758	28.447	.000	Rejected
H0: 1a	Buying decisions are independent from the web banner types of advertisement viewed on social networking sites	buying decision	Web banner	0.242	7.771	0.000	Rejected
H0: 1b	Buying decisions are independent from the flash ads types of advertisement viewed on social networking sites	buying decision	Flash ads	-0.01	-0.269	0.788	Accepted
H0: 1c	Buying decisions are independent from the pop ups types of advertisement viewed on social networking sites	buying decision	Pop-ups	0.073	2.38	0.017	Rejected
H0: 1d	Buying decisions are independent from the video ads ads types of advertisement viewed on social networking sites	buying decision	video ads	0.033	1.37	0.171	Accepted
H0: 2	Information pertaining to advertisement is same irrespective of types of advertisements seen on social networking sites.	Informs me about various options	Types of advertisement	2.937	25.986	.000	Rejected
H0: 2a	Information pertaining to advertisement is same on web banner to other types of advertisements seen on social networking sites.	Informs me about various options	Web banner	-.031	-.863	.388	Accepted

H0:							
H0: 2b	Information pertaining to advertisement is same on flash ads to other types of advertisements seen on social networking sites.	Informs me about various options	Flash ads	.038	.864	.388	Accepted
H0: 2c	Information pertaining to advertisement are same on pop ups to other types of advertisements seen on social networking sites.	Informs me about various options	Pop-ups	.073	2.047	.041	Rejected
H0: 2d	Information pertaining to advertisement is same on video ads to other types of advertisements seen on social networking sites.	Informs me about various options	video ads	.055	1.936	.053	Accepted
H0: 3	planning to buy is independent from availability of product	Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	Availability of products at the time of buying	.052	3.157	.002	Rejected
H0: 4	Planning to buy on the basis of information received thru advertisement is independent from the satisfaction with buying decision.	Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	Satisfaction with buying decision	.057	3.271	.001	Rejected
H0: 5	buying decision is independent from special offer/urgency/feeling of special situation	Influence on final buying decision	Special offer / urgency / feeling of special situation	.526	25.848	.000	Rejected
H0: 6	buying decision is independent from the frequency of usage of social networking sites	Influence on final buying decision	Frequency of usage	4.082	40.321	.000	Rejected

H0: 6a	buying decision is independent from the frequency of usage of social networking sites	Influence on final buying decision	Frequency of using social networking site	-.024	-.827	.409	Accepted
H0: 6b	buying decision is independent from the Average Time Spent on social networking sites (in minutes)	Influence on final buying decision	Average Time Spent on social networking sites (in minutes)	.014	.574	.566	Accepted
H0: 6c	buying decision is independent from the Average Time Spent (in Minutes)	Influence on final buying decision	Average Time Spent (in Minutes)	.033	1.365	.173	Accepted
H0: 6d	buying decision is independent from the Frequency of Internet Usage	Influence on final buying decision	Frequency of Internet Usage	-.060	-2.349	.190	Accepted
H0: 7	Satisfaction with buying decision is totally independent from the amount spent on buying through advertisement on social networking sites.	Satisfaction with buying decision	What is the amount (in rupees) you spend on buying on the basis of information received through advertisement on social networking sites?	-.023	-.876	.381	Accepted
H0: 8	knowing my needs are independent from the frequency of using the social networking and average time spent on sns	Helps in knowing my need	Frequency of using social networking sites	2.896	28.256	.000	Rejected

H0:							
H0: 8a	knowing my needs are independent from the Average Time Spent on social networking sites (in minutes) using the social networking and average time spent on sns	Helps in knowing my need	Average Time Spent on social networking sites (in minutes)	.162	5.503	.000	Rejected
H0: 8b	knowing my needs are independent from the using Frequency of using social networking site the social networking and average time spent on sns	Helps in knowing my need	Frequency of using social networking site	.087	3.369	.001	Rejected
H0: 9	Who takes the buying decision is independent from the availability of scheme and offers at the time of buying	Who takes the buying decision?	Availability of schemes and offers at the time of buying	.007	.288	.773	Accepted
H0: 10	All types of advertisements influence equally for buying behaviour	Buying decision	Types of advertisements	2.612	23.446	.000	Rejected
H0: 10a	Influence of Television advertisements is similar to other types of advertisements for buying decision	Buying decision	Televesion Adv	.285	10.175	.000	Rejected
H0: 10b	Influence of Radio advertisements is similar to other types of advertisements for buying decision	Buying decision	Radio Adv	-.019	-.672	.502	Accepted
H0: 10c	Influence of product website advertisements is similar to other types of advertisements for buying decision	Buying decision	Product website	.053	1.636	.102	Accepted
H0: 10d	Influence of store visit advertisements is similar to other types of advertisements for buying decision	Buying decision	Store visit	-.035	-1.226	.220	Accepted

H0: 10e	Influence of press release advertisements is similar to other types of advertisements for buying decision	Buying decision	Press release	.018	.572	.567	Accepted
H0: 10f	Influence of print display advertisements is similar to other types of advertisements for buying decision	Buying decision	Print Display Adv	-.011	-.341	.733	Accepted
H0: 10g	Influence of email marketing advertisements is similar to other types of advertisements for buying decision	Buying decision	Email Marketing	-.001	-.043	.966	Accepted
H0: 10h	Influence of friends is similar to other types of advertisements for buying decision	Buying decision	Friends	.006	.192	.848	Accepted
H0: 10i	Influence of family is similar to other types of advertisements for buying decision	Buying decision	Family	.051	1.558	.120	Accepted
H0: 10j	Influence of colleagues is similar to other types of advertisements for buying decision	Buying decision	Colleagues	.020	.625	.532	Accepted
H0: 10k	Influence of neighbours is similar to other types of advertisements for buying decision	Buying decision	Neighbours	-.023	-.901	.368	Accepted
H0: 11	recommendation to friends and relatives is independent from the satisfaction with buying decision	Recommendation to friends & relatives	Satisfaction with buying decision	.145	5.713	.000	Rejected

The table 5.20 shows the hypothesis testing through correlation analysis.

H0: 1 Buying decisions are independent from the types of advertisement viewed on social networking sites. The t value is 28.447>1.96 and p value is 0.000<0.05. thus the null hypothesis is rejected and it is concluded that buying decisions are dependent from the types of advertisement viewed on social networking sites

H0:1a Buying decisions are independent from the web banner types of advertisement viewed on social networking sites. The t value is 7.771>1.96 and p value is 0.000<0.05. Thus the null hypothesis is rejected and it is concluded that buying decisions are dependent from the web banner types of advertisement viewed on social networking sites

H0:1b Buying decisions are independent from the flash ads types of advertisement viewed on social networking sites. The t value is -0.269<1.96 and p value is 0.000>0.05. Thus null hypothesis accepted and it is concluded that buying decisions are independent from the flash ads types of advertisement viewed on social networking sites

H0:1c Buying decisions are independent from the pop ups types of advertisement viewed on social networking sites. The t value is 2.38>1.96 and p value is 0.000<0.05. Thus the null hypothesis is rejected and it is concluded that buying decisions are independent from the pop ups types of advertisement viewed on social networking sites

H0:1d Buying decisions are independent from the video ads types of advertisement viewed on social networking sites. The t value is 1.37<1.96 and p value is 0.000>0.05. Thus null hypothesis accepted and it is concluded that Buying decisions are independent from the video ads types of advertisement viewed on social networking sites

Ho: 2 Information pertaining to advertisement is same irrespective of types of advertisements seen on social networking sites. The t value is 25.986>1.96 and p value is 0.000<0.05. Thus the null hypothesis is rejected and it is concluded that Information pertaining to advertisement is different irrespective of types of advertisements seen on social networking sites.

H0:2a Information pertaining to advertisement is same on web banner to other types of advertisements seen on social networking sites. The t value is -0.863<1.96 and p value is 0.000>0.05. Thus null hypothesis accepted and it is concluded that Information pertaining to advertisement is same on web banner to other types of advertisements seen on social networking sites.

H0:2b Information pertaining to advertisement is same on flash ads to other types of advertisements seen on social networking sites. The t value is 0.864<1.96 and p value is 0.000>0.05. Thus null hypothesis accepted and it is concluded that Information pertaining to advertisement is same on flash ads to other types of advertisements seen on social networking sites.

H0:2c Information pertaining to advertisement is same on pop ups to other types of advertisements seen on social networking sites. The t value is 2.047>1.96 and p value is 0.000<0.05. Thus null hypothesis accepted and it is concluded that Information pertaining to advertisement are same on pop ups to other types of advertisements seen on social networking sites.

H0:2d Information pertaining to advertisement is same on video ads to other types of advertisements seen on social networking sites. The t value is 1.936<1.96 and p value is 0.000>0.05. Thus null hypothesis accepted and it is concluded that Information pertaining to advertisement is same on video ads to other types of advertisements seen on social networking sites.

H0:3 planning to buy is independent from availability of product. The t value is 3.157>1.96 and p value is 0.000<0.05. Thus null hypothesis accepted and it is concluded that planning to buy is dependent from availability of product

H0:4 planning to buy on the basis of information received thru advertisement are independent from the satisfaction with buying decision. The t value is 3.271>1.96 and p value is 0.000<0.05. Thus the null hypothesis is rejected and it is concluded that planning to buy on the basis of information received thru advertisement is dependent from the satisfaction with buying decision.

H0:5 buying decision is independent from special offer/urgency/feeling of special situation. The t value is 22.848>1.96 and p value is 0.000<0.05. Thus the null

hypothesis is rejected and it is concluded that buying decision is dependent from special offer/urgency/feeling of special situation

H0:6 buying decision is independent from the frequency of usage of social networking sites. The t value is 40.321>1.96 and p value is 0.000<0.05. Thus the null hypothesis is rejected and it is concluded that buying decision is independent from the frequency of usage of social networking sites

H0:6a buying decision is independent from the frequency of usage of social networking sites. The t value is -0.827<1.96 and p value is 0.000>0.05. Thus null hypothesis accepted and it is concluded that buying decision is independent from the frequency of usage of social networking sites

H0:6b buying decision is independent from the Average Time Spent on social networking sites (in minutes). The t value is 0.574<1.96 and p value is 0.000>0.05. Thus null hypothesis accepted and it is concluded that buying decision is independent from the Average Time Spent on social networking sites (in minutes)

H0:6c buying decision is independent from the Average Time Spent (in Minutes). The t value is -1.365<1.96 and p value is 0.000>0.05. Thus null hypothesis accepted and it is concluded that buying decision is independent from the Average Time Spent (in Minutes)

H0:6d buying decision is independent from the Frequency of Internet Usage. The t value is -2.349<1.96 and p value is 0.000>0.05 Thus null hypothesis accepted and it is concluded that buying decision is dependent from the Frequency of Internet Usage

H0:7 Satisfaction with buying decision is totally independent from the amount spent on buying through advertisement on social networking sites. The t value is -0.876<1.96 and p value is 0.000>0.05 Thus null hypothesis accepted and it is concluded that Satisfaction with buying decision is totally independent from the amount spent on buying through advertisement on social networking sites.

H0:8 knowing my needs are independent from the frequency of using the social networking and average time spent on sns. The t value is 28.256>1.96 and p value is 0.000<0.05. Thus the null hypothesis rejected and it is concluded knowing my needs

are dependent from the frequency of using the social networking and average time spent on sns

H0:8a Knowing my needs are independent from the Average Time Spent on social networking sites (in minutes) using the social networking and average time spent on sns. The t value is 5.503>1.96 and p value is 0.000<0.05. Thus the null hypothesis rejected and it is concluded that knowing my needs are dependent from the Average Time Spent on social networking sites (in minutes) using the social networking and average time spent on sns

H0:8b Knowing my needs are independent from the using Frequency of using social networking site the social networking and average time spent on sns. The t value is 3.369>1.96 and p value is 0.000<0.05. Thus the null hypothesis rejected and it is concluded that knowing my needs are dependent from the using Frequency of using social networking site the social networking and average time spent on sns

H0:9 Who take the buying decision is independent from the availability of scheme and offers at the time of buying. The t value is 0.288<1.96 and p value is 0.000>0.05 Thus null hypothesis accepted and it is concluded that Who takes the buying decision is independent from the availability of scheme and offers at the time of buying

H0:10 All types of advertisements influence equally for buying behaviour. The t value is 23.446>1.96 and p value is 0.000<0.05. thus the null hypothesis rejected and it is concluded that all types of advertisements influence differently for buying behaviour.

H0:10a Influence of Television advertisements is similar to other types of advertisements for buying decision. The t value is 10.175>1.96 and p value is 0.000<0.05. Thus the null hypothesis rejected and it is concluded that Influence of Television advertisements is different from other types of advertisements for buying decision

H0:10b Influence of Radio advertisements is similar to other types of advertisements for buying decision. The t value is -0.672<1.96 and p value is 0.000>0.05 Thus null hypothesis accepted and it is concluded that Influence of Radio advertisements is similar to other types of advertisements for buying decision

H0:10c Influence of product website advertisements is similar to other types of advertisements for buying decision. The t value is 1.636<1.96 and p value is 0.000>0.05 Thus null hypothesis accepted and it is concluded that Influence of product website advertisements is similar to other types of advertisements for buying decision

H0:10d Influence of store visit is similar to other types of advertisements for buying decision. The t value is -1.226<1.96 and p value is 0.000>0.05 Thus null hypothesis accepted and it is concluded that Influence of store visit is similar to other types of advertisements for buying decision

H0:10e Influence of press release is similar to other types of advertisements for buying decision. The t value is 0.572<1.96 and p value is 0.000>0.05 Thus null hypothesis accepted and it is concluded that Influence of press release is similar to other types of advertisements for buying decision

H0:10f Influence of print display advertisements is similar to other types of advertisements for buying decision. The t value is -0.341<1.96 and p value is 0.000>0.05 Thus null hypothesis accepted and it is concluded that Influence of print display advertisements is similar to other types of advertisements for buying decision

H0:10g Influence of email marketing is similar to other types of advertisements for buying decision. The t value is -0.43<1.96 and p value is 0.000>0.05 Thus null hypothesis accepted and it is concluded that Influence of email marketing is similar to other types of advertisements for buying decision

H0:10h Influence of friends is similar to other types of advertisements for buying decision. The t value is 0.192<1.96 and p value is 0.000>0.05 Thus null hypothesis accepted and it is concluded that Influence of friends is similar to other types of advertisements for buying decision

H0:10i Influence of family is similar to other types of advertisements for buying decision. The t value is 1.558<1.96 and p value is 0.000>0.05 Thus null hypothesis accepted and it is concluded that Influence of family is similar to other types of advertisements for buying decision

H0:10j Influence of colleagues is similar to other types of advertisements for buying decision. The t value is 0.625<1.96 and p value is 0.000>0.05 Thus null hypothesis accepted and it is concluded that Influence of colleagues is similar to other types of advertisements for buying decision

H0:10k Influence of neighbours is similar to other types of advertisements for buying decision. The t value is 0.625<1.96 and p value is 0.000>0.05 Thus null hypothesis accepted and it is concluded that Influence of neighbours is similar to other types of advertisements for buying decision

H0:11 Recommendations to friends and relatives is independent from the satisfaction with buying decision. The t value is 5.713>1.96 and p value is 0.000<0.05. thus the null hypothesis rejected and it is concluded that recommendation to friends and relatives is dependent on the satisfaction with buying decision

Table 5.21 Chi-Square Hypothesis Testing

Sr. No.	Null Hypothesis	Value	Df	Asymp. Sig (2-sided)	Decision
H0: 1	There is no significant relationship between the social networking sites visit and the types of advertisement seen on it.	306.073[a]	4	.000	Rejected
H0: 1a	There is no significant relationship between the social networking sites visit and the web banner types of advertisement seen on it.	467.647[a]	4	.000	Rejected
H0: 1b	There is no significant relationship between the social networking sites visit and the flash ads types of advertisement seen on it.	610.207[a]	4	.000	Rejected
H0: 1c	There is no significant relationship between the social networking sites visit and the popups types of advertisement seen on it.	253.173[a]	4	.000	Rejected
H0: 1d	There is no significant relationship between the social networking sites visit and the video ads types of advertisement seen on it.	181.660[a]	4	.000	Rejected
H0:2	there is no association between the planning of buying the product and the quality of the product as per promise.(Are you planning to buy on the basis of information received through advertisement on social networking sites in future?)	146.668[a]	2	.000	Rejected
H0:2a	there is no association between the planning of buying the product and the quality of the product as per promise. (Quality of product matches as per promise)	132.407[b]	4	.000	Rejected

H0:3	There is no significant relationship between sole reliance on the advertisement on social networking sites and feeling of high status. (sole reliace)	40.344[a]	1	.000	Rejected
H0:3a	There is no significant relationship between sole reliance on the advertisement on social networking sites and feeling of high status. (Feeling of high status)	77.393[b]	4	.000	Rejected
H0:4	There is no significant relationship between information reliability and influence on final buying decision on the basis of the advertisement on social networking sites.(influence on final buying decision)	698.220[a]	4	.000	Rejected
H0:4a	There is no significant relationship between information reliability and influence on final buying decision on the basis of the advertisement on social networking sites.(information reliability)	549.360[a]	4	.000	Rejected
H0:5	There is no significant relationship between Frequency of using social networking site and Induces to buy unnecessary products on the basis of the advertisement on social networking sites.(frequency of using social networking sites)	446.607[a]	4	.000	Rejected
H0:5a	There is no significant relationship between Frequency of using social networking site and Induces to buy unnecessary products on the basis of the advertisement on social networking sites. (induces to buy unnecessary products)	149.673[a]	4	.000	Rejected

The table 5.20 shows the hypothesis testing through correlation analysis.

H0:1 There is no significant relationship between the social networking sites visit and the types of advertisement seen on it. The asymp. Sig (2 sided) is 0.000, less than 0.005, thus the null hypothesis is rejected. Thus, it is concluded that, there is significant relationship between the social networking sites visit and the types of advertisement seen on it.

H0:1a There is no significant relationship between the social networking sites visit and the web banner types of advertisement seen on it. The asymp. Sig (2 sided) is 0.000, less than 0.005, thus the null hypothesis is rejected. Thus, it is concluded that, there is significant relationship between the social networking sites visit and the web banner types of advertisement seen on it.

H0:1b There is no significant relationship between the social networking sites visit and the flash ads types of advertisement seen on it. The asymp. Sig (2 sided) is 0.000, less than 0.005, thus the null hypothesis is rejected. Thus, it is concluded that, there is no significant relationship between the social networking sites visit and the flash ads types of advertisement seen on it.

H0:1c There is no significant relationship between the social networking sites visit and the popups types of advertisement seen on it. The asymp. Sig (2 sided) is 0.000, less than 0.005, thus the null hypothesis is rejected. Thus, it is concluded that, there is significant relationship between the social networking sites visit and the popups types of advertisement seen on it.

H0:1d There is no significant relationship between the social networking sites visit and the video ads types of advertisement seen on it .The asymp. Sig (2 sided) is 0.000, less than 0.005, thus the null hypothesis is rejected. Thus, it is concluded that, there is significant relationship between the social networking sites visit and the video ads types of advertisement seen on it.

H0:2 there is no association between the planning of buying the product and the quality of the product as per promise.(Are you planning to buy on the basis of information received through advertisement on social networking sites in future?) The asymp. Sig (2 sided) is 0.000, less than 0.005, thus the null hypothesis is rejected.

Thus, it is concluded that, there is association between the planning of buying the product and the quality of the product as per promise.(Are you planning to buy on the basis of information received through advertisement on social networking sites in future?)

H0:2a there is no association between the planning of buying the product and the quality of the product as per promise. (Quality of product matches as per promise) The asymp. Sig (2 sided) is 0.000, less than 0.005, thus the null hypothesis is rejected. Thus, it is concluded that, there is association between the planning of buying the product and the quality of the product as per promise. (Quality of product matches as per promise)

H0:3 There is no significant relationship between sole reliance on the advertisement on social networking sites and feeling of high status. (sole reliance) The asymp. Sig (2 sided) is 0.000, less than 0.005, thus the null hypothesis is rejected. Thus, it is concluded that, there is significant relationship between sole reliance on the advertisement on social networking sites and feeling of high status. (sole reliance)

H0:3a There is no significant relationship between sole reliance on the advertisement on social networking sites and feeling of high status. (Feeling of high status) The asymp. Sig (2 sided) is 0.000, less than 0.005, thus the null hypothesis is rejected. Thus, it is concluded that, there is significant relationship between sole reliance on the advertisement on social networking sites and feeling of high status. (Feeling of high status)

H0:4 There is no significant relationship between information reliability and influence on final buying decision on the basis of the advertisement on social networking sites.(influence on final buying decision) The asymp. Sig (2 sided) is 0.000, less than 0.005, thus the null hypothesis is rejected. Thus, it is concluded that, there is significant relationship between information reliability and influence on final buying decision on the basis of the advertisement on social networking sites.(influence on final buying decision)

H0:4a There is no significant relationship between information reliability and influence on final buying decision on the basis of the advertisement on social

networking sites.(information reliability) The asymp. Sig (2 sided) is 0.000, less than 0.005, thus the null hypothesis is rejected. Thus, it is concluded that, there is significant relationship between information reliability and influence on final buying decision on the basis of the advertisement on social networking sites.(information reliability)

H0:5 There is no significant relationship between Frequency of using social networking site and Induces to buy unnecessary products on the basis of the advertisement on social networking sites.(frequency of using social networking sites) The asymp. Sig (2 sided) is 0.000, less than 0.005, thus the null hypothesis is rejected. Thus, it is concluded that, there is significant relationship between Frequency of using social networking site and Induces to buy unnecessary products on the basis of the advertisement on social networking sites.(frequency of using social networking sites)

H0:5a There is no significant relationship between Frequency of using social networking site and Induces to buy unnecessary products on the basis of the advertisement on social networking sites. The asymp. Sig (2 sided) is 0.000, less than 0.005, thus the null hypothesis is rejected. Thus, it is concluded that, (induces to buy unnecessary products) there is significant relationship between Frequency of using social networking site and Induces to buy unnecessary products on the basis of the advertisement on social networking sites.(induces to buy unnecessary products)

DATA ANALYSIS AND INTERPRETATION-II

5.2 OBJECTIVEWISE ANALYSIS AND INTERPRETATION

This part of Data Analysis incorporates Objective wise analysis as well as interpretation of Data.

Obj 1
REGRESSION ANALYSIS ON CONSUMER BUYING BEHAVIOUR AND
TYPES OF ADVERTISEMENT SEEN

Table 5.22 Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.122[a]	.015	.012	1.021
a. Predictors: (Constant), Video Ads, Web Banner, Pop Ups, Flash Ads				

The above table shows the summary of the independent variables i.e. the video ads, web banner, pop ups and flash ads.

Table 5.23 ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	23.462	4	5.865	5.626	.000[b]
	Residual	1559.743	1495	1.043		
	Total	1583.205	1499			
a. Dependent Variable: Consumer Buying Behaviour						
b. Predictors: (Constant), Video Ads, Web Banner, Pop Ups, Flash Add						

The above table indicates the ANOVA analysis of the dependent variable i.e. consumer buying behaviour and the independent variables i.e. video ads, web banners, pop ups and the flash ads. The sum of square of the regression is 23.462, the degree of freedom is 4, the mean square is 5.865 and the sum of squares of residual is 1559.743, the degree of freedom is 1495 and the mean square is 1.043.

Table 5.24 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.843	.094		30.294	.000
	Web Banner	.038	.030	.045	1.246	.213
	Flash Add	-.029	.037	-.033	-.796	.426
	Pop Ups	.043	.030	.053	1.433	.152
	Video Ads	.062	.024	.081	2.640	.008
a. Dependent Variable: Consumer Buying Behaviour						

The above table indicates the analysis of the coefficient the independent variables i.e. web banner, flash ads, pop ups and the video ads. The value of t for web banner is 1.246, flash ads

Sub objectives:

Objective 1: To study the level of the awareness among users of social networking sites about consumer products' advertisement appearing on social networking sites.

**Table 5.25 Mean and Standard Deviation of the Consumer Products'
Advertisement Appearing On Social Networking Sites**

Types of products	N	Mean	Std. Deviation
Cloth and Fashion	1500	3.72	1.289
Cosmetic and Healthcare	1500	3.28	1.246
Stationary	1500	3.01	1.278
Electronics & Accessories	1500	3.17	1.296
Gifts	1500	2.82	1.384

Table 1.1 shows the outcome of descriptive statistics of five variables of the products' advertisement appearing on the social networking sites which are mainly cloth and fashion accessories, cosmetic and healthcare, stationary, electronics & accessories and gifts. The mean value is 3.72 out of 5 and standard deviation is 1.289 of cloth and fashion accessories, the mean value is 3.28 out of 5 and standard deviation is 1.246 of cosmetic and healthcare, the mean value is 3.01 out of 5 and standard deviation is 1.278 of stationary, the mean value is 3.17 out of 5 and standard deviation is 1.296 of electronics & accessories and the mean value is 2.82 out of 5 and standard deviation is 1.384 of gifts.

Table 5.26 Mean And Standard Deviation Of The Various Social Networking Sites

	N Valid	Mean	Std. Deviation
Facebook	1500	4.13	1.160
You Tube	1500	3.65	1.243
Twitter	1500	3.05	1.434
Google+	1500	3.25	1.423
Pinterest	1500	2.41	1.414
Linked In	1500	2.69	1.479

Table 5.26 shows the outcome of the descriptive statistics of the mean and standard deviation of the various social networking sites which are mainly Facebook, YouTube, Twitter, Google+, Pinterest and Linkedin. The mean value is 4.13 out of 5 and standard deviation is 1.16 of Facebook, the mean value is 3.65 out of 5 and 1.243 of you-tube, the mean value is 3.05 out of 5 and standard deviation is1.434 of Twitter, the mean value is 3.25 out of 5 and standard deviation is 1.422 of Google+, the mean value is 2.41 out of 5 and 1.414 of Pinterest and the mean value is 2.7 out of 5 and 1.48 of Linkedin.

Table 5.27 The Usage Of The Social Networking Sites

	Never	%	Rarely	%	Often	%	Sometimes	%	Always	%	Total	%
Facebook	81	5.4	95	6.3	155	10.3	390	26	779	52	1500	100
You Tube	128	8.5	178	11.9	208	13.9	560	37.4	426	28.4	1500	100
Twitter	326	21.7	225	15	299	19.9	348	23.2	302	20.2	1500	100
Google+	248	16.5	267	17.8	218	14.5	402	26.8	365	24.4	1500	100
Pinterest	613	40.8	229	15.3	228	15.2	294	19.6	136	9.1	1500	100
LinkedIn	418	32.6	256	17.1	197	13.1	341	22.7	217	14.5	1500	100

Table 5.27 shows the frequency and percentage of the usage of the different social networking sites. Out of 1500 respondents, 81 respondents i.e 5.4% never use Facebook, 128 respondents i.e. 8.5% never use YouTube, 326 respondents 21.7% never use Twitter, 248 respondents i.e. 16.5% never use Google+, 613 respondents 40.8% never use pinterst and 418 respondents i.e. 32.6% never use Linkedin. Out of 1500 respondents, 95 respondents i.e. 6.3% rarely use Facebook, 178 respondents i.e. 11.9% rarely use YouTube, 225 respondents i.e. 15% rarely use Twitter, 267 respondents i.e. 17.8% rarely use Google+, 229 respondents i.e. 15.3% rarely use pinterst and 256 respondents i.e. 17.1% rarely use Linkedin. Out of 1500 respondents, 155 respondents i.e. 10.3% often use Facebook, 208 respondents i.e. 13.9% often use YouTube, 229 respondents i.e. 19.9% often use Twitter, 218 respondents i.e. 14.5% often use Google+, 228 respondents i.e. 15.2% often use pinterst and 197 respondents i.e. 13.1% often use Linkedin. Out of 1500 respondents, 390 respondents i.e. 26% sometimes use Facebook, 560 respondents i.e. 37.4% sometimes use YouTube, 348 respondents i.e. 23.2% sometimes use Twitter, 402 respondents 26.8% sometimes use Google+, 294 respondents i.e. 19.6% sometimes use pinterst and 341 respondents i.e. 22.7% sometimes use Linkedin. Out of 1500 respondents, 779 respondents i.e. 52% always use Facebook, 426 respondents i.e. 28.4% always use YouTube, 302 respondents i.e. 20.2% always use Twitter, 365 respondents i.e. 24.4% always use Google+, 136 respondents i.e. 9.1% always use pinterst and 217 respondents i.e. 14.5% always use Linkedin.

Obj 2: To examine whether the buying decisions are solely based no advertisement appearing on social networking sites.

There are different types of advertisements seen by the respondents mainly web-banners, flash ads, pop ups and video ads. The tables below are the cross tabulations of each type of advertisements versus the sole reliance on the types of advertisements for the final decision purpose.

Table 5.28 Web banners v/s sole reliance - Cross tabulation								
			Web Banners					Total
			Never	Rarely	Often	Sometimes	Always	
Sole Reliance	Yes	Count	71	75	118	362	247	873
		% of Total	4.7%	5.0%	7.9%	24.1%	16.5%	58.2%
	No	Count	62	93	104	219	149	627
		% of Total	4.1%	6.2%	6.9%	14.6%	9.9%	41.8%
Total		Count	133	168	222	581	396	1500
		% of Total	8.9%	11.2%	14.8%	38.7%	26.4%	100.0%

The above table shows the cross tabulation output between web-banners as the type of advertisement seen and the sole reliance of respondents for final decision on the same. Out of 1500 respondents, 873 i.e. 58.2% respondents solely rely on the web-banner for final decision. Specifically, 247 i.e.16.5% respondents always rely on the web-banner for final decision, 362 i.e. 24.1% sometimes rely on the web-banner for final decision, 118 i.e. 7.9% often rely on the web-banner for final decision, 75 i.e. 5% rarely rely on the web-banner for final decision and 71 i.e. 4.7% never rely on the web-banner for final decision. This shows the positive attitude of the respondents towards the web-banner as the type of advertisement seen and the sole reliance of the respondents for final decision on the same.

Table 5.29 Flash Ads v/s sole reliance - Cross tabulation								
			Flash Ads					Total
			Never	Rarely	Often	Sometimes	Always	
Sole Reliance	Yes	Count	77	108	148	435	105	873
		% of Total	5.1%	7.2%	9.9%	29.0%	7.0%	58.2%
	No	Count	68	97	125	238	99	627
		% of Total	4.5%	6.5%	8.3%	15.9%	6.6%	41.8%
Total		Count	145	205	273	673	204	1500
		% of Total	9.7%	13.7%	18.2%	44.9%	13.6%	100.0%

The above table shows the cross tabulation output between flash ads as the type of advertisement seen and the sole reliance of respondents for final decision on the same. Out of 1500 respondents, 873 i.e. 58.2% respondents solely rely on the flash ads for final decision. Specifically, 105 i.e.7% respondents always rely on the flash ads for final decision, 435 i.e. 29% sometimes rely on the flash ads for final decision, 148 i.e. 9.9% often rely on the flash ads for final decision, 108 i.e. 7.2% rarely rely on the flash ads for final decision and 77 i.e. 5.1% never rely on the flash ads for final decision. This shows the positive attitude of the respondents towards the flash ads as the type of advertisement seen and the sole reliance of the respondents for final decision on the same.

Table 5.30 Pop-ups v/s sole reliance - Cross tabulation								
			Pop-ups					Total
			Never	Rarely	Often	Sometimes	Always	
Sole Reliance	Yes	Count	119	119	185	350	100	873
		% of Total	7.9%	7.9%	12.3%	23.3%	6.7%	58.2%
	No	Count	104	89	134	182	118	627
		% of Total	6.9%	5.9%	8.9%	12.1%	7.9%	41.8%
Total		Count	223	208	319	532	218	1500
		% of Total	14.9%	13.9%	21.3%	35.5%	14.5%	100.0%

The above table shows the cross tabulation output between pop-ups as the type of advertisement seen and the sole reliance of respondents for final decision on the same. Out of 1500 respondents, 873 i.e. 58.2% respondents solely rely on the pop-ups for final decision. Specifically, 100 i.e. 6.7% respondents always rely on the pop-ups for final decision, 350 i.e. 23.3% sometimes rely on the pop-ups for final decision, 185 i.e. 12.3% often rely on the pop-ups for final decision, 119 i.e. 7.9% rarely rely on the pop-ups for final decision and 119 i.e. 7.9% never rely on the pop-ups for final decision. This shows the positive attitude of the respondents towards the pop-ups as the type of advertisement seen and the sole reliance of the respondents for final decision on the same.

Table 5.31 Video Ads v/s sole reliance - Cross tabulation								
			Video Ads					Total
			Never	Rarely	Often	Sometimes	Always	
Sole Reliance	Yes	Count	145	159	134	307	128	873
		% of Total	9.7%	10.6%	8.9%	20.5%	8.5%	58.2%
	No	Count	104	113	97	199	114	627
		% of Total	6.9%	7.5%	6.5%	13.3%	7.6%	41.8%
Total		Count	249	272	231	506	242	1500
		% of Total	16.6%	18.1%	15.4%	33.7%	16.1%	100.0%

The above table shows the cross tabulation output between video ads as the type of advertisement seen and the sole reliance of respondents for final decision on the same. Out of 1500 respondents, 873 i.e. 58.2% respondents solely rely on the video ads for final decision. Specifically, 128 i.e.8.5% respondents always rely on the video ads for final decision, 307 i.e. 20.5% sometimes rely on the video ads for final decision, 134 i.e. 8.9% often rely on the video ads for final decision, 159 i.e. 10.6% rarely rely on the video ads for final decision and 145 i.e. 9.7% never rely on the video ads for final decision. This shows the positive attitude of the respondents towards the video ads as the type of advertisement seen and the sole reliance of the respondents for final decision on the same.

Obj 3: To evaluate the extent of effectiveness of consumer products' advertisement to create interest of users in the products appearing on the social networking sites.

Table 5.32 Correlations

		Relevant Message	Promise of Reward/ satisfaction	Raising mystery/ suspense	Influence on final buying decision	Placement of order/ subscription	Recommendation to friends & relatives
Relevant Message	Pearson Correlation	1					
Promise of Reward/ satisfaction	Pearson Correlation	.463**	1				
Raising mystery/ suspense	Pearson Correlation	.303**	.486**	1			
Influence on final buying decision	Pearson Correlation	.376**	.319**	.248**	1		
Placement of order/ subscription	Pearson Correlation	.241**	.352**	.314**	.586**	1	
Recommendation to friends & relatives	Pearson Correlation	.159**	.326**	.319**	.423**	.597**	1

**. Correlation is significant at the 0.01 level (2-tailed).

In this correlation, the interest factors i.e. the relevant message, promise of reward/ satisfaction and raising mystery/suspense are independent variables and the action factors i.e. the influence on final buying decision, placement of order/subscription and recommendation to friends and relatives are the dependent variables.

The above table indicates that there is a positive correlation between the interest factors and the action factors. There is positive correlation between relevant message and influence on final buying decision. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.376, which represents the moderate correlation between two variables i.e. the relevant message might influence the viewer to make the buying decision.

There is positive correlation between relevant message and placement of order/ subscription. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.241, which represents the moderate correlation between two variables i.e. the relevant message might affects the placement of order/ subscription.

There is positive correlation between relevant message and recommendation to friends & relatives. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.159, which represents the moderate correlation between two variables i.e. the relevant message might affect the recommendation to friends & relatives.

There is positive correlation between promise of reward/satisfaction and influence on final buying decision. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.319, which represents the moderate correlation between two variables i.e. the promise of reward/satisfaction might influence the viewer to make the buying decision.

There is positive correlation between promise of reward/satisfaction and placement of order/subscription. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.352, which represents the moderate correlation between two variables i.e. the promise of reward/satisfaction might affects the placement of order/ subscription.

There is positive correlation between promise of reward/satisfaction and recommendation to friends & relatives. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.326, which represents the moderate correlation between two variables i.e. the promise of reward/satisfaction might affect the recommendation to friends & relatives.

There is positive correlation between raising mystery/suspense and influence on final buying decision. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.248, which represents the moderate correlation between two variables i.e. the raising mystery/suspense might influence the viewer to make the buying decision.

There is positive correlation between raising mystery/suspense and placement of order/ subscription. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.314, which

represents the moderate correlation between two variables i.e. the raising mystery/suspense might affects the placement of order/ subscription.

There is positive correlation between raising mystery/suspense and recommendation to friends & relatives. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.319, which represents the moderate correlation between two variables i.e. the raising mystery/suspense might affect the recommendation to friends & relatives.

Obj:4   To find out whether the advertisement appearing on social networking sites provides adequate information about the product/ services in which consumers are interested.

Table 5.33 Web banner v/s provides information about products/services - Cross tabulation								
			Provides information about products/services					Total
			Most unimportant	Unimportant	Neutral	Important	Most important	
Web banner	Never	Count	20	9	24	54	26	133
		% of Total	1.3%	0.6%	1.6%	3.6%	1.7%	8.9%
	Rarely	Count	14	23	41	62	28	168
		% of Total	0.9%	1.5%	2.7%	4.1%	1.9%	11.2%
	Often	Count	12	30	56	100	24	222
		% of Total	0.8%	2.0%	3.7%	6.7%	1.6%	14.8%
	Sometimes	Count	121	17	105	243	95	581
		% of Total	8.1%	1.1%	7.0%	16.2%	6.3%	38.7%
	Always	Count	20	12	62	206	96	396
		% of Total	1.3%	0.8%	4.1%	13.7%	6.4%	26.4%
Total		Count	187	91	288	665	269	1500
		% of Total	12.5%	6.1%	19.2%	44.3%	17.9%	100.0%

The above table indicates the web banner type of advertisement and the information provided by it about the products/services. Out of 1500 respondents, 187 i.e. 12.5% respondents consider the web banner as the most unimportant type of advertisement where the information about the products/services is provided, 91 i.e. 6.1% respondents consider the web banner as the unimportant type of advertisement where the information is provided, 288 i.e. 19.2% respondents consider the web banner as the neutral type of advertisement where the information is provided, 665 i.e. 44.3% respondents consider the web banner as the important type of advertisement where the information is provided and 269 i.e. 17.9% respondents consider the web banner as the most important type of advertisement where the information is provided.

Table 5.34 Flash ads v/s provides information about products/services - Cross tabulation								
			Provides information about products/services					Total
			Most unimportant	Unimportant	Neutral	Important	Most important	
Flash ads	Never	Count	24	7	34	58	22	145
		% of Total	1.6%	0.5%	2.3%	3.9%	1.5%	9.7%
	Rarely	Count	19	41	44	78	23	205
		% of Total	1.3%	2.7%	2.9%	5.2%	1.5%	13.7%
	Often	Count	7	16	79	118	53	273
		% of Total	0.5%	1.1%	5.3%	7.9%	3.5%	18.2%
	Sometimes	Count	129	22	99	324	99	673
		% of Total	8.6%	1.5%	6.6%	21.6%	6.6%	44.9%
	Always	Count	8	5	32	87	72	204
		% of Total	0.5%	0.3%	2.1%	5.8%	4.8%	13.6%
Total		Count	187	91	288	665	269	1500
		% of Total	12.5%	6.1%	19.2%	44.3%	17.9%	100.0%

The above table indicates the flash ads type of advertisement and the information provided by it about the products/services. Out of 1500 respondents, 187 i.e. 12.5% respondents consider the flash ads as the most unimportant type of advertisement where the information about the products/services is provided, 91 i.e. 6.1% respondents consider the flash ads as the unimportant type of advertisement where the information is provided, 288 i.e. 19.2% respondents consider the flash ads as the neutral type of advertisement where the information is provided, 665 i.e. 44.3% respondents consider the flash ads as the important type of advertisement where the information is provided and 269 i.e. 17.9% respondents consider the flash ads as the most important type of advertisement where the information is provided.

Table 5.35 Pop ups v/s provides information about products/services - Cross tabulation								
			Provides information about products/services					Total
			Most unimportant	Unimportant	Neutral	Important	Most important	
Pop ups	Never	Count	29	20	45	95	34	223
		% of Total	1.9%	1.3%	3.0%	6.3%	2.3%	14.9%
	Rarely	Count	16	38	50	78	26	208
		% of Total	1.1%	2.5%	3.3%	5.2%	1.7%	13.9%
	Often	Count	16	20	68	162	53	319
		% of Total	1.1%	1.3%	4.5%	10.8%	3.5%	21.3%
	Sometimes	Count	120	10	82	228	92	532
		% of Total	8.0%	0.7%	5.5%	15.2%	6.1%	35.5%
	Always	Count	6	3	43	102	64	218
		% of Total	0.4%	0.2%	2.9%	6.8%	4.3%	14.5%
Total		Count	187	91	288	665	269	1500
		% of Total	12.5%	6.1%	19.2%	44.3%	17.9%	100.0%

The above table indicates the pop ups type of advertisement and the information provided by it about the products/services. Out of 1500 respondents, 187 i.e. 12.5% respondents consider the pop ups as the most unimportant type of advertisement where the information about the products/services is provided, 91 i.e. 6.1% respondents consider the pop ups as the unimportant type of advertisement where the information is provided, 288 i.e. 19.2% respondents consider the pop ups as the neutral type of advertisement where the information is provided, 665 i.e. 44.3% respondents consider the pop ups as the important type of advertisement where the information is provided and 269 i.e. 17.9% respondents consider the pop ups as the most important type of advertisement where the information is provided.

Table 5.36 Video ads v/s provides information about products/services - Cross tabulation								
			Provides information about products/services					Total
			Most unimportant	Unimportant	Neutral	Important	Most important	
Video ads	Never	Count	36	24	51	94	44	249
		% of Total	2.4%	1.6%	3.4%	6.3%	2.9%	16.6%
	Rarely	Count	14	34	51	142	31	272
		% of Total	0.9%	2.3%	3.4%	9.5%	2.1%	18.1%
	Often	Count	4	17	49	111	50	231
		% of Total	0.3%	1.1%	3.3%	7.4%	3.3%	15.4%
	Sometimes	Count	125	14	82	204	81	506
		% of Total	8.3%	0.9%	5.5%	13.6%	5.4%	33.7%
	Always	Count	8	2	55	114	63	242
		% of Total	0.5%	0.1%	3.7%	7.6%	4.2%	16.1%
Total		Count	187	91	288	665	269	1500
		% of Total	12.5%	6.1%	19.2%	44.3%	17.9%	100.0%

The above table indicates the video ads type of advertisement and the information provided by it about the products/services. Out of 1500 respondents, 187 i.e. 12.5% respondents consider the video ads as the most unimportant type of advertisement where the information about the products/services is provided, 91 i.e. 6.1% respondents consider the video ads as the unimportant type of advertisement where the information is provided, 288 i.e. 19.2% respondents consider the video ads as the neutral type of advertisement where the information is provided, 665 i.e. 44.3% respondents consider the video ads as the important type of advertisement where the information is provided and 269 i.e. 17.9% respondents consider the video ads as the most important type of advertisement where the information is provided.

Thus, it is found that the different types of advertisements appearing on the social networking sites are having positive image in the mind of the respondents as most of them are agreeing to the importance of the types of advertisements that provide the information about the products/services.

Obj 5: To analyze whether the users of social networking sites find relevant / necessary product information through the consumer products' advertisement appearing on the social networking sites.

Table 5.37 Statistics of Unexpected Contents Situation				
		Unexpected Contents, Situation	Surprise	Attractive Graphics or Title
N	Valid	1500	1500	1500
	Missing	0	0	0
Mean		3.39	3.22	3.14

The above table indicates that the mean of the unexpected contents, situation is 3.39 which is highest i.e. the unexpected content, situation in advertisement grabs the most attention. The mean of the surprise element in the advertisement is 3.22 which is also positive which shows that the surprise element in the advertisement grabs the attention of the viewers and the mean of the attractive graphics or titles is 3.14 which also grabs the attention of the viewer of the advertisements on social networking sites.

Table 5.38 Perception of the Respondents about the Attributes of Attention

Perception	Unexpected Contents, Situation		Surprise		Attractive Graphics or Title	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Unimportant	355	23.7	346	23.1	433	28.9
Neutral	379	25.3	450	30	418	27.9
Important	766	51.1	704	46.9	649	43.2
Total	1500	100.00	1500	100.00	1500	100.00

The above table indicates the perception of the respondents about the attributes of attention i.e. unexpected content, situation, surprise and attractive graphics or titles. Out of 1500 respondents 355 i.e. 23.7% respondents perceive the unexpected content, situation as unimportant factor in the advertisement, 379 i.e. 25.3% respondents perceive the unexpected content, situation as neutral factor in the advertisement and 766 i.e. 51.1% respondents perceive the unexpected content, situation as the important factor in the advertisement.

Out of 1500 respondents 346 i.e. 23.1% respondents perceive the surprise element as unimportant factor in the advertisement, 450 i.e. 30% respondents perceive the surprise element as neutral factor in the advertisement and 704 i.e. 46.9% respondents perceive the surprise element as the important factor in the advertisement.

Out of 1500 respondents 433 i.e. 28.9% respondents perceive the attractive graphics or titles as unimportant factor in the advertisement, 418 i.e. 27.9% respondents perceive the attractive graphics or titles as neutral factor in the advertisement and 649 i.e. 43.2% respondents perceive the attractive graphics or titles as the important factor in the advertisement.

Thus, it is found that the perception of the respondents about the attributes of attention i.e. unexpected content, situation, surprise and attractive graphics or titles do have positive correlation.

Obj:6 To examine whether the social networking sites provide relevant / necessary information pertaining to competing products.

Table 5.39 Statistics – Mean and Standard Deviation of Products

	Cloths and Fashion accessories	Cosmetic and Healthcare	Stationeries	Electronics and accessories	Gifts and Toys
Mean	3.72	3.28	3.01	3.17	2.82
Std. Deviation	1.289	1.246	1.277	1.296	1.384

Table 5.40 Frequency distribution									
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Never	94	6.3	142	9.5	220	14.7	166	11.1	352	23.5
Rarely	257	17.1	324	21.6	356	23.7	390	26.0	337	22.5
Often	182	12.1	262	17.5	320	21.3	229	15.3	247	16.5
Sometimes	412	27.5	510	34.0	402	26.8	450	30.0	360	24.0
Always	555	37.0	262	17.5	202	13.5	265	17.7	204	13.6
Total	1500	100.0	1500	100.0	1500	100.0	1500	100.0	1500	100.0

The above table shows that mean of the advertisements of clothes and fashion accessories is 3.72 and standard deviation is 1.289, mean of the advertisements of cosmetic and healthcare is 3.28 and standard deviation is 1.246, mean of the advertisements of stationeries is 3.01 and standard deviation is 1.277, mean of the advertisements of electrics and accessories is 3.17 and standard deviation is 1.296 and mean of the advertisements of gifts and toys is 2.82 and standard deviation is 1.384.

The other table indicates the frequency distribution of the different types of advertisements i.e. clothes and fashion accessories, cosmetic and healthcare, stationeries, electronics and accessories and gifts and toys. Out of 1500 respondents, 555 i.e. 37% always view the advertisements of fashion accessories appearing on the social networking sites. 262 i.e. 17.5% always view the advertisements of cosmetic and health care appearing on the social networking sites. 202 i.e. 13.5% always view the advertisements of stationeries appearing on the social networking sites. 265 i.e. 17.7% always view the advertisements of electronics and accessories appearing on the social networking sites and 204 i.e. 13.6% always view the advertisements of gifts and toys appearing on the social networking sites.

Obj 7: To study whether the users of social networking sites carry out comparison of relevant / necessary consumer products of various brands appearing on the social networking sites by the users of social networking sites.

Table 5.41 Social networking sites users v/s category of products/ services seen in the advertisement - Cross tabulation

		cloth and fashion accessories	cosmetic & healthcare	stationery	Electronics & Accessories	Gifts and toys
		Frequently	Frequently	Frequently	Frequently	Frequently
Facebook users	Hardly	5.80%	5.60%	5.10%	6.40%	6.90%
	Often	7.80%	7.40%	8.90%	8.80%	8.70%
	Frequently	86.50%	87.00%	85.90%	84.80%	84.40%
Total		100.00%	100.00%	100.00%	100.00%	100.00%
You tube users	Hardly	13.3%	11.0%	13.1%	14.3%	11.9%
	Often	13.0%	11.1%	10.6%	13.4%	13.8%
	Frequently	73.6%	77.8%	76.3%	72.3%	74.3%
Total		100.0%	100.0%	100.0%	100.0%	100.0%
Twitter users	Hardly	31.2%	27.1%	24.3%	32.0%	28.4%
	Often	21.3%	21.5%	17.4%	17.2%	18.4%
	Frequently	47.5%	51.4%	58.3%	50.8%	53.2%
Total		100.0%	100.0%	100.0%	100.0%	100.0%
Google+ users	Hardly	32.4%	30.6%	23.3%	26.4%	23.2%
	Often	14.4%	14.8%	14.4%	15.9%	16.3%
	Frequently	53.3%	54.7%	62.3%	57.6%	60.5%
Total		100.0%	100.0%	100.0%	100.0%	100.0%
Pinterest users	Hardly	56.6%	53.4%	45.4%	51.6%	45.7%
	Often	15.6%	16.3%	18.5%	16.6%	18.4%
	Frequently	27.8%	30.3%	36.1%	31.7%	35.8%
Total		100.0%	100.0%	100.0%	100.0%	100.0%
Linked in users	Hardly	47.3%	42.7%	35.9%	41.0%	35.5%
	Often	14.4%	15.4%	13.9%	14.8%	14.0%
	Frequently	38.4%	41.8%	50.2%	44.2%	50.5%
Total		100.0%	100.0%	100.0%	100.0%	100.0%

The above table indicates the social networking sites users vs category of products/ services seen in the advertisement Cross tabulation. It shows that out of 1500 , 86.5% respondents view and compare the advertisements of cloths and fashion accessories, 87% respondents view and compare the advertisements of cosmetic & healthcare, 85.9% respondents view and compare the advertisements of stationery, 84.8% respondents view and compare the advertisements of electronic and accessories and 84.4% respondents view and compare the advertisements of gifts and toys.

The users of other social networking sites also view and compare the different product categories but the table shows that most of the users of social networking sites compare the relevant and necessary products most frequently on Facebook.

Thus, it is concluded that the users of social networking sites carry out comparison of relevant/necessary consumer products of various brands appearing on the social networking sites by the users of social networking sites.

Obj 8: To examine whether the users of social networking sites purchase the consumer products of various brands appearing on the social networking sites.

Table 5.42 Social networking sites users v/s Influence on final buying decision - Cross tabulation

Social networking sites users		Influence on final buying decision					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Facebook users	Hardly	1.5%	2.2%	3.0%	2.1%	2.9%	11.7%
	Often	.5%	1.3%	3.4%	3.0%	2.1%	10.3%
	Frequently	2.8%	2.5%	11.7%	27.3%	33.7%	77.9%
Total		4.9%	6.0%	18.1%	32.4%	38.7%	100.0%
Youtube users	Hardly	2.0%	3.4%	5.3%	4.5%	5.1%	20.4%
	Often	.5%	1.4%	2.9%	4.6%	4.4%	13.9%
	Frequently	2.3%	1.2%	9.8%	23.3%	29.1%	65.7%
Total		4.9%	6.0%	18.1%	32.4%	38.7%	100.0%
Twitter users	Hardly	2.9%	3.9%	8.9%	11.2%	9.8%	36.7%
	Often	.5%	1.3%	2.8%	7.0%	8.3%	19.9%
	Frequently	1.5%	.7%	6.3%	14.2%	20.6%	43.3%
Total		4.9%	6.0%	18.1%	32.4%	38.7%	100.0%
Google+ users	Hardly	2.3%	4.2%	6.1%	8.8%	13.0%	34.3%
	Often	.6%	.6%	3.5%	5.6%	4.1%	14.5%
	Frequently	2.0%	1.2%	8.5%	18.0%	21.5%	51.2%
Total		4.9%	6.0%	18.1%	32.4%	38.7%	100.0%
Pinterest users	Hardly	3.3%	4.8%	10.5%	19.5%	18.1%	56.1%
	Often	.9%	.9%	3.2%	5.9%	4.3%	15.1%
	Frequently	.7%	.3%	4.4%	7.0%	16.3%	28.7%
Total		4.9%	6.0%	18.1%	32.4%	38.7%	100.0%
Linked in users	Hardly	2.8%	4.8%	9.9%	15.9%	16.2%	49.7%
	Often	.4%	.5%	3.0%	3.5%	5.7%	13.1%
	Frequently	1.7%	.7%	5.1%	12.9%	16.8%	37.2%
Total		4.9%	6.0%	18.1%	32.4%	38.7%	100.0%

The above table shows how the social networking sites users get influenced to make final buying decision. Out of 1500, 33.7% frequent Facebook users strongly agree that they get influenced to make the final decision, 29.1% frequent YouTube users strongly agree that they get influenced to make the final decision, 20.6% frequent Twitter users strongly agree that they get influenced to make the final decision, 21.5% frequent Google+ users strongly agree that they get influenced to make the final decision, 16.3% frequent Pinterest users strongly agree that they get influenced to make the final decision and 16.8% frequent Linkedin users strongly agree that they get influenced to make the final decision.

Thus it is concluded that the social networking sites play a vital role for all the social networking sites users for making the final buying decision for any products or services.

Obj: 9. To analyze the frequency of purchasing of various brands of consumer products appearing on the social networking sites by the users of social networking sites.

Table 5.43 Social networking sites users v/s Are you planning to buy on the basis of information received through advertisement on social networking sites in future? - Cross tabulation

social networking sites users			Are you planning to buy on the basis of information received through advertisement on social networking sites in future?			Total
			Yes	No	Can't say	
Facebook users	Hardly	Count	49	28	99	176
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	9.0%	9.6%	14.8%	11.7%
	Often	Count	36	27	92	155
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	6.6%	9.3%	13.8%	10.3%
	Frequently	Count	457	236	476	1169
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	84.3%	81.1%	71.4%	77.9%
Total		Count	542	291	667	1500
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	100.0%	100.0%	100.0%	100.0%
YouTube users	Hardly	Count	80	55	171	306
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	14.8%	18.9%	25.6%	20.4%
	Often	Count	61	38	109	208
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	11.3%	13.1%	16.3%	13.9%
	Frequently	Count	401	198	387	986

		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	74.0%	68.0%	58.0%	65.7%
Total		Count	542	291	667	1500
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	100.0%	100.0%	100.0%	100.0%
Twitter users	Hardly	Count	161	97	293	551
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	29.7%	33.3%	43.9%	36.7%
	Often	Count	68	69	162	299
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	12.5%	23.7%	24.3%	19.9%
	Frequently	Count	313	125	212	650
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	57.7%	43.0%	31.8%	43.3%
Total		Count	542	291	667	1500
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	100.0%	100.0%	100.0%	100.0%
Google+ users	Hardly	Count	138	110	267	515
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	25.5%	37.8%	40.0%	34.3%
	Often	Count	54	44	119	217

		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	10.0%	15.1%	17.8%	14.5%
	Frequently	Count	350	137	281	768
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	64.6%	47.1%	42.1%	51.2%
Total		Count	542	291	667	1500
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	100.0%	100.0%	100.0%	100.0%
Pinterest users	Hardly	Count	251	165	426	842
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	46.3%	56.7%	63.9%	56.1%
	Often	Count	78	52	97	227
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	14.4%	17.9%	14.5%	15.1%
	Frequently	Count	213	74	144	431
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	39.3%	25.4%	21.6%	28.7%
Total		Count	542	291	667	1500
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	100.0%	100.0%	100.0%	100.0%
Linkedin users	Hardly	Count	204	154	387	745
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	37.6%	52.9%	58.0%	49.7%

	Often	Count	42	49	106	197
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	7.7%	16.8%	15.9%	13.1%
	Frequently	Count	296	88	174	558
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	54.6%	30.2%	26.1%	37.2%
Total		Count	542	291	667	1500
		% within Are you planning to buy on the basis of information received through advertisement on social networking sites in future?	100.0%	100.0%	100.0%	100.0%

The above table indicates the social networking site users and their planning to buy on the basis of information received through advertisement on social networking sites in future. Out of 1500, 457 i.e. 84.3% frequent Facebook users are planning to buy on the basis of information received through advertisement on social networking sites in future, 401 i.e. 74% frequent YouTube users are planning to buy on the basis of information received through advertisement on social networking sites in future, 313 i.e. 57.7% frequent Twitter users are planning to buy on the basis of information received through advertisement on social networking sites in future, 350 i.e. 64.6% frequent Google+ users are planning to buy on the basis of information received through advertisement on social networking sites in future, 213 i.e. 39.3% frequent Pinterest users are planning to buy on the basis of information received through advertisement on social networking sites in future and 296 i.e. 54.6% frequent Linkedin users are planning to buy on the basis of information received through advertisement on social networking sites in future.

Thus, it is concluded that the most of the users of social networking sites prefer to plan for future buying of the consumer products/services on the basis of the information received through the advertisement on social networking sites.

Obj 10: To examine whether the consumer products' advertisement on social networking sites induce the consumers to buy unnecessary products.

Table 5.44 Statistics – Mean and Standard Deviation of Quality of Inducement to Buy Unnecessary Products		
Induces to buy unnecessary products		
N	Valid	1500
	Missing	0
Mean		3.03
Std. Deviation		1.305

The above table shows that the mean of the respondents who feel that the advertisements shown on the social networking sites induce to buy unnecessary products is 3.03 which more than the average

Table 5.45 Induces to buy unnecessary products		Frequency	Percent
		Frequency	Percent
Valid	Strongly Disagree	283	18.9
	Disagree	212	14.1
	Neutral	371	24.7
	Agree	442	29.5
	Strongly Agree	192	12.8
	Total	1500	100.0

The above table shows the frequency analysis of the respondents who feel that the advertisements shown on the social networking sites induces to buy unnecessary products. There are 29.5% respondents agrees to that the advertisements shown on the social networking sites induces to buy unnecessary products and 12.8% respondents strongly agree that the advertisements shown on the social networking sites induces to buy unnecessary products.

Thus, it is concluded that the advertisements shown on the social networking sites induces the respondents to buy unnecessary products.

Obj 11: To study whether quality standards of products purchased through the advertisement appearing on the social networking sites are matched with the claim.

Table 5.46 Statistics – Mean and Standard Deviation of Quality of Products		
Quality of product matches as per promise		
N	Valid	1500
	Missing	0
Mean		3.11
Std. Deviation		1.327

The above table shows the mean of the quality of product matches as per promise which is 3.11.

Table 5.47 Quality of product matches as per promise		Frequency	Percent
		Frequency	Percent
Valid	Strongly Disagree	276	18.4
	Disagree	180	12.0
	Neutral	389	25.9
	Agree	415	27.7
	Strongly Agree	240	16.0
	Total	1500	100.0

The above table indicates the frequency of the quality of the products matches as per the promise in the advertisement appearing on the social networking sites. Out of 1500 respondents, 16% strongly agree that they get the quality as per promised in the advertisement appearing on the social networking sites.

Thus, it is concluded that most of the respondents agree that quality standards of products purchased through the advertisement appearing on the social networking sites are matched with the claim.

Obj 12: To examine whether the customers who purchased the products on the basis of consumer products' advertisement on social networking sites recommend to others / friends to purchase the same product.

Table 5.48 Statistics – Mean and Standard Deviation of Recommendation		
Recommendation to friends & relatives		
N	Valid	1500
	Missing	0
Mean		3.43
Std. Deviation		1.304

The above table shows that the mean of the recommendation to friends and relatives is 3.43.

Table 5.49 Recommendation to friends & relatives		Frequency	Percent
	Strongly Disagree	188	12.5
	Disagree	148	9.9
Valid	Neutral	376	25.1
	Agree	410	27.3
	Strongly Agree	378	25.2
	Total	1500	100.0

The above table shows the frequency of the respondents' level of agreement on the recommending the advertisement appearing on the social networking sites. 27.3% respondents agree that they do recommend the product advertisement appearing on the social networking sites and 25.2% respondents strongly agree that they do recommend the product advertisement appearing on the social networking sites.

Thus, it is concluded that the customers who purchased the products on the basis of consumer products' advertisement on social networking sites recommend to others / friends to purchase the same product.

Obj 13: To study the satisfaction level of the consumer who purchased the products on the basis of consumer products' advertisement on social networking sites.

Table 5.50 Statistics – Mean and Standard Deviation of Satisfaction		
N	Valid	1500
	Missing	0
Mean		3.21
Std. Deviation		1.317

The above table shows the mean of the satisfaction of the respondents with the buying decision about the product or services the products on the basis of consumer products' advertisement on social networking sites.

Table 5.51 Satisfaction with buying decision		Frequency	Percent
		Frequency	Percent
Valid	Strongly Disagree	247	16.5
	Disagree	165	11.0
	Neutral	382	25.5
	Agree	437	29.1
	Strongly Agree	269	17.9
	Total	1500	100.0

The above table shows that 29.1 % respondents agree that they get satisfaction with buying decision and the 17.9% respondents strongly agree that they get satisfaction with buying decision.

Thus it is concluded that there is the satisfaction level of the consumer who purchased the products on the basis of consumer products' advertisement on social networking sites.

DATA ANALYSIS AND INTERPRETATION-III
5.3 INTER-STATE AND INTRA-STATE ANALYSIS AND INTERPRETATION

Table : 5.52 Inter-State and Intra-State Freqency Distribution

| Demographic | Variable | Gujarat | | | | | | | | Total Freq (760) | Total perc (760) | Goa | | Maharastra | | | | | | Total Freq (570) | Total Perc (570) | Total Freq (1500) | Total Perc (1500) |
| | | Ahmedabad (190) | | Surat (190) | | Vadodara (190) | | Vidyanagar (190) | | | | Panjim (170) | | Mumbai (190) | | Nagpur (190) | | Pune (190) | | | | | |
		Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc			Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc				
Gender	Male	86	45	143	75.3	117	61.6	110	57.9	456	60	65	38.2	99	52.1	115	60.5	137	72.1	351	62	872	53.2
	Female	104	55	47	24.7	73	38.4	80	42.1	304	40	105	61.8	91	47.9	75	39.5	53	27.9	219	38	628	46.8
Age	Below 18 years	2	0.5	22	11.6	8	4.2	2	1.1	34	4	20	11.8	26	13.7	7	3.7	4	2.1	37	6	91	7.5
	19- 24 years	135	71.4	38	20.0	75	39.5	176	92.6	424	56	72	42.4	62	32.6	30	15.8	42	22.1	134	24	630	40.6
	25-29 years	22	11.6	60	31.6	36	18.9	2	1.1	120	16	31	18.2	36	18.9	85	44.7	101	53.2	222	39	373	24.3
	30- 39 years	25	13.2	29	15.3	33	17.4	7	3.7	94	12	11	6.5	14	7.4	51	26.8	30	15.8	95	17	200	11.8
	40 - 49 years	5	2.6	19	10.0	19	10.0	3	1.6	46	6	25	14.7	19	10.0	13	6.8	8	4.2	40	7	111	9.3
	50- 59 years	1	0.5	16	8.4	14	7.4	0	0	31	4	10	5.9	24	12.6	4	2.1	4	2.1	32	6	73	5.2
	60 years & above	0	0	6	3.2	5	2.6	0	0	11	1	1	.6	9	4.7	0	0	1	.5	10	2	22	1.3
Marital Status	Married	47	24.3	137	72.1	96	50.5	13	6.8	293	38	99	58.2	116	61.1	148	77.9	78	41.1	342	60	734	52.2
	Unmarried	143	75.7	53	27.9	94	49.5	177	93.2	467	62	71	41.8	74	38.9	42	22.1	112	58.9	228	40	766	47.8
Qualification	Upto 12th	6	2.6	28	14.7	28	14.7	73	38.4	135	18	24	14.1	15	7.9	9	4.7	5	2.6	29	5	188	12.3
	Diploma	7	3.7	43	22.6	7	3.7	1	.5	58	8	53	31.2	61	32.1	49	25.8	10	5.3	120	21	231	20.0
	Graduate	100	52.6	73	38.4	81	42.6	94	49.5	348	46	43	25.3	39	20.5	40	21.1	73	38.4	152	27	543	32.6
	Post Graduate	74	38.9	29	15.3	67	35.3	21	11.1	191	25	29	17.1	23	12.1	81	42.6	81	42.6	185	32	405	24.9
	Doctorate	3	1.6	13	6.8	5	2.6	1	.5	22	3	18	10.6	38	20.0	9	4.7	13	6.8	60	11	100	8.0
	Post Doctorate	1	.5	4	2.1	2	1.1	0	0	7	1	3	1.8	14	7.4	2	1.1	8	4.2	24	4	34	2.3
Occupation	Student	134	70.5	38	20.0	67	35.3	176	92.6	415	55	56	32.9	64	33.7	46	24.2	19	10.0	129	23	600	36.7
	Business	11	5.3	75	39.5	21	11.1	1	.5	108	14	37	21.8	35	18.4	76	40.0	21	11.1	132	23	277	19.7
	Housewife	17	8.9	32	16.8	14	7.4	0	0.0	63	8	29	17.1	16	8.4	15	7.9	9	4.7	40	7	132	10.8
	Employed	19	10.0	24	12.6	59	31.1	11	5.8	113	15	29	17.1	36	18.9	32	16.8	126	66.3	194	34	336	22.0
	Profession	10	5.3	17	8.9	21	11.1	1	.5	49	6	19	11.2	32	16.8	16	8.4	13	6.8	61	11	129	9.4
	Unemplyoed	0	0.0	4	2.1	8	4.2	1	.5	13	2	0	0.0	7	3.7	5	2.6	2	1.1	14	2	27	1.4
Residential Pattern	Joint Family	61	32.1	65	34.2	83	43.7	71	37.4	280	37	87	51.2	103	54.2	93	48.9	119	62.6	315	55	682	47.8
	Nuclear Family	94	49.5	96	50.5	81	42.6	60	31.6	331	44	49	28.8	59	31.1	89	46.8	46	24.2	194	34	574	35.5
	Hostelite	10	4.7	15	7.9	11	5.8	48	25.3	84	11	23	13.5	21	11.1	3	1.6	11	5.8	35	6	142	10.2
	Paying Guest	26	13.7	14	7.4	15	7.9	11	5.8	66	9	11	6.5	7	3.7	5	2.6	14	7.4	26	5	103	6.6
Family Income	Below 15000	11	5.3	46	24.2	22	11.6	23	12.1	102	13	57	33.5	22	11.6	33	17.4	8	4.2	63	11	222	19.3
	15001-25000	33	17.4	51	26.8	17	8.9	33	17.4	134	18	66	38.8	58	30.5	106	55.8	36	18.9	200	35	400	30.5
	25001-35000	58	30.5	37	19.5	24	12.6	34	17.9	153	20	13	7.6	25	13.2	34	17.9	48	25.3	107	19	273	15.5
	35001-50000	35	18.4	15	7.9	24	12.6	36	18.9	110	14	16	9.4	31	16.3	8	4.2	70	36.8	109	19	235	14.3
	50001-75000	23	12.1	30	15.8	50	26.3	20	10.5	123	16	15	8.8	45	23.7	3	1.6	13	6.8	61	11	199	11.9
	75001 & above	31	16.3	11	5.8	53	27.9	44	23.2	139	18	3	1.8	9	4.7	6	3.2	15	7.9	30	5	172	8.4
Frequency of Internet Usage	Hardly ever	4	2.1	21	11.1	8	4.2	3	1.6	36	5	35	20.6	68	35.8	11	5.8	17	8.9	96	17	167	14.1
	Few times a month	13	6.8	48	25.3	12	6.3	16	8.4	89	12	62	36.5	52	27.4	86	45.3	9	4.7	147	26	298	24.7
	Few times a week	21	11.1	17	8.9	15	7.9	16	8.4	69	9	11	6.5	14	7.4	61	32.1	8	4.2	83	15	163	10.0
	Daily	98	51.1	53	27.9	78	41.1	103	54.2	332	44	51	30.0	51	26.8	23	12.1	71	37.4	145	25	528	33.0
	Multiple times a day	55	28.9	51	26.8	77	40.5	52	27.4	235	31	11	6.5	5	2.6	9	4.7	85	44.7	99	17	345	18.3

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| Demographic | Variable | Gujarat | | | | | | | | Total Freq (760) | Total perc (760) | Goa | | Maharastra | | | | | | Total Freq (570) | Total Perc (570) | Total Freq (1500) | Total Perc (1500) |
| | | Ahmedabad (190) | | Surat (190) | | Vadodara (190) | | Vidyanagar (190) | | | | Panjim (170) | | Mumbai (190) | | Nagpur (190) | | Pune (190) | | | | | |
		Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc			Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc				
Average Time Spent (in minutes)	0-15	7	3.7	29	15.3	20	10.5	16	8.4	72	9	34	20.0	66	34.7	16	8.4	16	8.4	98	17	204	15.6
	15-30	32	16.8	60	31.6	35	18.4	41	21.6	168	22	85	50.0	45	23.7	82	43.2	8	4.2	135	24	388	31.9
	30-45	34	17.9	21	11.1	40	21.1	37	19.5	132	17	13	7.6	24	12.6	60	31.6	19	10.0	103	18	248	14.4
	45-60	50	26.3	30	15.8	46	24.2	25	13.2	151	20	29	17.1	39	20.5	12	6.3	31	16.3	82	14	262	17.1
	More than 60	68	35.3	50	26.3	49	25.8	71	37.4	238	31	9	5.3	16	8.4	20	10.5	116	61.1	152	27	399	21.0
Online Shopping	Never	42	22.1	25	13.2	41	21.6	58	30.5	166	22	17	10.0	2	1.1	8	4.2	6	3.2	16	3	199	11.5
	Rarely	45	23.7	57	30.0	39	20.5	49	25.8	190	25	23	13.5	3	1.6	17	8.9	9	4.7	29	5	242	14.5
	Often	24	12.6	51	26.8	26	13.7	30	15.8	131	17	54	31.8	32	16.8	10	5.3	14	7.4	56	10	241	19.6
	Sometimes	67	35.3	33	17.4	49	25.8	41	21.6	190	25	58	34.1	133	70.0	141	74.2	29	15.3	303	53	551	37.4
	Always	13	6.3	24	12.6	35	18.4	12	6.3	84	11	18	10.6	20	10.5	14	7.4	132	69.5	166	29	268	16.9
Visit Social Networking Sites	Never	3	1.6	48	25.3	15	7.9	5	2.6	71	9	32	18.8	24	12.6	9	4.7	20	10.5	53	9	156	12.5
	Rarely	8	4.2	56	29.5	25	13.2	13	6.8	102	13	46	27.1	20	10.5	34	17.9	18	9.5	72	13	220	17.7
	Often	18	9.5	35	18.4	30	15.8	25	13.2	108	14	34	20.0	28	14.7	14	7.4	13	6.8	55	10	197	14.6
	Sometimes	70	36.8	22	11.6	54	28.4	49	25.8	195	26	31	18.2	83	43.7	106	55.8	31	16.3	220	39	446	27.5
	Always	92	47.9	29	15.3	66	34.7	98	51.6	285	37	27	15.9	35	18.4	27	14.2	108	56.8	170	30	482	27.7
Medium of Internet Access	Mobile	58	30.5	60	31.6	75	39.5	45	23.7	238	31	66	38.8	56	29.5	118	62.1	26	13.7	200	35	504	35.1
	Computer (PC)	28	14.7	30	15.8	33	17.4	14	7.4	105	14	41	24.1	96	50.5	29	15.3	45	23.7	170	30	316	22.6
	Both	104	54.7	100	52.6	82	43.2	131	68.9	417	55	63	37.1	38	20.0	43	22.6	119	62.6	200	35	680	42.3
Frequency of Using Social Networking Sites	Hardly ever	12	6.3	27	14.2	19	10.0	10	5.3	68	9	6	3.5	28	14.7	13	6.8	11	5.8	52	9	126	7.2
	Few times a month	20	10.5	12	6.3	17	8.9	18	9.5	67	9	19	11.2	56	29.5	80	42.1	5	2.6	141	25	227	14.9
	Few times a week	35	18.4	6	3.2	37	19.5	35	18.4	113	15	9	5.3	10	5.3	49	25.8	6	3.2	65	11	187	10.5
	Daily	89	46.8	77	40.5	72	37.9	73	38.4	311	41	110	64.7	71	37.4	38	20.0	52	27.4	161	28	582	44.6
	Multiple times a day	34	17.9	68	35.8	45	23.7	54	28.4	201	26	26	15.3	25	13.2	10	5.3	116	61.1	151	26	378	22.7
Facebook	Hardly	16	8.4	56	29.5	24	12.6	21	11.1	117	15	19	11.2	7	3.7	27	14.2	6	3.2	40	7	176	11.2
	Often	12	6.3	46	24.2	30	15.8	16	8.4	104	14	28	16.5	9	4.7	8	4.2	6	3.2	23	4	155	11.4
	Frequently	162	85.3	88	46.3	136	71.6	153	80.5	539	71	123	72.4	174	91.6	155	81.6	178	93.7	507	89	1169	77.4
YouTube	Hardly	20	10.5	98	51.6	43	22.6	49	25.8	210	28	41	24.1	11	5.8	32	16.8	12	6.3	55	10	306	20.5
	Often	28	14.7	33	17.4	31	16.3	25	13.2	117	15	52	30.6	18	9.5	16	8.4	5	2.6	39	7	208	17.6
	Frequently	142	74.7	59	31.1	116	61.1	116	61.1	433	57	77	45.3	161	84.7	142	74.7	173	91.1	476	84	986	61.9
Twitter	Hardly	92	48.4	111	58.4	100	52.6	117	61.6	420	55	55	32.4	12	6.3	44	23.2	20	10.5	76	13	551	33.6
	Often	31	16.3	35	18.4	23	12.1	24	12.6	113	15	59	34.7	87	45.8	17	8.9	23	12.1	127	22	299	24.0
	Frequently	67	35.3	44	23.2	67	35.3	49	25.8	227	30	56	32.9	91	47.9	129	67.9	147	77.4	367	64	650	42.4
Google+	Hardly	59	31.1	102	53.7	71	37.4	69	36.3	301	40	74	43.5	88	46.3	25	13.2	27	14.2	140	25	515	35.9
	Often	32	16.8	38	20.0	33	17.4	24	12.6	127	17	34	20.0	34	17.9	12	6.3	10	5.3	56	10	217	15.5
	Frequently	99	52.1	50	26.3	86	45.3	97	51.1	332	44	62	36.5	68	35.8	153	80.5	153	80.5	374	66	768	48.6
Pinterest	Hardly	130	68.4	125	65.8	132	69.5	150	78.9	537	71	76	44.7	92	48.4	54	28.4	83	43.7	229	40	842	51.8
	Often	11	5.8	32	16.8	17	8.9	15	7.9	75	10	39	22.9	41	21.6	9	4.7	63	33.2	113	20	227	17.5
	Frequently	49	25.8	33	17.4	41	21.6	25	13.2	148	19	55	32.4	57	30.0	127	66.8	44	23.2	228	40	431	30.6

Demographic	Variable	Gujarat								Total Freq (760)	Total perc (760)	Goa		Maharastra						Total Freq (570)	Total Perc (570)	Total Freq (1500)	Total Perc (1500)
		Ahmedabad (190)		Surat (190)		Vadodara (190)		Vidyanagar (190)				Panjim (170)		Mumbai (190)		Nagpur (190)		Pune (190)					
		Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc			Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc				
Linkedin	Hardly	100	52.6	120	63.2	117	61.6	141	74.2	478	63	72	42.4	88	46.3	47	24.7	60	31.6	195	34	745	46.5
	Often	19	10.0	19	10.0	29	15.3	13	6.8	80	11	48	28.2	34	17.9	14	7.4	21	11.1	69	12	197	17.0
	Frequently	71	37.4	51	26.8	44	23.2	36	18.9	202	27	50	29.4	68	35.8	129	67.9	109	57.4	306	54	558	36.6
Searching for Product	Hardly	46	24.2	98	51.6	75	39.5	41	21.6	260	34	87	51.2	40	21.1	39	20.5	37	19.5	116	20	463	35.2
	Often	33	17.4	37	19.5	28	14.7	28	14.7	126	17	38	22.4	56	29.5	6	3.2	19	10.0	81	14	245	17.7
	Frequently	111	58.4	55	28.9	87	45.8	121	63.7	374	49	45	26.5	94	49.5	145	76.3	134	70.5	373	65	792	47.0
Clothes and Fashion Accessories	Hardly	10	5.3	86	45.3	35	18.4	26	13.7	157	21	28	16.5	13	6.8	133	70.0	20	10.5	166	29	351	22.1
	Often	15	7.9	38	20.0	26	13.7	11	5.8	90	12	36	21.2	27	14.2	12	6.3	17	8.9	56	10	182	14.3
	Frequently	165	86.8	66	34.7	129	67.9	153	80.5	513	68	106	62.4	150	78.9	45	23.7	153	80.5	348	61	967	63.6
Cosmetic and Healthcare	Hardly	40	21.1	90	47.4	53	27.9	48	25.3	231	30	40	23.5	28	14.7	144	75.8	23	12.1	195	34	466	29.4
	Often	22	11.6	39	20.5	27	14.2	34	17.9	122	16	51	30.0	45	23.7	18	9.5	26	13.7	89	16	262	20.6
	Frequently	128	67.4	61	32.1	110	57.9	108	56.8	407	54	79	46.5	117	61.6	28	14.7	141	74.2	286	50	772	50.1
Stationery	Hardly	71	37.4	100	52.6	68	35.8	78	41.1	317	42	41	24.1	38	20.0	151	79.5	29	15.3	218	38	576	34.7
	Often	39	20.5	34	17.9	29	15.3	35	18.4	137	18	56	32.9	85	44.7	15	7.9	27	14.2	127	22	320	24.4
	Frequently	80	42.1	56	29.5	93	48.9	77	40.5	306	40	73	42.9	67	35.3	24	12.6	134	70.5	225	39	604	40.9
Electronics & Accessories	Hardly	31	16.3	108	56.8	41	21.6	39	20.5	219	29	65	38.2	79	41.6	152	80.0	41	21.6	272	48	556	38.3
	Often	33	17.4	39	20.5	30	15.8	33	17.4	135	18	28	16.5	33	17.4	11	5.8	22	11.6	66	12	229	15.3
	Frequently	126	66.3	43	22.6	119	62.6	118	62.1	406	53	77	45.3	78	41.1	27	14.2	127	66.8	232	41	715	46.5
Gifts and Toys	Hardly	66	34.7	101	53.2	64	33.7	68	35.8	299	39	78	45.9	92	48.4	156	82.1	64	33.7	312	55	689	46.7
	Often	39	20.5	45	23.7	33	17.4	37	19.5	154	20	30	17.6	24	12.6	11	5.8	28	14.7	63	11	247	16.3
	Frequently	85	44.7	44	23.2	93	48.9	85	44.7	307	40	62	36.5	74	38.9	23	12.1	98	51.6	195	34	564	37.0
Web Banner	Hardly	37	19.5	55	28.9	65	34.2	57	30.0	214	28	23	13.5	12	6.3	22	11.6	30	15.8	64	11	301	17.6
	Often	33	17.4	55	28.9	29	15.3	31	16.3	148	19	43	25.3	8	4.2	5	2.6	17	8.9	30	5	221	16.7
	Frequently	120	63.2	80	42.1	96	50.5	102	53.7	398	52	104	61.2	170	89.5	163	85.8	143	75.3	476	84	978	65.7
Flash ads	Hardly	46	24.2	83	43.7	59	31.1	63	33.2	251	33	33	19.4	8	4.2	24	12.6	33	17.4	65	11	349	21.3
	Often	40	21.1	42	22.1	34	17.9	34	17.9	150	20	46	27.1	40	21.1	9	4.7	28	14.7	77	14	273	20.1
	Frequently	104	54.7	65	34.2	97	51.1	93	48.9	359	47	91	53.5	142	74.7	157	82.6	129	67.9	428	75	878	58.6
Pop-ups	Hardly	50	26.3	94	49.5	62	32.6	70	36.8	276	36	52	30.6	30	15.8	29	15.3	43	22.6	102	18	430	28.3
	Often	36	18.9	39	20.5	32	16.8	33	17.4	140	18	61	35.9	75	39.5	15	7.9	28	14.7	118	21	319	25.0
	Frequently	104	54.7	57	30.0	96	50.5	87	45.8	344	45	57	33.5	85	44.7	146	76.8	119	62.6	350	61	751	46.7
Video ads	Hardly	47	24.7	99	52.1	58	30.5	50	26.3	254	33	81	47.6	88	46.3	35	18.4	63	33.2	186	33	521	37.9
	Often	27	14.2	34	17.9	26	13.7	30	15.8	117	15	18	10.6	44	23.2	6	3.2	45	23.7	95	17	230	14.2
	Frequently	116	61.1	57	30.0	106	55.8	110	57.9	389	51	71	41.8	58	30.5	149	78.4	82	43.2	289	51	749	47.9
Television ads	Hardly	18	9.5	61	32.1	35	18.4	43	22.6	157	21	11	6.5	5	2.6	23	12.1	15	7.9	43	8	211	11.6
	Often	26	13.7	55	28.9	36	18.9	22	11.6	139	18	12	7.1	10	5.3	4	2.1	8	4.2	22	4	173	9.7
	Frequently	146	76.8	74	38.9	119	62.6	125	65.8	464	61	147	86.5	175	92.1	163	85.8	167	87.9	505	89	1116	78.7
Radio ads	Hardly	78	41.1	98	51.6	80	42.1	115	60.5	371	49	23	13.5	13	6.8	83	43.7	12	6.3	108	19	502	27.1
	Often	31	16.3	42	22.1	35	18.4	27	14.2	135	18	44	25.9	17	8.9	12	6.3	13	6.8	42	7	221	17.0
	Frequently	81	42.6	50	26.3	75	39.5	48	25.3	254	33	103	60.6	160	84.2	95	50.0	165	86.8	420	74	777	55.9

Demographic	Variable	Gujarat								Total Freq (760)	Total perc (760)	Goa		Maharastra						Total Freq (570)	Total Perc (570)	Total Freq (1500)	Total Perc (1500)
		Ahmedabad (190)		Surat (190)		Vadodara (190)		Vidyanagar (190)				Panjim (170)		Mumbai (190)		Nagpur (190)		Pune (190)					
		Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc			Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc				
Product Websites	Hardly	42	22.1	98	51.6	63	33.2	49	25.8	252	33	35	20.6	19	10.0	80	42.1	13	6.8	112	20	399	24.5
	Often	39	20.5	25	13.2	41	21.6	30	15.8	135	18	70	41.2	75	39.5	6	3.2	20	10.5	101	18	306	25.6
	Frequently	109	57.4	67	35.3	86	45.3	111	58.4	373	49	65	38.2	96	50.5	104	54.7	157	82.6	357	63	795	50.0
Store Visit	Hardly	10	5.3	104	54.7	33	17.4	30	15.8	177	23	80	47.1	69	36.3	86	45.3	14	7.4	169	30	426	33.3
	Often	24	12.6	28	14.7	35	18.4	26	13.7	113	15	40	23.5	44	23.2	7	3.7	15	7.9	66	12	219	16.7
	Frequently	156	82.1	58	30.5	122	64.2	134	70.5	470	62	50	29.4	77	40.5	97	51.1	161	84.7	335	59	855	50.0
What is the amount (in rupees) you spend on buying on the basis of information received through advertisement on social networking sites?	Below 1000	80	42.1	43	22.6	65	34.2	85	44.7	273	36	33	19.4	48	25.3	29	15.3	62	32.6	139	24	445	26.6
	1000-3000	41	21.6	38	20.0	33	17.4	64	33.7	176	23	75	44.1	45	23.7	118	62.1	71	37.4	234	41	485	36.1
	3000-6000	37	19.5	11	5.8	24	12.6	21	11.1	93	12	5	2.9	8	4.2	23	12.1	36	18.9	67	12	165	9.0
	6000-10000	17	8.9	87	45.8	48	25.3	11	5.8	163	21	48	28.2	76	40.0	13	6.8	14	7.4	103	18	314	22.6
	10000 & more	15	7.9	11	5.8	20	10.5	9	4.7	55	7	9	5.3	13	6.8	7	3.7	7	3.7	27	5	91	5.8
Who takes the buying decision?	Self	102	53.7	77	40.5	82	43.2	117	61.6	378	50	99	58.2	70	36.8	76	40.0	85	44.7	231	41	708	49.5
	Parents	13	6.8	4	2.1	17	8.9	29	15.3	63	8	26	15.3	61	32.1	69	36.3	12	6.3	142	25	231	16.2
	Spouse	12	6.3	68	35.8	17	8.9	2	1.1	99	13	25	14.7	41	21.6	31	16.3	7	3.7	79	14	203	13.9
	Jointly	63	33.2	41	21.6	74	38.9	42	22.1	220	29	20	11.8	18	9.5	14	7.4	86	45.3	118	21	358	20.5
Unexpected content, situation	Most Unimportant	12	6.3	13	6.8	14	7.4	17	8.9	56	7	14	8.2	5	2.6	122	64.2	5	2.6	132	23	202	12.9
	Unimportant	20	10.5	58	30.5	10	5.3	23	12.1	111	15	10	5.9	2	1.1	7	3.7	22	11.6	31	5	152	8.6
	Neutral	83	43.7	57	30.0	74	38.9	74	38.9	288	38	33	19.4	15	7.9	9	4.7	35	18.4	59	10	380	22.6
	Important	52	27.4	31	16.3	69	36.3	51	26.8	203	27	49	28.8	32	16.8	12	6.3	89	46.8	133	23	385	26.3
	Most Important	23	12.1	31	16.3	23	12.1	25	13.2	102	13	64	37.6	136	71.6	40	21.1	39	20.5	215	38	381	29.6
Surprise	Most Unimportant	6	3.2	29	15.3	11	5.8	8	4.2	54	7	9	5.3	10	5.3	122	64.2	6	3.2	138	24	201	12.2
	Unimportant	16	8.4	60	31.6	9	4.7	14	7.4	99	13	21	12.4	5	2.6	4	2.1	16	8.4	25	4	145	9.9
	Neutral	73	38.4	39	20.5	68	35.8	59	31.1	239	31	58	34.1	67	35.3	15	7.9	71	37.4	153	27	450	30.8
	Important	69	36.3	50	26.3	85	44.7	78	41.1	282	37	54	31.8	91	47.9	23	12.1	84	44.2	198	35	534	34.5
	Most Important	26	13.7	12	6.3	17	8.9	31	16.3	86	11	28	16.5	17	8.9	26	13.7	13	6.8	56	10	170	12.5
Attractive graphics or title	Most Unimportant	5	2.6	45	23.7	7	3.7	12	6.3	69	9	14	8.2	34	17.9	122	64.2	29	15.3	185	32	268	16.6
	Unimportant	12	6.3	45	23.7	5	2.6	13	6.8	75	10	38	22.4	18	9.5	11	5.8	22	11.6	51	9	164	13.7
	Neutral	59	31.1	42	22.1	54	28.4	45	23.7	200	26	57	33.5	56	29.5	23	12.1	83	43.7	162	28	419	29.4
	Important	68	35.8	32	16.8	87	45.8	69	36.3	256	34	33	19.4	40	21.1	8	4.2	43	22.6	91	16	380	23.0
	Most Important	46	24.2	26	13.7	37	19.5	51	26.8	160	21	28	16.5	42	22.1	26	13.7	13	6.8	81	14	269	17.2
Relevant message	Most Unimportant	6	3.2	9	4.7	11	5.8	7	3.7	33	4	11	6.5	10	5.3	12	6.3	10	5.3	32	6	76	5.5
	Unimportant	2	1.1	65	34.2	7	3.7	14	7.4	88	12	25	14.7	12	6.3	6	3.2	15	7.9	33	6	146	10.7
	Neutral	66	34.7	53	27.9	49	25.8	32	16.8	200	26	36	21.2	36	18.9	132	69.5	54	28.4	222	39	458	28.8
	Important	69	36.3	37	19.5	82	43.2	81	42.6	269	35	45	26.5	25	13.2	21	11.1	93	48.9	139	24	453	28.8
	Most Important	47	24.7	26	13.7	41	21.6	56	29.5	170	22	53	31.2	107	56.3	19	10.0	18	9.5	144	25	367	26.3

| Demographic | Variable | Gujarat | | | | | | | | Total Freq (760) | Total perc (760) | Goa | | Maharastra | | | | | | Total Freq (570) | Total Perc (570) | Total Freq (1500) | Total Perc (1500) |
| | | Ahmedabad (190) | | Surat (190) | | Vadodara (190) | | Vidyanagar (190) | | | | Panjim (170) | | Mumbai (190) | | Nagpur (190) | | Pune (190) | | | | | |
		Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc			Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc				
Promise of reward / satisfaction	Most Unimportant	6	3.2	35	18.4	9	4.7	11	5.8	61	8	14	8.2	15	7.9	10	5.3	9	4.7	34	6	109	7.4
	Unimportant	4	2.1	59	31.1	7	3.7	14	7.4	84	11	40	23.5	19	10.0	10	5.3	9	4.7	38	7	162	13.7
	Neutral	72	37.9	42	22.1	51	26.8	47	24.7	212	28	50	29.4	57	30.0	142	74.7	53	27.9	252	44	514	33.8
	Important	67	35.3	38	20.0	86	45.3	73	38.4	264	35	42	24.7	77	40.5	15	7.9	99	52.1	191	34	497	31.0
	Most Important	41	21.6	16	8.4	37	19.5	45	23.7	139	18	24	14.1	22	11.6	13	6.8	20	10.5	55	10	218	14.0
Raising mystery / suspense	Most Unimportant	19	10.0	46	24.2	16	8.4	14	7.4	95	13	29	17.1	36	18.9	15	7.9	20	10.5	71	12	195	14.0
	Unimportant	17	8.9	44	23.2	16	8.4	24	12.6	101	13	40	23.5	28	14.7	17	8.9	24	12.6	69	12	210	16.3
	Neutral	82	43.2	39	20.5	62	32.6	68	35.8	251	33	40	23.5	38	20.0	137	72.1	50	26.3	225	39	516	32.0
	Important	56	29.5	32	16.8	74	38.9	62	32.6	224	29	27	15.9	54	28.4	7	3.7	79	41.6	140	25	391	23.3
	Most Important	16	8.4	29	15.3	22	11.6	22	11.6	89	12	34	20.0	34	17.9	14	7.4	17	8.9	65	11	188	14.4
Special offer / urgency / feeling of special situation	Most Unimportant	8	4.2	15	7.9	11	5.8	7	3.7	41	5	7	4.1	14	7.4	8	4.2	11	5.8	33	6	81	5.1
	Unimportant	6	3.2	61	32.1	8	4.2	15	7.9	90	12	22	12.9	6	3.2	5	2.6	19	10.0	30	5	142	10.0
	Neutral	55	28.9	47	24.7	54	28.4	36	18.9	192	25	29	17.1	21	11.1	16	8.4	29	15.3	66	12	287	18.0
	Important	57	30.0	35	18.4	77	40.5	76	40.0	245	32	49	28.8	35	18.4	17	8.9	104	54.7	156	27	450	29.5
	Most Important	64	33.7	32	16.8	40	21.1	56	29.5	192	25	63	37.1	114	60.0	144	75.8	27	14.2	285	50	540	37.4
Showing impressive benefits /"must have" effect	Most Unimportant	9	4.7	39	20.5	9	4.7	11	5.8	68	9	12	7.1	11	5.8	9	4.7	5	2.6	25	4	105	6.8
	Unimportant	10	5.3	52	27.4	11	5.8	20	10.5	93	12	33	19.4	14	7.4	13	6.8	17	8.9	44	8	170	13.1
	Neutral	73	38.4	46	24.2	61	32.1	55	28.9	235	31	44	25.9	67	35.3	17	8.9	45	23.7	129	23	408	26.5
	Important	54	28.4	39	20.5	73	38.4	71	37.4	237	31	55	32.4	64	33.7	12	6.3	99	52.1	175	31	467	31.4
	Most Important	44	23.2	14	7.4	36	18.9	33	17.4	127	17	26	15.3	34	17.9	139	73.2	24	12.6	197	35	350	22.2
Positive brand image	Most Unimportant	5	2.6	55	28.9	11	5.8	11	5.8	82	11	29	17.1	43	22.6	12	6.3	27	14.2	82	14	193	14.1
	Unimportant	7	3.7	36	18.9	4	2.1	10	5.3	57	8	38	22.4	24	12.6	10	5.3	15	7.9	49	9	144	12.8
	Neutral	53	27.9	40	21.1	48	25.3	26	13.7	167	22	39	22.9	37	19.5	12	6.3	51	26.8	100	18	306	20.8
	Important	65	34.2	29	15.3	76	40.0	70	36.8	240	32	34	20.0	35	18.4	12	6.3	76	40.0	123	22	397	24.4
	Most Important	60	31.6	30	15.8	51	26.8	73	38.4	214	28	30	17.6	51	26.8	144	75.8	21	11.1	216	38	460	27.9
Influence on final buying decision	Strongly Disagree	9	4.7	13	6.8	8	4.2	9	4.7	39	5	12	7.1	11	5.8	4	2.1	7	3.7	22	4	73	5.4
	Disagree	6	3.2	58	30.5	4	2.1	3	1.6	71	9	9	5.3	4	2.1	2	1.1	4	2.1	10	2	90	5.5
	Neutral	54	28.4	55	28.9	55	28.9	30	15.8	194	26	18	10.6	14	7.4	12	6.3	33	17.4	59	10	271	15.5
	Agree	76	40.0	39	20.5	84	44.2	83	43.7	282	37	53	31.2	34	17.9	19	10.0	98	51.6	151	26	486	31.6
	Strongly Agree	45	23.7	25	13.2	39	20.5	65	34.2	174	23	78	45.9	127	66.8	153	80.5	48	25.3	328	58	580	42.1
Placement of order / Subscription	Strongly Disagree	11	5.8	31	16.3	9	4.7	11	5.8	62	8	9	5.3	6	3.2	4	2.1	7	3.7	17	3	88	5.5
	Disagree	10	5.3	53	27.9	11	5.8	9	4.7	83	11	23	13.5	17	8.9	6	3.2	6	3.2	29	5	135	9.8
	Neutral	80	42.1	51	26.8	64	33.7	43	22.6	238	31	45	26.5	54	28.4	21	11.1	34	17.9	109	19	392	25.6
	Agree	71	37.4	41	21.6	74	38.9	95	50.0	281	37	74	43.5	97	51.1	19	10.0	118	62.1	234	41	589	40.5
	Strongly Agree	18	9.5	14	7.4	32	16.8	32	16.8	96	13	19	11.2	16	8.4	140	73.7	25	13.2	181	32	296	18.5
Recommendation to friends & relatives	Strongly Disagree	11	5.8	53	27.9	12	6.3	12	6.3	88	12	31	18.2	41	21.6	9	4.7	19	10.0	69	12	188	14.0
	Disagree	9	4.7	40	21.1	7	3.7	9	4.7	65	9	43	25.3	22	11.6	11	5.8	7	3.7	40	7	148	13.6
	Neutral	61	32.1	44	23.2	46	24.2	39	20.5	190	25	48	28.2	73	38.4	14	7.4	51	26.8	138	24	376	25.8
	Agree	76	40.0	29	15.3	84	44.2	75	39.5	264	35	29	17.1	22	11.6	11	5.8	84	44.2	117	21	410	24.1
	Strongly Agree	33	17.4	24	12.6	41	21.6	55	28.9	153	20	19	11.2	32	16.8	145	76.3	29	15.3	206	36	378	22.5

| Demographic | Variable | Gujarat | | | | | | | | Total Freq (760) | Total perc (760) | Goa | | Maharastra | | | | | | Total Freq (570) | Total Perc (570) | Total Freq (1500) | Total Perc (1500) |
| | | Ahmedabad (190) | | Surat (190) | | Vadodara (190) | | Vidyanagar (190) | | | | Panjim (170) | | Mumbai (190) | | Nagpur (190) | | Pune (190) | | | | | |
		Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc			Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc				
Helps in knowing my need	Strongly Disagree	8	4.2	8	4.2	7	3.7	5	2.6	28	4	9	5.3	6	3.2	116	61.1	7	3.7	129	23	166	10.5
	Disagree	6	3.2	44	23.2	8	4.2	2	1.1	60	8	1	.6	0	0.0	3	1.6	11	5.8	14	2	75	3.6
	Neutral	61	32.1	68	35.8	63	33.2	27	14.2	219	29	13	7.6	8	4.2	4	2.1	8	4.2	20	4	252	13.3
	Agree	71	37.4	41	21.6	85	44.7	94	49.5	291	38	40	23.5	34	17.9	27	14.2	99	52.1	160	28	491	30.0
	Strongly Agree	44	23.2	29	15.3	27	14.2	62	32.6	162	21	107	62.9	142	74.7	40	21.1	65	34.2	247	43	516	42.5
Provides information about product / services	Strongly Disagree	4	2.1	22	11.6	8	4.2	3	1.6	37	5	14	8.2	10	5.3	118	62.1	8	4.2	136	24	187	12.3
	Disagree	3	1.6	60	31.6	3	1.6	3	1.6	69	9	11	6.5	6	3.2	3	1.6	2	1.1	11	2	91	5.8
	Neutral	59	31.1	48	25.3	54	28.4	25	13.2	186	24	45	26.5	25	13.2	9	4.7	23	12.1	57	10	288	20.3
	Agree	93	48.9	44	23.2	93	48.9	102	53.7	332	44	70	41.2	120	63.2	23	12.1	120	63.2	263	46	665	43.7
	Strongly Agree	31	16.3	16	8.4	32	16.8	57	30.0	136	18	30	17.6	29	15.3	37	19.5	37	19.5	103	18	269	17.9
Informs me about various options	Strongly Disagree	6	3.2	25	13.2	6	3.2	5	2.6	42	6	13	7.6	11	5.8	119	62.6	3	1.6	133	23	188	12.2
	Disagree	9	4.7	65	34.2	5	2.6	10	5.3	89	12	23	13.5	6	3.2	9	4.7	8	4.2	23	4	135	9.8
	Neutral	67	35.3	52	27.4	51	26.8	32	16.8	202	27	65	38.2	87	45.8	15	7.9	33	17.4	135	24	402	29.5
	Agree	76	40.0	33	17.4	94	49.5	87	45.8	290	38	44	25.9	43	22.6	18	9.5	103	54.2	164	29	498	30.9
	Strongly Agree	32	16.8	15	7.9	34	17.9	56	29.5	137	18	25	14.7	43	22.6	29	15.3	43	22.6	115	20	277	17.6
Compares the products through advertisement	Strongly Disagree	9	4.7	30	15.8	9	4.7	8	4.2	56	7	22	12.9	13	6.8	139	73.2	4	2.1	156	27	234	15.9
	Disagree	17	8.9	68	35.8	6	3.2	14	7.4	105	14	54	31.8	66	34.7	7	3.7	20	10.5	93	16	252	20.6
	Neutral	66	34.7	50	26.3	64	33.7	40	21.1	220	29	46	27.1	28	14.7	11	5.8	25	13.2	64	11	330	22.4
	Agree	71	37.4	26	13.7	87	45.8	73	38.4	257	34	25	14.7	61	32.1	18	9.5	103	54.2	182	32	464	26.8
	Strongly Agree	27	14.2	16	8.4	24	12.6	55	28.9	122	16	23	13.5	22	11.6	15	7.9	38	20.0	75	13	220	14.2
Availability of products at the time of buying	Strongly Disagree	11	5.8	44	23.2	10	5.3	13	6.8	78	10	35	20.6	64	33.7	141	74.2	16	8.4	221	39	334	23.2
	Disagree	8	4.2	52	27.4	6	3.2	7	3.7	73	10	35	20.6	12	6.3	6	3.2	10	5.3	28	5	136	11.7
	Neutral	73	38.4	45	23.7	68	35.8	38	20.0	224	29	34	20.0	26	13.7	9	4.7	43	22.6	78	14	336	21.1
	Agree	63	33.2	36	18.9	69	36.3	78	41.1	246	32	36	21.2	49	25.8	24	12.6	91	47.9	164	29	446	27.4
	Strongly Agree	35	18.4	13	6.8	37	19.5	54	28.4	139	18	30	17.6	39	20.5	10	5.3	30	15.8	79	14	248	16.6
Availability of schemes and offers at the time of buying	Strongly Disagree	9	4.7	46	24.2	10	5.3	8	4.2	73	10	35	20.6	32	16.8	139	73.2	9	4.7	180	32	288	20.6
	Disagree	19	10.0	56	29.5	4	2.1	15	7.9	94	12	38	22.4	54	28.4	6	3.2	6	3.2	66	12	198	15.4
	Neutral	67	35.3	41	21.6	78	41.1	38	20.0	224	29	45	26.5	34	17.9	9	4.7	47	24.7	90	16	359	23.9
	Agree	65	34.2	39	20.5	59	31.1	76	40.0	239	31	30	17.6	35	18.4	20	10.5	89	46.8	144	25	413	24.8
	Strongly Agree	30	15.8	8	4.2	39	20.5	53	27.9	130	17	22	12.9	35	18.4	16	8.4	39	20.5	90	16	242	15.3
Quality of product matches as per promise	Strongly Disagree	9	4.7	42	22.1	14	7.4	8	4.2	73	10	30	17.6	25	13.2	138	72.6	10	5.3	173	30	276	19.2
	Disagree	17	8.9	53	27.9	7	3.7	13	6.8	90	12	43	25.3	24	12.6	7	3.7	16	8.4	47	8	180	15.1
	Neutral	76	40.0	43	22.6	82	43.2	32	16.8	233	31	38	22.4	58	30.5	15	7.9	45	23.7	118	21	389	24.6
	Agree	57	30.0	35	18.4	56	29.5	84	44.2	232	31	33	19.4	41	21.6	21	11.1	88	46.3	150	26	415	25.4
	Strongly Agree	31	16.3	17	8.9	31	16.3	53	27.9	132	17	26	15.3	42	22.1	9	4.7	31	16.3	82	14	240	15.7
Problems faced	Strongly Disagree	14	7.4	40	21.1	14	7.4	20	10.5	88	12	27	15.9	20	10.5	140	73.7	8	4.2	168	29	283	19.0
	Disagree	26	13.7	54	28.4	25	13.2	16	8.4	121	16	36	21.2	16	8.4	15	7.9	24	12.6	55	10	212	15.6
	Neutral	63	33.2	54	28.4	84	44.2	46	24.2	247	33	45	26.5	40	21.1	14	7.4	25	13.2	79	14	371	24.3
	Agree	65	34.2	28	14.7	45	23.7	71	37.4	209	28	36	21.2	88	46.3	9	4.7	100	52.6	197	35	442	27.7
	Strongly Agree	22	11.6	14	7.4	22	11.6	37	19.5	95	13	26	15.3	26	13.7	12	6.3	33	17.4	71	12	192	13.4

Demographic	Variable	Gujarat								Total Freq (760)	Total perc (760)	Goa		Maharastra						Total Freq (570)	Total Perc (570)	Total Freq (1500)	Total Perc (1500)
		Ahmedabad (190)		Surat (190)		Vadodara (190)		Vidyanagar (190)				Panjim (170)		Mumbai (190)		Nagpur (190)		Pune (190)					
		Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc			Freq	Perc	Freq	Perc	Freq	Perc	Freq	Perc				
Satisfaction with buying decision	Strongly Disagree	11	5.8	40	21.1	12	6.3	4	2.1	67	9	17	10.0	24	12.6	126	66.3	13	6.8	163	29	247	15.8
	Disagree	13	6.8	54	28.4	14	7.4	10	5.3	91	12	40	23.5	16	8.4	5	2.6	13	6.8	34	6	165	13.8
	Neutral	69	36.3	57	30.0	86	45.3	40	21.1	252	33	50	29.4	33	17.4	17	8.9	30	15.8	80	14	382	25.5
	Agree	75	39.5	21	11.1	60	31.6	88	46.3	244	32	35	20.6	54	28.4	17	8.9	87	45.8	158	28	437	26.8
	Strongly Agree	22	11.6	18	9.5	18	9.5	48	25.3	106	14	28	16.5	63	33.2	25	13.2	47	24.7	135	24	269	18.0
Feeling of high status	Strongly Disagree	18	9.5	49	25.8	22	11.6	11	5.8	100	13	41	24.1	26	13.7	128	67.4	26	13.7	180	32	321	23.0
	Disagree	21	11.1	48	25.3	29	15.3	19	10.0	117	15	34	20.0	20	10.5	10	5.3	15	7.9	45	8	196	14.4
	Neutral	66	34.7	58	30.5	87	45.8	51	26.8	262	34	36	21.2	28	14.7	15	7.9	35	18.4	78	14	376	23.1
	Agree	61	32.1	19	10.0	40	21.1	63	33.2	183	24	31	18.2	51	26.8	12	6.3	82	43.2	145	25	359	22.6
	Strongly Agree	24	12.6	16	8.4	12	6.3	46	24.2	98	13	28	16.5	65	34.2	25	13.2	32	16.8	122	21	248	16.9
Information reliability	Strongly Disagree	7	3.7	5	2.6	14	7.4	6	3.2	32	4	9	5.3	9	4.7	4	2.1	7	3.7	20	4	61	4.3
	Disagree	7	3.7	62	32.6	9	4.7	6	3.2	84	11	4	2.4	2	1.1	5	2.6	4	2.1	11	2	99	5.1
	Neutral	71	37.4	55	28.9	82	43.2	23	12.1	231	30	20	11.8	8	4.2	140	73.7	15	7.9	163	29	414	23.6
	Agree	67	35.3	41	21.6	60	31.6	93	48.9	261	34	57	33.5	37	19.5	25	13.2	107	56.3	169	30	487	32.5
	Strongly Agree	38	20.0	27	14.2	25	13.2	62	32.6	152	20	80	47.1	134	70.5	16	8.4	57	30.0	207	36	439	34.5
Convenience	Strongly Disagree	6	3.2	34	17.9	10	5.3	7	3.7	57	8	9	5.3	11	5.8	2	1.1	12	6.3	25	4	91	5.7
	Disagree	6	3.2	48	25.3	8	4.2	7	3.7	69	9	17	10.0	11	5.8	8	4.2	0	0	19	3	105	7.5
	Neutral	63	33.2	46	24.2	65	34.2	44	23.2	218	29	65	38.2	45	23.7	161	84.7	15	7.9	221	39	504	35.2
	Agree	78	41.1	50	26.3	79	41.6	85	44.7	292	38	64	37.6	105	55.3	10	5.3	112	58.9	227	40	583	38.6
	Strongly Agree	37	19.5	12	6.3	28	14.7	47	24.7	124	16	15	8.8	18	9.5	9	4.7	51	26.8	78	14	217	12.9
Round the clock availability	Strongly Disagree	8	4.2	40	21.1	13	6.8	8	4.2	69	9	24	14.1	48	25.3	10	5.3	31	16.3	89	16	182	12.9
	Disagree	11	5.8	52	27.4	4	2.1	10	5.3	77	10	34	20.0	23	12.1	14	7.4	2	1.1	39	7	150	12.3
	Neutral	70	36.8	45	23.7	54	28.4	48	25.3	217	29	60	35.3	59	31.1	146	76.8	36	18.9	241	42	518	35.4
	Agree	65	34.2	32	16.8	69	36.3	70	36.8	236	31	26	15.3	24	12.6	14	7.4	82	43.2	120	21	382	22.5
	Strongly Agree	36	18.9	21	11.1	50	26.3	54	28.4	161	21	26	15.3	36	18.9	6	3.2	39	20.5	81	14	268	16.9

Demographic	Gujarat								Mean Gujarat (760)	S.D. Gujarat (760)	Goa		Maharashtra						Mean Maharashtra (570)	S.D. Maharashtra (570)
	Ahmedabad (190)		Surat (190)		Vadodara (190)		Vidyanagar (190)				Panjim (170)		Mumbai (190)		Nagpur (190)		Pune (190)			
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.			Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.		
Age	2.5	0.9	3.3	1.5	3.2	1.5	2.1	0.5	2.8	1.29	2.9	1.5	3.2	1.8	3.2	1.0	3.1	1.0	3.2	1.30
Family Income	3.6	1.5	2.8	1.6	4.2	1.7	3.7	1.7	3.6	1.68	2.3	1.3	3.2	1.5	2.3	1.1	3.5	1.2	3.0	1.37
Frequency of Internet Usage	4.0	0.9	3.3	1.4	4.1	1.1	4.0	0.9	3.8	1.13	2.7	1.3	2.3	1.3	2.6	0.9	4.0	1.2	3.0	1.37
Average Time Spent (in Minutes)	3.7	1.2	3.1	1.5	3.4	1.3	3.5	1.4	3.4	1.37	2.4	1.1	2.4	1.4	2.7	1.1	4.2	1.3	3.1	1.46
Online Shoping	2.8	1.3	2.9	1.2	3.0	1.4	2.5	1.3	2.8	1.33	3.2	1.1	3.9	0.6	3.7	0.9	4.4	1.0	4.0	0.92
Visit Social Networking Sites	4.3	0.9	2.6	1.4	3.7	1.3	4.2	1.1	3.7	1.34	2.9	1.4	3.4	1.3	3.6	1.1	4.0	1.4	3.7	1.28
What is your medium of internet access ?	2.2	0.9	2.2	0.9	2.0	0.9	2.5	0.9	2.2	0.90	2.0	0.9	1.9	0.7	1.6	0.8	2.5	0.7	2.0	0.84
Frequency of using social networking site	3.6	1.1	3.8	1.4	3.6	1.2	3.8	1.1	3.7	1.21	3.8	1.0	3.0	1.3	2.7	1.0	4.4	1.1	3.4	1.35
Facebook	2.8	0.6	2.2	0.9	2.6	0.7	2.7	0.7	2.6	0.75	2.6	0.7	2.9	0.4	2.7	0.7	2.9	0.4	2.8	0.54
YouTube	2.6	0.7	1.8	0.9	2.4	0.8	2.4	0.9	2.3	0.87	2.2	0.8	2.8	0.5	2.6	0.8	2.8	0.5	2.7	0.62
Twitter	1.9	0.9	1.6	0.8	1.8	0.9	1.6	0.9	1.7	0.89	2.0	0.8	2.4	0.6	2.4	0.8	2.7	0.7	2.5	0.72
Google+	2.2	0.9	1.7	0.9	2.1	0.9	2.1	0.9	2.0	0.91	1.9	0.9	1.9	0.9	2.7	0.7	2.7	0.7	2.4	0.86
Pinterest	1.6	0.9	1.5	0.8	1.5	0.8	1.3	0.7	1.5	0.80	1.9	0.9	1.8	0.9	2.4	0.9	1.8	0.8	2.0	0.90
Linkedin	1.8	0.9	1.6	0.9	1.6	0.8	1.4	0.8	1.6	0.87	1.9	0.8	1.9	0.9	2.4	0.9	2.3	0.9	2.2	0.92
Searching for product	2.3	0.8	1.8	0.9	2.1	0.9	2.4	0.8	2.1	0.90	1.8	0.8	2.3	0.8	2.6	0.8	2.5	0.8	2.5	0.81
Clothes and Fashion Accessiories	2.8	0.5	1.9	0.9	2.5	0.8	2.7	0.7	2.5	0.81	2.5	0.8	2.7	0.6	1.5	0.9	2.7	0.7	2.3	0.90

Table : 5.53 Inter-State and Intra-State Mean and Standard Daviation

Demographic	Gujarat								Mean Gujarat (760)	S.D. Gujarat (760)	Goa		Maharashtra						Mean Maharashtra (570)	S.D. Maharashtra (570)
	Ahmedabad (190)		Surat (190)		Vadodara (190)		Vidyanagar (190)				Panjim (170)		Mumbai (190)		Nagpur (190)		Pune (190)			
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.			Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.		
Cosmetic & Healthcare	2.5	0.8	1.8	0.9	2.3	0.9	2.3	0.9	2.2	0.89	2.2	0.8	2.5	0.7	1.4	0.7	2.6	0.7	2.2	0.91
Stationery	2.0	0.9	1.8	0.9	2.1	0.9	2.0	0.9	2.0	0.91	2.2	0.8	2.2	0.7	1.3	0.7	2.6	0.7	2.0	0.88
Electronics & Accessories	2.5	0.8	1.7	0.8	2.4	0.8	2.4	0.8	2.2	0.87	2.1	0.9	2.0	0.9	1.3	0.7	2.5	0.8	1.9	0.94
Gifts and Toys	2.1	0.9	1.7	0.8	2.2	0.9	2.1	0.9	2.0	0.89	1.9	0.9	1.9	0.9	1.3	0.7	2.2	0.9	1.8	0.92
Web banner	2.4	0.8	2.1	0.8	2.2	0.9	2.2	0.9	2.2	0.86	2.5	0.7	2.8	0.5	2.7	0.7	2.6	0.7	2.7	0.65
Flash ads	2.3	0.8	1.9	0.9	2.2	0.9	2.2	0.9	2.1	0.89	2.3	0.8	2.7	0.5	2.7	0.7	2.5	0.8	2.6	0.68
Pop-ups	2.3	0.9	1.8	0.9	2.2	0.9	2.1	0.9	2.1	0.90	2.0	0.8	2.3	0.7	2.6	0.7	2.4	0.8	2.4	0.78
Video ads	2.4	0.9	1.8	0.9	2.3	0.9	2.3	0.9	2.2	0.90	1.9	0.9	1.8	0.9	2.6	0.8	2.1	0.9	2.2	0.90
Television Ads	2.7	0.6	2.1	0.8	2.4	0.8	2.4	0.8	2.4	0.81	2.8	0.5	2.9	0.4	2.7	0.7	2.8	0.6	2.8	0.55
Radio Ads	2.0	0.9	1.7	0.8	2.0	0.9	1.6	0.9	1.8	0.89	2.5	0.7	2.8	0.6	2.1	1.0	2.8	0.5	2.5	0.79
Product Websites	2.4	0.8	1.8	0.9	2.1	0.9	2.3	0.9	2.2	0.89	2.2	0.7	2.4	0.7	2.1	1.0	2.8	0.6	2.4	0.80
Store visit	2.8	0.5	1.8	0.9	2.5	0.8	2.5	0.8	2.4	0.84	1.8	0.9	2.0	0.9	2.1	1.0	2.8	0.6	2.3	0.89
What is the amount (in rupees) you spend on buying on the basis of information received through advertisement on social networking sites?	2.2	1.3	2.9	1.3	2.6	1.4	1.9	1.1	2.4	1.35	2.6	1.2	2.8	1.4	2.2	0.9	2.1	1.1	2.4	1.17
Who takes the buying decision?	2.2	1.4	2.4	1.2	2.4	1.4	1.8	1.2	2.2	1.32	1.8	1.1	2.0	1.0	1.9	0.9	2.5	1.4	2.1	1.16
Unexpected content, situation	3.3	1.0	3.0	1.2	3.4	1.0	3.2	1.1	3.2	1.09	3.8	1.2	4.5	0.9	2.2	1.7	3.7	1.0	3.5	1.58

Demographic	Gujarat								Mean Gujarat (760)	S.D. Gujarat (760)	Goa		Maharashtra						Mean Maharashtra (570)	S.D. Maharashtra (570)
	Ahmedabad (190)		Surat (190)		Vadodara (190)		Vidyanagar (190)				Panjim (170)		Mumbai (190)		Nagpur (190)		Pune (190)			
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.			Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.		
Surprise	3.5	0.9	2.8	1.2	3.5	0.9	3.6	1.0	3.3	1.06	3.4	1.1	3.5	0.9	2.1	1.6	3.4	0.9	3.0	1.32
Attractive graphics or title	3.7	1.0	2.7	1.4	3.7	0.9	3.7	1.1	3.5	1.19	3.1	1.2	3.2	1.4	2.0	1.5	2.9	1.1	2.7	1.43
Relevant message	3.8	0.9	3.0	1.1	3.7	1.0	3.9	1.0	3.6	1.09	3.6	1.2	4.1	1.2	3.2	0.9	3.5	1.0	3.6	1.10
Promise of reward / satisfaction	3.7	0.9	2.7	1.2	3.7	1.0	3.7	1.1	3.4	1.15	3.1	1.2	3.4	1.1	3.1	0.8	3.6	0.9	3.3	0.95
Raising mystery / suspense	3.2	1.0	2.8	1.4	3.4	1.1	3.3	1.1	3.1	1.17	3.0	1.4	3.1	1.4	2.9	0.9	3.3	1.1	3.1	1.15
Special offer / urgency / feeling of special situation	3.9	1.1	3.0	1.2	3.7	1.0	3.8	1.1	3.6	1.14	3.8	1.2	4.2	1.2	4.5	1.0	3.6	1.0	4.1	1.16
Showing impressive benefits /"must have" effect	3.6	1.0	2.7	1.2	3.6	1.0	3.5	1.1	3.3	1.16	3.3	1.2	3.5	1.1	4.4	1.2	3.6	0.9	3.8	1.12
Positive brand image	3.9	1.0	2.7	1.4	3.8	1.0	4.0	1.1	3.6	1.27	3.0	1.3	3.1	1.5	4.4	1.2	3.3	1.2	3.6	1.43
Influence on final buying decision	3.8	1.0	3.0	1.1	3.7	0.9	4.0	1.0	3.6	1.09	4.0	1.2	4.4	1.1	4.7	0.8	3.9	0.9	4.3	1.00
Placement of order / Subscription	3.4	0.9	2.8	1.2	3.6	1.0	3.7	1.0	3.3	1.09	3.4	1.0	3.5	0.9	4.5	1.0	3.8	0.9	3.9	0.99
Recommendation to friends & relatives	3.6	1.0	2.6	1.4	3.7	1.0	3.8	1.1	3.4	1.23	2.8	1.2	2.9	1.3	4.4	1.1	3.5	1.1	3.6	1.35
Helps in knowing my need	3.7	1.0	3.2	1.1	3.6	0.9	4.1	0.9	3.7	1.02	4.4	1.0	4.6	0.8	2.3	1.7	4.1	1.0	3.7	1.58
Provides information about product / services	3.8	0.8	2.9	1.2	3.7	0.9	4.1	0.8	3.6	1.04	3.5	1.1	3.8	0.9	2.3	1.7	3.9	0.9	3.3	1.43
Informs me about various options	3.6	0.9	2.7	1.1	3.8	0.9	3.9	1.0	3.5	1.09	3.3	1.1	3.5	1.1	2.1	1.6	3.9	0.8	3.2	1.43

Demographic	Gujarat								Mean Gujarat (760)	S.D. Gujarat (760)	Goa		Maharashtra						Mean Maharashtra (570)	S.D. Maharashtra (570)
	Ahmedabad (190)		Surat (190)		Vadodara (190)		Vidyanagar (190)				Panjim (170)		Mumbai (190)		Nagpur (190)		Pune (190)			
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.			Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.		
Compares the products through advertisement	3.5	1.0	2.6	1.2	3.6	0.9	3.8	1.1	3.4	1.13	2.8	1.2	3.1	1.2	1.8	1.4	3.8	1.0	2.9	1.45
Availability of products at the time of buying	3.5	1.0	2.6	1.2	3.6	1.0	3.8	1.1	3.4	1.19	2.9	1.4	2.9	1.6	1.7	1.3	3.6	1.1	2.7	1.54
Availability of schemes and offers at the time of buying	3.5	1.0	2.5	1.2	3.6	1.0	3.8	1.1	3.3	1.18	2.8	1.3	2.9	1.4	1.8	1.4	3.8	1.0	2.8	1.50
Quality of product matches as per promise	3.4	1.0	2.6	1.3	3.4	1.0	3.8	1.0	3.3	1.18	2.9	1.3	3.3	1.3	1.7	1.3	3.6	1.0	2.9	1.46
Problems faced	3.3	1.1	2.6	1.2	3.2	1.0	3.5	1.2	3.1	1.18	3.0	1.3	3.4	1.2	1.6	1.2	3.7	1.0	2.9	1.45
Satisfaction with buying decision	3.4	1.0	2.6	1.2	3.3	1.0	3.9	0.9	3.3	1.12	3.1	1.2	3.6	1.4	2.0	1.5	3.7	1.1	3.1	1.56
Feeling of high status	3.3	1.1	2.5	1.2	3.0	1.0	3.6	1.1	3.1	1.20	2.8	1.4	3.6	1.4	1.9	1.5	3.4	1.3	3.0	1.57
Information reliability	3.6	1.0	3.1	1.1	3.4	1.0	4.0	0.9	3.5	1.06	4.1	1.1	4.5	1.0	3.2	0.7	4.1	0.9	3.9	1.02
Convenience	3.7	0.9	2.8	1.2	3.6	1.0	3.8	1.0	3.5	1.10	3.3	1.0	3.6	1.0	3.1	0.6	4.0	1.0	3.6	0.92
Round the clock availability	3.6	1.0	2.7	1.3	3.7	1.1	3.8	1.0	3.5	1.19	3.0	1.2	2.9	1.4	3.0	0.7	3.5	1.3	3.1	1.21

Gujarat: Intra-State Analysis:

Out of total respondents of Gujarat state i.e. 760, the percentage of male respondents in Gujarat is 60% and female respondents is 40%. This consists of highest of 75.3% male respondents from Surat and highest of 55% female respondents in Ahmedabad. As indicated in the above table there are highest numbers of youngsters in Vidyanagar as there are many educational institutions in the city, there is high number of youth which is 92.6% and qualification of the respondents is also highest in Vidyanagar i.e. 94% respondents who are graduates. Out of total respondents, higher income group belongs to Vadodara as there are 54% of respondents belonging from the income range of more than 50000 per month. There are almost 80% respondents in Ahmedabad, Vadodara and Vidyanagar using the internet on daily basis and even multiple times a day. There are 37.4% respondents who spent more than 60 minutes per day on the internet. There are highest of 51% respondents of Vidyanagar who always use the internet for visiting the social networking sites. There are highest of 68% respondents who use both the computer and mobile to visit the social networking sites. The table indicates that the Facebook is the most accessible social networking site compared to other social networking sites. There are more than 60% respondents from Vidyanagar who search for the product on the social networking sites. The most noticed advertisement type on the social networking sites is the video ads in all the cities. The highest of 82% respondents from Ahmedabad believe in personally visiting the stores above the advertisements on the social networking sites. The buying and spending on the basis of the advertisements viewed on the social networking sites are categorized in different ranges from lower to higher, as it is indicated in the above table the respondents from Ahmedabad and Vidyanagar are readily spending up to Rs.1000-3000 while there are very few of respondents of Vadodara i.e. 10.5%, readily spend more than Rs.10000 on the buying through the advertisements viewed on the social networking sites. The most important factors of advertisements on social networking sites are surprise, attractive graphics and positive brand image. The most influencing factors of buying behaviour is that is provides information about products/services, compares the products through advertisements, availability of the schemes and offers at the time of buying and quality matches with the promises shown in the advertisements. The round the clock availability is the most influential reason to go through the advertisements on the social networking sites.

Goa :State Analysis:

Out of total respondents of Gujarat state i.e. 170, the percentage of male respondents in Gujarat is 61.8% and female respondents is 38.2%. As indicated in the above table there are highest numbers of youngsters in Goa as there are many educational institutions in the city, there is high number of youth which is 25.3% and qualification of the respondents is also highest in Panjim i.e. 94% respondents who are graduates. The most important factors of advertisements on social networking sites are surprise, attractive graphics and positive brand image. The most influencing factors of buying behaviour is that is provides information about products/services, compares the products through advertisements, availability of the schemes and offers at the time of buying and quality matches with the promises shown in the advertisements. The round the clock availability is the most influential reason to go through the advertisements on the social networking sites.

Maharashtra : Intra-State Analysis:

Out of total respondents of Maharashtra state i.e. 570, the percentage of male respondents in state is 62% and female respondents is 38%. This consists of highest of 72.1% male respondents from Pune and highest of 47.9% female respondents in Mumbai. As indicated in the above table there are highest numbers of youngsters in Pune as there are many educational institutions in the city, there is high number of youth which is 77% and qualification of the respondents is also highest in Pune i.e. 80% respondents who are graduates and post-graduates. Out of total respondents, higher income group belongs to Nagpur as there are 50% of respondents belonging from the income range of more than 50000 per month. There are almost 70% respondents in Mumbai using the internet on daily basis and even multiple times a day. There are 61% respondents who spent more than 60 minutes per day on the internet in Nagpur. There are highest of 56.8% respondents of Nagpur who always use the internet for visiting the social networking sites. There are highest of 68% respondents who use both the computer and mobile to visit the social networking sites. The table indicates that the Facebook is the most accessible social networking site compared to other social networking sites. For video ads the respondents are viewing advertisements on YouTube. There are more than 60% respondents from Pune who search for the product on the social networking sites. The most noticed

advertisement type on the social networking sites is the video ads in all the cities. The highest of 82% respondents from Ahmedabad believe in personally visiting the stores above the advertisements on the social networking sites. The buying and spending on the basis of the advertisements viewed on the social networking sites are categorized in different ranges from lower to higher, as it is indicated in the above table the respondents from Mumbai and Pune are readily spending up to Rs.1000-3000 while there are very few of respondents of Nagpur i.e. 3.7%, readily spend more than Rs.10000 on the buying through the advertisements viewed on the social networking sites. The most important factors of advertisements on social networking sites are surprise, attractive graphics and positive brand image. The most influencing factors of buying behaviour is that is provides information about products/services, compares the products through advertisements, availability of the schemes and offers at the time of buying and quality matches with the promises shown in the advertisements. The round the clock availability and information reliability are the most influential reason to go through the advertisements on the social networking sites.

Inter-State Comparison: (Gujarat, Goa and Maharashtra)

Out of 1500 respondents, there are 53.2% male respondents and 46.8% female respondents. The age groups vary from below 18 years to more than 60 years. The highest age group is 19-24 years. There are 52.2% married respondents and 47.8% unmarried respondents. There are almost 75% respondents who are diploma, graduate and post-graduate. There are 36.7% respondents who are students who are using the social networking sites in a great amount multiple times a day. The residential pattern of the respondents is 47.8% joint family, 35.5% nuclear family, 10.2% hostelitesthat are mostly from Vidyanagar, they use the social networking sites the most for searching of product and connecting with old friends. The family income of Vadodara is highest in Gujarat i.e.27.9% and 45.8% respondents from Suratare spending the highest amount. The family income is highest in Mumbai in the state Maharashtra i.e.55.5% and the amount spent by 40% respondents is more than 6000. Overall, Facebook and Twitter are the social networking sites which are widely used by the respondents for the purpose of chatting with friends, sharing own profile-information, connecting and following different people, place, brands, programmes etc. Linkedin is used widely by the employed, businesspersons and professionals for the purpose of connecting to the people from the same field and for searching new opportunities by

sharing their own work-profile. YouTube is widely used for viewing uploading and downloading the videos by the respondents. Google+ is used by respondents for the following different circles, hangout and video-chats. The mean value of the respondents who are using internet for the purpose of searching the product is 2.5 which indicate that the respondents are positive about the purpose. The mean value of respondents view the advertisements of clothes and fashion accessories, cosmetic and healthcare, stationery, electronics and accessories and gifts and toys is 2.9 which is also positive. There are various types of advertisements respondents see on the social networking sites like web banner, flash ads, pop ups and video ads. The study concludes that the respondents positively respond to the web banner and video ads as they are with attractive graphics and designs, suspense, surprise factor, unexpected content. The respondents also refer other advertisements on television, radio, product websites and personal visit to the store. Overall, the positive brand image of the product, availability of schemes and offers at the time of buying, quality of product as per promise and satisfaction with buying decision are the main influencing factors for the buying behaviour through the advertisement on the social networking sites.

CHAPTER - 6

FINDING, SUGGESTIONS, MANAGERIAL IMPLICATIONS AND CONCLUSION

6.1 INTRODUCTION:

This chapter presents (i) Findings of the study (ii) Suggestions of the study (iii) Recommendations of the study (iv) Managerial implication of the study (v) Scope for future Research and (vi) Conclusion of the study. The evaluation of the results obtained after the analysis of data is discussed in this section.

6.1.1 FINDINGS OF THE STUDY:

The results are evaluated vis-à-vis the objectives have been justified with the support of data. Therefore the objectives of the study are highlighted once again before the discussion of the results. This study has one main objective and thirteen sub objectives discussed here under:

6.1.2 MAIN OBJECTIVE:

To analyze the extent of influence of the consumer products' advertisement on social networking sites on the buying behaviour of consumers.

Buying behaviour of the consumers is the one of the main characteristic of the consumer behaviour. The buying behaviour mainly comprises of the AIDA model i.e. attention factor, interest factor, desire factor and the action factor. The factors which influences the buying behaviour and the reasons for opting advertisements on social networking sites as sources of information.

The main objective is to analyze the extent of influence of the consumer products' advertisement on social networking sites on the buying behaviour of consumers. To study this objective in detail it has been divided in to the sub objectives and the combine result of the sub objective supports the main objective of the study.

The sub objectives of the study

Sub Objective: 1

To study the level of the awareness among users of social networking sites about the consumer products' advertisement appearing on social networking sites.

The analysis of this objective shows the outcome of descriptive statistics of five variables of the products' advertisement appearing on the social networking sites which are mainly cloth and fashion accessories, cosmetic and healthcare, stationary, electronics & accessories and gifts. The mean value is 3.72 out of 5 and standard deviation is 1.289 of cloth and fashion accessories, the mean value is 3.28 out of 5 and standard deviation is 1.246 of cosmetic and healthcare, the mean value is 3.01 out of 5 and standard deviation is 1.278 of stationary, the mean value is 3.17 out of 5 and standard deviation is 1.296 of electronics & accessories and the mean value is 2.82 out of 5 and standard deviation is 1.384 of gifts.

The analysis of this objective shows the outcome of the descriptive statistics of the mean and standard deviation of the various social networking sites which are mainly Facebook, YouTube, Twitter, Google+, Pinterest and Linkedin. The mean value is 4.13 out of 5 and standard deviation is 1.16 of Facebook, the mean value is 3.65 out of 5 and 1.243 of you-tube, the mean value is 3.05 out of 5 and standard deviation is1.434 of Twitter, the mean value is 3.25 out of 5 and standard deviation is 1.422 of Google+, the mean value is 2.41 out of 5 and 1.414 of Pinterest and the mean value is 2.7 out of 5 and 1.48 of Linkedin.

The analysis of this objective shows the frequency and percentage of the usage of the different social networking sites. Out of 1500 respondents, 81 respondents i.e 5.4% never use Facebook, 128 respondents i.e. 8.5% never use YouTube, 326 respondents 21.7% never use Twitter, 248 respondents i.e. 16.5% never use Google+, 613 respondents 40.8% never use pinterst and 418 respondents i.e. 32.6% never use Linkedin. Out of 1500 respondents, 95 respondents i.e. 6.3% rarely use Facebook, 178 respondents i.e. 11.9% rarely use YouTube, 225 respondents i.e. 15% rarely use Twitter, 267 respondents

i.e. 17.8% rarely use Google+, 229 respondents i.e. 15.3% rarely use pinterst and 256 respondents i.e. 17.1% rarely use Linkedin. Out of 1500 respondents, 155 respondents i.e. 10.3% often use Facebook, 208 respondents i.e. 13.9% often use YouTube, 229 respondents i.e. 19.9% often use Twitter, 218 respondents i.e. 14.5% often use Google+, 228 respondents i.e. 15.2% often use pinterst and 197 respondents i.e. 13.1% often use Linkedin. Out of 1500 respondents, 390 respondents i.e. 26% sometimes use Facebook, 560 respondents i.e. 37.4% sometimes use YouTube, 348 respondents i.e. 23.2% sometimes use Twitter, 402 respondents 26.8% sometimes use Google+, 294 respondents i.e. 19.6% sometimes use pinterst and 341 respondents i.e. 22.7% sometimes use Linkedin. Out of 1500 respondents, 779 respondents i.e. 52% always use Facebook, 426 respondents i.e. 28.4% always use YouTube, 302 respondents i.e. 20.2% always use Twitter, 365 respondents i.e. 24.4% always use Google+, 136 respondents i.e. 9.1% always use pinterst and 217 respondents i.e. 14.5% always use Linkedin.

Sub Objective: 2
To examine whether the buying decisions are solely based on advertisement appearing on social networking sites.

There are different types of advertisements seen by the respondents mainly web-banners, flash ads, pop ups and video ads. The tables below are the cross tabulations of each type of advertisements versus the sole reliance on the types of advertisements for the final decision purpose.

The analysis of this objective shows the cross tabulation output between web-banners as the type of advertisement seen and the sole reliance of respondents for final decision on the same. Out of 1500 respondents, 873 i.e. 58.2% respondents solely rely on the web-banner for final decision. Specifically, 247 i.e.16.5% respondents always rely on the web-banner for final decision, 362 i.e. 24.1% sometimes rely on the web-banner for final decision, 118 i.e. 7.9% often rely on the web-banner for final decision, 75 i.e. 5% rarely rely on the web-banner for final decision and 71 i.e. 4.7% never rely on the web-banner for final decision. This shows the positive attitude of the respondents towards

the web-banner as the type of advertisement seen and the sole reliance of the respondents for final decision on the same.

The analysis of this objective shows the cross tabulation output between flash ads as the type of advertisement seen and the sole reliance of respondents for final decision on the same. Out of 1500 respondents, 873 i.e. 58.2% respondents solely rely on the flash ads for final decision. Specifically, 105 i.e.7% respondents always rely on the flash ads for final decision, 435 i.e. 29% sometimes rely on the flash ads for final decision, 148 i.e. 9.9% often rely on the flash ads for final decision, 108 i.e. 7.2% rarely rely on the flash ads for final decision and 77 i.e. 5.1% never rely on the flash ads for final decision. This shows the positive attitude of the respondents towards the flash ads as the type of advertisement seen and the sole reliance of the respondents for final decision on the same.

The analysis of this objective shows the cross tabulation output between pop-ups as the type of advertisement seen and the sole reliance of respondents for final decision on the same. Out of 1500 respondents, 873 i.e. 58.2% respondents solely rely on the pop-ups for final decision. Specifically, 100 i.e. 6.7% respondents always rely on the pop-ups for final decision, 350 i.e. 23.3% sometimes rely on the pop-ups for final decision, 185 i.e. 12.3% often rely on the pop-ups for final decision, 119 i.e. 7.9% rarely rely on the pop-ups for final decision and 119 i.e. 7.9% never rely on the pop-ups for final decision. This shows the positive attitude of the respondents towards the pop-ups as the type of advertisement seen and the sole reliance of the respondents for final decision on the same.

The analysis of this objective shows the cross tabulation output between video ads as the type of advertisement seen and the sole reliance of respondents for final decision on the same. Out of 1500 respondents, 873 i.e. 58.2% respondents solely rely on the video ads for final decision. Specifically, 128 i.e.8.5% respondents always rely on the video ads for final decision, 307 i.e. 20.5% sometimes rely on the video ads for final decision, 134 i.e. 8.9% often rely on the video ads for final decision, 159 i.e. 10.6% rarely rely on the video ads for final decision and 145 i.e. 9.7% never rely on the video ads for final

decision. This shows the positive attitude of the respondents towards the video ads as the type of advertisement seen and the sole reliance of the respondents for final decision on the same.

Sub Objective:3

To evaluate the extent of effectiveness of consumer products' advertisement to create interest of users in the products appearing on the social networking sites.

In this correlation, the interest factors i.e. the relevant message, promise of reward/ satisfaction and raising mystery/suspense are independent variables and the action factors i.e. the influence on final buying decision, placement of order/subscription and recommendation to friends and relatives are the dependent variables.

The analysis of this objective indicates that there is a positive correlation between the interest factors and the action factors. There is positive correlation between relevant message and influence on final buying decision. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.376, which represents the moderate correlation between two variables i.e. the relevant message might influence the viewer to make the buying decision.

There is positive correlation between relevant message and placement of order/ subscription. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.241, which represents the moderate correlation between two variables i.e. the relevant message might affects the placement of order/ subscription.

There is positive correlation between relevant message and recommendation to friends & relatives. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.159, which represents the moderate correlation between two variables i.e. the relevant message might affect the recommendation to friends & relatives.

There is positive correlation between promise of reward/satisfaction and influence on final buying decision. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables.

The value of r = 0.319, which represents the moderate correlation between two variables i.e. the promise of reward/satisfaction might influence the viewer to make the buying decision.

There is positive correlation between promise of reward/satisfaction and placement of order/subscription. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.352, which represents the moderate correlation between two variables i.e. the promise of reward/satisfaction might affects the placement of order/ subscription.

There is positive correlation between promise of reward/satisfaction and recommendation to friends & relatives. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.326, which represents the moderate correlation between two variables i.e. the promise of reward/satisfaction might affect the recommendation to friends & relatives.

There is positive correlation between raising mystery/suspense and influence on final buying decision. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.248, which represents the moderate correlation between two variables i.e. the raising mystery/suspense might influence the viewer to make the buying decision.

There is positive correlation between raising mystery/suspense and placement of order/ subscription. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.314, which represents the moderate correlation between two variables i.e. the raising mystery/suspense might affects the placement of order/ subscription.

There is positive correlation between raising mystery/suspense and recommendation to friends & relatives. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of r = 0.319, which represents the moderate correlation

between two variables i.e. the raising mystery/suspense might affect the recommendation to friends & relatives.

Sub Objective:4

To find out whether the advertisement appearing on social networking sites provide adequate information about the product/ services in which consumers are interested.

The analysis of this objective indicates the web banner type of advertisement and the information provided by it about the products/services. Out of 1500 respondents, 187 i.e. 12.5% respondents consider the web banner as the most unimportant type of advertisement where the information about the products/services is provided, 91 i.e. 6.1% respondents consider the web banner as the unimportant type of advertisement where the information is provided, 288 i.e. 19.2% respondents consider the web banner as the neutral type of advertisement where the information is provided, 665 i.e. 44.3% respondents consider the web banner as the important type of advertisement where the information is provided and 269 i.e. 17.9% respondents consider the web banner as the most important type of advertisement where the information is provided.

The analysis of this objective indicates the flash ads type of advertisement and the information provided by it about the products/services. Out of 1500 respondents, 187 i.e. 12.5% respondents consider the flash ads as the most unimportant type of advertisement where the information about the products/services is provided, 91 i.e. 6.1% respondents consider the flash ads as the unimportant type of advertisement where the information is provided, 288 i.e. 19.2% respondents consider the flash ads as the neutral type of advertisement where the information is provided, 665 i.e. 44.3% respondents consider the flash ads as the important type of advertisement where the information is provided and 269 i.e. 17.9% respondents consider the flash ads as the most important type of advertisement where the information is provided.

The analysis of this objective indicates the pop ups type of advertisement and the information provided by it about the products/services. Out of 1500 respondents, 187 i.e. 12.5% respondents consider the pop ups as the most unimportant type of advertisement where the information about the products/services is provided, 91 i.e. 6.1% respondents consider the pop ups as the unimportant type of advertisement where the information is provided, 288 i.e. 19.2% respondents consider the pop ups as the neutral type of advertisement where the information is provided, 665 i.e. 44.3% respondents consider the pop ups as the important type of advertisement where the information is provided and 269 i.e. 17.9% respondents consider the pop ups as the most important type of advertisement where the information is provided.

The analysis of this objective indicates the video ads type of advertisement and the information provided by it about the products/services. Out of 1500 respondents, 187 i.e. 12.5% respondents consider the video ads as the most unimportant type of advertisement where the information about the products/services is provided, 91 i.e. 6.1% respondents consider the video ads as the unimportant type of advertisement where the information is provided, 288 i.e. 19.2% respondents consider the video ads as the neutral type of advertisement where the information is provided, 665 i.e. 44.3% respondents consider the video ads as the important type of advertisement where the information is provided and 269 i.e. 17.9% respondents consider the video ads as the most important type of advertisement where the information is provided.

Thus, it is found that the different types of advertisements appearing on the social networking sites are having positive image in the mind of the respondents as most of them are agreeing to the importance of the types of advertisements that provide the information about the products/services.

Sub Objective:5

To analyze whether the users of social networking sites find relevant / necessary products through the consumer products' advertisement appearing on the social networking sites.

The analysis of this objective indicates the perception of the respondents about the attributes of attention i.e. unexpected content, situation, surprise and attractive graphics or titles. Out of 1500 respondents 355 i.e. 23.7% respondents perceive the unexpected content, situation as unimportant factor in the advertisement, 379 i.e. 25.3% respondents perceive the unexpected content, situation as neutral factor in the advertisement and 766 i.e. 51.1% respondents perceive the unexpected content, situation as the important factor in the advertisement.

Out of 1500 respondents 346 i.e. 23.1% respondents perceive the surprise element as unimportant factor in the advertisement, 450 i.e. 30% respondents perceive the surprise element as neutral factor in the advertisement and 704 i.e. 46.9% respondents perceive the surprise element as the important factor in the advertisement.

Out of 1500 respondents 433 i.e. 28.9% respondents perceive the attractive graphics or titles as unimportant factor in the advertisement, 418 i.e. 27.9% respondents perceive the attractive graphics or titles as neutral factor in the advertisement and 649 i.e. 43.2% respondents perceive the attractive graphics or titles as the important factor in the advertisement.

Thus, it is found that the perception of the respondents about the attributes of attention i.e. unexpected content, situation, surprise and attractive graphics or titles do have positive correlation.

Sub Objective:6

To examine whether the social networking sites provide relevant / necessary information pertaining to competing products.

The analysis of this objective shows that mean of the advertisements of clothes and fashion accessories is 3.72 and standard deviation is 1.289, mean of the advertisements of cosmetic and healthcare is 3.28 and standard deviation is 1.246, mean of the advertisements of stationaries is 3.01 and standard deviation is 1.277, mean of the advertisements of electrics and accessories is 3.17 and standard deviation is 1.296 and mean of the advertisements of gifts and toys is 2.82 and standard deviation is 1.384.

The other table indicates the frequency distribution of the different types of advertisements i.e. clothes and fashion accessories, cosmetic and healthcare, stationaries, electronics and accessories and gifts and toys. Out of 1500 respondents, 555 i.e. 37% always view the advertisements of fashion accessories appearing on the social networking sites. 262 i.e. 17.5% always view the advertisements of cosmetic and health care appearing on the social networking sites. 202 i.e. 13.5% always view the advertisements of stationaries appearing on the social networking sites. 265 i.e. 17.7% always view the advertisements of electronics and accessories appearing on the social networking sites and 204 i.e. 13.6% always view the advertisements of gifts and toys appearing on the social networking sites.

Sub Objective:7

To study whether the users of social networking sites carry out comparison of relevant / necessary consumer products of various brands appearing on the social networking sites by the users of social networking sites.

The analysis of this objective indicates the social networking sites users vs category of products/ services seen in the advertisement Cross tabulation. It shows that out of 1500 , 86.5% respondents view and compare the advertisements of cloths and fashion accessories, 87% respondents view and compare the advertisements of cosmetic & healthcare, 85.9% respondents view and compare the advertisements of stationery, 84.8% respondents view and compare the advertisements of electronic and accessories and 84.4% respondents view and compare the advertisements of gifts and toys.

The users of other social networking sites also view and compare the different product categories but the table shows that most of the users of social networking sites compare the relevant and necessary products most frequently on Facebook.

Thus, it is concluded that the users of social networking sites carry out comparison of relevant/necessary consumer products of various brands appearing on the social networking sites by the users of social networking sites.

Sub Objective:8
To examine whether the users of social networking sites purchase the consumer products of various brands appearing on the social networking sites.

The analysis of this objective shows how the social networking sites users get influenced to make final buying decision. Out of 1500, 33.7% frequent Facebook users strongly agree that they get influenced to make the final decision, 29.1% frequent YouTube users strongly agree that they get influenced to make the final decision, 20.6% frequent Twitter users strongly agree that they get influenced to make the final decision, 21.5% frequent Google+ users strongly agree that they get influenced to make the final decision, 16.3% frequent Pinterest users strongly agree that they get influenced to make the final decision and 16.8% frequent Linkedin users strongly agree that they get influenced to make the final decision.

Thus it is concluded that the social networking sites play a vital role for all the social networking sites users for making the final buying decision for any products or services.

Sub Objective:9
To analyze the frequency of purchasing of various brands of consumer products appearing on the social networking sites by the users of social networking sites.

The analysis of this objective indicates the social networking site users and their planning to buy on the basis of information received through advertisement on social networking sites in future. Out of 1500, 457 i.e. 84.3% frequent Facebook users are planning to buy on the basis of information received through advertisement on social networking sites in future, 401 i.e. 74% frequent YouTube users are planning to buy on the basis of information received through advertisement on social networking sites in future, 313 i.e. 57.7% frequent Twitter users are planning to buy on the basis of information received through advertisement on social networking sites in future, 350 i.e. 64.6% frequent Google+ users are planning to buy on the basis of information received through advertisement on social networking sites in future, 213 i.e. 39.3% frequent Pinterest users are planning to buy on the basis of information received through advertisement on social networking sites in future and 296 i.e. 54.6% frequent Linkedin users are planning to buy on the basis of information received through advertisement on social networking sites in future.

Thus, it is concluded that the most of the users of social networking sites prefer to plan for future buying of the consumer products/services on the basis of the information received through the advertisement on social networking sites.

Sub Objective:10

To examine whether the consumer products' advertisement on social networking sites induce the consumers to buy unnecessary products.

The analysis of this objective shows the frequency analysis of the respondents who feel that the advertisements shown on the social networking sites induces to buy unnecessary products. There are 29.5% respondents agrees to that the advertisements shown on the social networking sites induces to buy unnecessary products and 12.8% respondents strongly agree that the advertisements shown on the social networking sites induces to buy unnecessary products.

Thus, it is concluded that the advertisements shown on the social networking sites induces the respondents to buy unnecessary products.

Sub Objective: 11

To study whether quality standards of products purchased through the advertisement appearing on the social networking sites are matched with the claim.

The analysis of this objective indicates the frequency of the quality of the products matches as per the promise in the advertisement appearing on the social networking sites. Out of 1500 respondents, 16% strongly agree that they get the quality as per promised in the advertisement appearing on the social networking sites.

Thus, it is concluded that most of the respondents agree that quality standards of products purchased through the advertisement appearing on the social networking sites are matched with the claim.

Sub Objective: 12

To examine whether the customers who purchased the products on the basis of consumer products' advertisement on social networking sites recommend to others / friends to purchase the same product.

The analysis of this objective shows the frequency of the respondents' level of agreement on the recommending the advertisement appearing on the social networking sites. 27.3% respondents agree that they do recommend the product advertisement appearing on the social networking sites and 25.2% respondents strongly agree that they do recommend the product advertisement appearing on the social networking sites.

Thus, it is concluded that the customers who purchased the products on the basis of consumer products' advertisement on social networking sites recommend to others / friends to purchase the same product.

Sub Objective: 13

To study the satisfaction level of the consumer who purchased the products on the basis of consumer products' advertisement on social networking sites.

The analysis of this objective shows that 29.1 % respondents agree that they get satisfaction with buying decision and the 17.9% respondents strongly agree that they get satisfaction with buying decision.

Thus it is concluded that there is the satisfaction level of the consumer who purchased the products on the basis of consumer products' advertisement on social networking sites.

On the basis of objective-wise findings as discussed above, it is concluded that there is more to social networking sites than just chatter. The social networking sites is utilised to the best level with checking, sharing, commenting, liking, tweeting, viewing, updating, retweeting, following, blogging, posting, deleting and uploading.From these activities there are numbers of activities taking places.

Now Social Networking Sites has become the common denominator of promoting opinions, ideas, strategies, campaigns and so on. It has become a colossal force, eliminating any barrier and difficulties that hinders contact between people as well as potential customers.

Given the value and importance of pulling customers into the conversation, it is important for marketers to encourage and support consumer engagement and co-creation, listen and respond, answer questions, compliment ideas and share information.

As a significant part of our modern civilization, with the social networking sites like Facebook, Twitter, Google+, YouTube, Pinterest and LinkedIn, we have become much more aware about the surroundings of our living, lifestyle and the continuous change taking place all over around us including marketing/launching of varieties of products and services required to match lifestyle. The whole dynamics of marketing have been changed and rather than investing in mass channels ads, companies as well

as marketers are becoming more consumer-centric through constant interactions and feedback through social networking sites. The marketers are able to understand the needs of the market from the market itself, greatly altering the way marketing has been done on the social networking sites. In support of this, it would be interesting to take note of what happens on internet every 60 second as under:

- In every 60 seconds, 660 Twitter accounts are opened, 342000 tweets are being done.
- 120 hours videos are uploaded at every 60 seconds and 138840 videos are viewed.
- 1111140 messages on Instagram are liked and 41640 photos are uploaded.
- 1380 blogs are posted on World Press.
- 347220 accounts are opened on Google+.
- 276480 searches are being done on Google Search.
- 27780 posts are added on Tumbler.
- 14280 pins are marked on Pinterest.
- 3298560 posts are added and 3131760 posts are liked on Facebook at every 60 seconds.
- 204166680 emails are sent.
- 694440 files are saved in Dropbox.
- 720 accounts are opened on WhatsApp and 13194420 messages are sent.
- 38040 applications are downloaded from AppStore (Application Store) at every 60 seconds.

According to report by Social Media Examiner, there is growing trend towards using (or planning to use) visual content on more traditional platforms such as Facebook and Twitter, and an uptake in using visually-based platforms such as Pinterest, YouTube and Instagram. Experienced marketers rate the importance of visual networks higher than their lesser experienced colleagues. The Social Media Marketing report 2014 finds that marketers with less than 12 months of experience with social media marketing select Facebook as their No. 1 choice of platforms, followed by Twitter and LinkedIn. However, the uses of YouTube have risen from 37 percent to 63 percent and Pinterest from 32 percent to 46 percent. Among marketers with more than five years of experience, the move towards more visual platform is more marked. YouTube is now the fourth popular platform with 74 percent of

marketers active on it. The report also found that B2C marketers are more likely to invest in visual networks, particularly Pinterest and Instagram than their B2B peers, who favour LinkedIn & Google+.

The study undertaken by the researcher indicates that, social networking sites have a firm place in future prospects of marketers, where it is hoped that the capabilities of these interactive platforms would be extended for achieving organizational goals through focus marketing strategies via Social Networking Sites.

6.2   SUGGESTIONS:

The researcher has undertaken the study of influences of the consumer products' advertisements on social networking websites on buying behaviour. The information of 1500 respondents have been analysed, interpreted and important findings have been drawn. On the basis of analysis, interpretation and findings, some of the important areas have emerged wherein improvements are needed. Such improvements in form of suggestions have been highlighted as follows:

• It has been observed from data analysis that 35.2% of respondents are using internet on daily basis, there are 23 % of respondents who use internet multiple times a day, and there are 19.9 % of respondents who use internet few times a month while only 11.1% of respondents are hardly using internet. So it can be said that near to 90% of respondents are using internet. So advertisement on social networking websites can be a meaningful way to advertise the product.

• It has been observed that 42% of respondents belong from the age of 19-24 years, where 27% of respondents are post graduate and 40.1% of respondents are students. So, the marketers should consider this important aspect while placing advertisement on social networking sites to increase the effectiveness of the same.

• It has been observed that more than 85% of respondents are using internet for more than 15 minutes during their single time internet surfing and there

mode of accesses through mobile is 33.6% while 21% of respondents are using computer for the same. So it is concluded that easy access to internet and increasing usage of internet may lead to increase the future market for social networking websites advertisement.

- It has been observed through gathered data that 90% of respondents are using internet to visit social networking websites, 85% of respondents are using internet to download different applications, and 82% are using for booking of travel/ movie ticket only 58% of respondents are using internet for the email purpose. So it is concluded that, 90% of respondents are using internet to visit social networking websites and that represents a huge upcoming market for the advertisements.

- As per gathered data, it has been observed that, almost 95% of respondents are visiting Facebook, while 92% of respondents visit you tube while only 60% of respondents are visiting Pinterest while surfing social networking websites. So it shows that Facebook and you tube has higher numbers of visitors and advertisement on that, may give good scope for marketers to do their advertisements.

- It has been observed that through the gathered data that, more than 91% of respondents are using social networking sites on regular bases, more over that, 38.8% of respondents are visiting social networking websites on daily bases, and 25.2 % of respondents are visiting social networking websites, multiple times a day. Increasing usage of social networking websites may provide better market scope for online advertisement.

- It has been observed that, there are some reasons where more than 90% of respondents are using social networking sites, which includes; chat with friends, sharing social information and connect with old friends. So different advertisers should focus on such areas as per the usage by the respondents and plan to offer their advertisement accordingly.

- It has been observed that more than 90% of the respondents view mainly web banner and flash ads types of advertisements on social networking sites, even pop ups and video ads have also been viewed by almost 85% of respondents. So, it is suggested that all types of advertisements are nearly equally important and should be focused by the marketers while selecting the types of advertisement for social networking sites.

- It has been observed that more than 90% of respondents view the different category of products/services seen in the advertisements namely the advertisements of cloths and fashion accessories, cosmetic & healthcare, stationary and electronics & accessories. But at the same time only 76% respondents view the advertisements of gifts and toys Thus, it is suggested that the marketers should more focus on the advertisements of the gifts and toys.

- It has been observed that 94% of respondents are influenced by television ads, and almost 80% respondents are influenced by other advertisements like radio ads, product websites, store visit, press release, print display ads and email marketing. Thus, it is suggested that the marketers should offer more attractive schemes, variety and discounts to attract the untouched market.

- It has been observed that there are almost 50% respondents who spend upto Rs.5000. Thus, it is suggested that the marketer should keep the psychological product pricing. For example; the product of Rs.4000 put as Rs.3999 so that the viewer may consider the product in the range of Rs. 3000.

- It it has been observed that almost 55% of respondents view pages other than the product advertisement which includes art, culture and philosophy and TV shows or movies. Thus, it is suggested that marketers might focus on these pages for product/service advertisements.

6.3 MANAGERIAL IMPLICATION:

Technological advancement, globalization and enhanced income level resulting in increased purchasing power leading to higher standard of living are major factors responsible for development of global market through various online marketing platforms widely known as e-marketing or e-business. Any business-house or marketer needs to reach the segment of potential buyers. Various social networking sites have tremendous users with the objective of social networking with relatives, colleagues, professionals, to chat with friends, sharing social information, connecting with old friends, for fun and entertainment, for managing events in which they participate, for searching of product and for applications and games etc.

Social networking sites not only provides users to have only social relations with the people of their choice, but also provides platform/domain to business houses to have their own identity on product-pages, which are easily accessible by the general users just by writing the name of product/service for which they would like to have the information. Therefore, all business-houses are using social networking sites as aggressive and effective marketing tool.

The findings of the study undertaken by the researcher reveal that users of social networking sites do generally view the advertisement appearing on such sites. It is also found by the researcher that those users who are in need of specific product do search for product information on social networking sites. It is also observed by the researcher that some of the users who are having time shortage for shopping do solely rely on social networking sites for their buying decisions.

The reliability of advertisers/business-houses and buying experiences solely based on social networking sites advertisements have emerged as key variables during study by the researcher. Therefore, all the business-houses should be very careful about the claims shown in the advertisement and meeting those claims while providing products. If there is mismatch between these two, the buyers will be unsatisfied who may spread word of mouth as well as message/information of dissatisfaction among his/her group members resulting in moving away the potential buyers from the products offered by the

company which will result in decreased market share and providing the space to competitors to take away the potential buyers of the company.

Therefore, it is beneficial for any business-house to aggressively advertise on social networking sites for promoting their products. But it also to be noted that such advertisements should be meeting those claims while providing products. The advertisements on social networking sites will be beneficial in terms of, increased awareness of the organization, increased traffic to website, greater favorable perceptions of the brand, able to monitor conversations about the organization, able to develop targeted marketing activities, better understanding of customers perceptions of their brand, improved insights about their target markets, identification of positive and negative comments, increase in new business, identification of new product or service opportunities, ability to measure the frequency of the discussion about the brand and early warning of potential product or service issues.

Finally, aggressive and effective advertisements for products on various social networking sites will establish brand awareness in shorter time and will result in brand loyalty and thereby increased market share in long term. Considering the growth and development of social networking sites and their users, no organization can afford to ignore to devise specialized marketing strategy to cater the potential buyers as users of social networking sites.

6.4   RECOMMENDATION:

This is the age of contacts for interaction between people to people through social platforms in the web. The tremendous popularity of using the social media networking could never have been realized before. In fact, social media have become an integral part of any person for formal or informal communication. Hence, social media is one of the important tools of marketing in true sense for reaching large number of known as well as unknown potential customers.

With the increase in the usage of social networking sites, the purpose of using the social networking sites also increases by diverse group. On the basis of study undertaken by the researcher, it is observed that different social networking sites are used by different users based on demographic variables

namely gender, age, marital status, qualification, occupation, residential pattern and income of respondents for different purposes. It is also observed by the researcher that the social networking sites are used mainly for chatting with friends, sharing social information, connecting with old friends, professional use, fun and entertainment, to keep track of my friends and activities, to manage the events in which they participate and for application and games.

The users of social networking sites may be computer savvy, youngsters or professionals. Though the objective/s of each user might be different but the social networking sites are used mostly for connecting the informal group. Therefore, the use of the social networking sites to reach to the diversified market for specialized marketing purpose which can attract different users and their hidden needs will be highly effective for marketers.

6.5   FURTHER SCOPE OF THE STUDY:

The scope of social networking is widening, and today it offers a strong support to the companies in providing the much desired touch of concern. Future of social media networking brings exciting promises as expected from the experience of limited users from a few companies in the top bracket. The study undertaken by the researcher has focused on the selected consumer products' it will be interesting to carry out further research for other products, industrial products or non-durable products.

The study has been conducted in the selected cities of selected states of western India; further research might be carried out in the other states of southern or northern or central or eastern states of India or researcher may decide to carry out on national or international level as the data would be easily gathered through the online questionnaire. It will also be interesting for the researcher to carry out comparative analysis of influences of social media advertising on consumer buying behaviour considering either regions or products for comparison purpose.

The research might be conducted on the larger number of respondents across the globe where customers have cultural diversity resulting in demand for different products. This will be helpful to corporate giants to modify their offerings of products or services meeting the requirements of culturally diversified global consumers.

The bright future prospect of social networking is also proven by the fact that technology is integrated in the mobile phones as well. The devices are designed with powers of interpersonal communication on a globalized outlook to create perspective of global interaction and messaging across geographical/global boundaries. The concept is one, wherever on the earth; reach the common platform of the people for everybody's benefit. Social networking has tremendous prospects in future. Hence, the researcher may further conduct the study to find out innovative ideas of providing social media platforms for creating awareness among customers about their rights in light of consumerism.

6.6 CONCLUSION:

This is the era of the social media mania. Any individual having even little access to internet cannot resist him/herself from using any social networking sites of his/her choice. The study of the influences of consumer products' advertisements on social networking websites on buying behaviour is conducted from 1500 respondents across eight cities of prominence among three major states of western India. While carrying out the study, the researcher considered important eight (gender, age, marital status, qualification, occupation, residential pattern and income of respondents) demographic variables. The frequency of usage, time spent and reasons for internet usage have also been incorporated along with medium of internet access as for using social media it is pre-condition to have internet facility. Various networking sites, duration of association along with frequency and average time spent on social networking sites have been considered to find out different purposes of using social networking sites. Various types of advertisements on social networking sites for selected products/ service categories have been given due weightage for conducting study. The researcher has also studied the influence of various advertisement platforms

other than social networking sites for buying decision along with reference group for buying decision either online or offline. The researcher also examined whether buying decisions are solely based on advertisements appearing on social networking sites or on other factors. The researcher has also incorporated the various dimensions of AIDA model (attention, interest, desire and action) for considering the importance of each dimension for the respondents in their buying decisions. The researcher also identified the factors which influence the buying behaviour and the reasons for opting advertisements on social networking sites as source of information. The important factors pertaining to advertisements appearing on social networking sites such as, helping in knowing needs, providing accurate information about products/services along with available options with facility of comparison, round the clock availability, attractive schemes and offers which may induce to buy the unnecessary products and importance of being associated with social networking sites and online buying are duly considered while conducting the study.

The researcher analysed the data, grouped and cross-tabulated them for the purpose of meaningful interpretation with the help of various statistical tools and techniques like central tendency, dispersion, correlation, regression, factor analysis, ANOVA and testing of hypothesis with application of t-test and chi-square test. Finally, the researcher developed the model named as SMBD Model (Social Media Buying Decision) to study the influence of various advertisements on and off social networking sites and income level on buying decisions. The SMBD Model has been successfully tested by researcher for different group of respondents who buy the products, viewing the advertisements on the social networking sites.

The suggestions based on studies are very useful to the marketers as well as the users of the social networking sites. Though the findings are applicable to the area covered under study, the suggestions can be useful to anyone who is interested in marketing the products through advertisement on social networking sites.

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ANNEXURE-1 REFERENTIAL SPSS OUTPUT				
Statistics	N		Mean	Std. Deviation
	Valid	Missing		
Web banner	1500	0	3.63	1.232
Flash Ads	1500	0	3.39	1.168
Pop-ups	1500	0	3.21	1.275
Video Ads	1500	0	3.15	1.345
Television Advertisement	1500	0	3.92	1.172
Radio Advertisement	1500	0	3.13	1.334
Product Web Site	1500	0	3.31	1.281
Store Visit	1500	0	3.40	1.345
Press Release	1500	0	2.91	1.372
Print Display Advertisement	1500	0	2.92	1.325
Email Marketing	1500	0	2.85	1.372
Friends	1500	0	3.41	1.339
Family	1500	0	3.48	1.359
Colleagues	1500	0	3.23	1.359
Neighbours	1500	0	2.95	1.413

frequency table			
		Frequency	Percent
web banner	Never	133	8.9
	Rarely	168	11.2
	Often	221	14.7
	Sometimes	582	38.8
	Always	396	26.4
	Total	1500	100
flash ads	Never	145	9.7
	Rarely	204	13.6
	Often	273	18.2
	Sometimes	674	44.9
	Always	204	13.6
	Total	1500	100
pop ups	Never	223	14.9
	Rarely	207	13.8
	Often	319	21.3
	Sometimes	533	35.5
	Always	218	14.5
	Total	1500	100
Video ads	Never	249	16.6
	Rarely	272	18.1
	Often	230	15.3

	Sometimes	507	33.8
	Always	242	16.1
	Total	1500	100
Televesion Adv	Never	95	6.3
	Rarely	116	7.7
	Often	173	11.5
	Sometimes	541	36.1
	Always	575	38.3
	Total	1500	100
Radio Adv	Never	277	18.5
	Rarely	225	15
	Often	221	14.7
	Sometimes	583	38.9
	Always	194	12.9
	Total	1500	100
product website	Never	199	13.3
	Rarely	200	13.3
	Often	306	20.4
	Sometimes	524	34.9
	Always	271	18.1
	Total	1500	100
Store visit	Never	194	12.9
	Rarely	232	15.5
	Often	219	14.6
	Sometimes	493	32.9
	Always	362	24.1
	Total	1500	100
Press release	Never	359	23.9
	Rarely	218	14.5
	Often	304	20.3
	Sometimes	432	28.8
	Always	187	12.5
	Total	1500	100
Print Display Adv	Never	298	19.9
	Rarely	307	20.5
	Often	291	19.4
	Sometimes	424	28.3
	Always	180	12
	Total	1500	100
Email Marketing	Never	354	23.6

	Rarely	288	19.2
	Often	275	18.3
	Sometimes	394	26.3
	Always	189	12.6
	Total	1500	100
Friends	Never	213	14.2
	Rarely	192	12.8
	Often	201	13.4
	Sometimes	562	37.5
	Always	332	22.1
	Total	1500	100
Family	Never	212	14.1
	Rarely	167	11.1
	Often	212	14.1
	Sometimes	514	34.3
	Always	395	26.3
	Total	1500	100
Colleagues	Never	263	17.5
	Rarely	204	13.6
	Often	225	15
	Sometimes	547	36.5
	Always	261	17.4
	Total	1500	100
Neighbours	Never	359	23.9
	Rarely	227	15.1
	Often	269	17.9
	Sometimes	416	27.7
	Always	229	15.3
	Total	1500	100

ANNEXURE - 2

A Study of Influences of Consumer Products' Advertising through Social Networking Web Sites on Buying Behavior

Dear respondent,

I Ms. Krupa J. Rao have been pursuing Ph.D. on "A Study of Influences of Consumer Products' Advertising through Social Networking Web Sites on Buying Behavior", from The Maharaja Sayajirao University of Baroda. You are requested to spare your valuable time by filling up the questionnaire. The information will be used for academic purpose only and kept confidential.

Regards.
[Ms. Krupa J. Rao]

QUESTIONNAIRE

Note : (Please ✓ appropriate answer)

Optional
Name : _____
Mobile No. :   Email ID :

SECTION – A : DEMOGRAPHIC PROFILE		
01	Gender : 1) Male ☐	2) Female ☐
02	Age : 1) Below 18 years ☐ 2) 19-24 years ☐ 3) 25-29 years ☐ 4) 30-39 years ☐	5) 40-49 years ☐ 6) 50-59 years ☐ 7) 60 years above ☐
03	Marital Status :1) Married ☐	2) Unmarried ☐
04	Qualification:1) Upto 12th ☐ 2) Diploma ☐ 3) Graduate ☐	4) Post Graduate ☐ 5) Doctorate ☐ 6) Post Doctorate ☐
05	Occupation : 1) Student ☐ 2) Business ☐ 3) Housewife ☐	4) Employed ☐ 5) Profession ☐ 6) Unemployed ☐
06	Residential Pattern : 1) Joint Family ☐ 2) Nuclear Family ☐	3) Hostelite ☐ 4) Paying Guest ☐
07	Family Income (Rs.) (monthly) : 1) Below 15000 ☐ 2) 15001-25000 ☐ 3) 25001-35000 ☐	4) 35001-50000 ☐ 5) 50001-75000 ☐ 6) 75001 & above ☐
SECTION – B : INTERNET USERS		
08	Frequency of Internet Usage 1) Hardly ever ☐	4) Daily ☐ ☐

		Always	Sometimes	Often	Rarely	Never
	2) Few times a month ☐	5) Multiple times a day				
	3) Few times a week ☐					
09	Average Time Spent (in Minutes) 1) 0-15 ☐ 4) 45-60 ☐ 2) 15-30 ☐ 5) More than 60 ☐ 3) 30-45 ☐					

Rate the following on 5 point scale

	Reasons of internet Usage	Always	Sometimes	Often	Rarely	Never
		5	4	3	2	1
10	Email					
11	Online shopping					
12	Bills payment					
13	Matrimonial search					
14	Download					
15	Booking travel/movie tickets					
16	Hotel booking					
17	Visit social networking sites					
18	New job openings					
19	What is your medium of internet access ? 1) Mobile ☐ 2) Computer (PC) ☐ 3) Both ☐					

SECTION – C : SOCIAL NETWORKING SITE USERS

Rate the following on 5 point scale

	The type of Social networking site you are associated with	Always	Sometimes	Often	Rarely	Never
		5	4	3	2	1
20	Facebook					
21	You-tube					
22	Twitter					
23	Google+					
24	Pinterest					
25	Linked In					
26	Any other please specify _____					
27	Duration of association with social networking site 1) Just got started ☐ 3) 1 to 3 years ☐ 2) less than 12 months ☐ 4) More than 3 years ☐					
28	Frequency of using social networking site 1) Hardly ever ☐ 4) Daily ☐ 2) Few times a month ☐ 5) Multiple times a day ☐ 3) Few times a week ☐					
29	Average Time Spent on social networking sites (in minutes) 1) 0-15 ☐ 4) 45-60 ☐ 2) 15-30 ☐ 5) More than 60 ☐ 3) 30-45 ☐					

Rate the following on 5 point scale

	Reasons of social networking site	Always	Sometimes	Often	Rarely	Never

	Usage					
		5	4	3	2	1
30	Chat with friends					
31	Sharing social information					
32	Connect with old friends					
33	Professional use					
34	Fun and entertainment					
35	Keep the track of my friends and activities					
36	Manage events in which I participate					
37	Searching for product					
38	Applications and games					

Rate the following on 5 point scale

SECTION – D : VIEWERS OF ADVERTISEMENT ON SOCIAL NETWORKING SITES

	Types of Advertisements seen	Always	Sometimes	Often	Rarely	Never
		5	4	3	2	1
39	Web banner					
40	Flash ads					
41	Pop-ups					
42	Video ads					
	Category of Product/Services seen in the advertisement					
43	Cloth and fashion accessories					
44	Cosmetic & Healthcare					
45	Stationery					
46	Electronics & Accessories					
47	Gifts and Toys					

SECTION – E : BUYERS ON THE BASIS OF ADVERTISEMENT ON SOCIAL NETWORKING SITES

48	Are you planning to buy on the basis of information received through advertisement on social networking sites in future? 1) Yes ☐ 2) No ☐ 3) Can't say ☐					

Rate the following on 5 point scale

	From where do you buy?	Always	Sometimes	Often	Rarely	Never
		5	4	3	2	1
49	Online stores					
50	Shops / Malls					
51	Your buying solely rely of the basis of advertisement on social networking sites? 1) Yes ☐ 2) No ☐					

Rate the following on 5 point scale

	My buying decision is also influence by	Always	Sometimes	Often	Rarely	Never
		5	4	3	2	1
52	Television Ads					

53	Radio Ads					
54	Product Websites					
55	Store visit					
56	Press release					
57	Print display Ads					
58	Email marketing					
59	Friends					
60	Family					
61	Colleagues					
62	Neighbours					

63	What is the amount (in rupees) you spend on buying on the basis of information received through advertisement on social networking sites? 1) below 1000 4) 6000-10000 2) 1000-3000 5) 10000 and above 3) 3000-6000
64	Who takes the buying decision? 1) Self 3) Spouse 2) Parents 4) Jointly
65	Besides product advertisement, which is the other page you like the most ? (**Tick any one**) 01) Art, Culture and Philosophy 05) Celebrities 02) TV shows or movies 06) Events 03) Humorous causes or concepts 07) Sports 04) Politics 08) NGOs

SECTION – F : ADVERTISEMENT ON SOCIAL NETWORKING SITES

MI=Most Important, I=Important, N = Neutral, LI=Least Important, MU = Most Unimportant.

Kindly state your degree of importance on each of the following on 5 point scale.

	STATEMENTS	MI	I	N	LI	MU
		5	4	3	2	1
	ATTENTION–Rate the following for attracting attention:					
66	Unexpected content, situation					
67	Surprise					
68	Attractive graphics or title					
	INTEREST – Rate the following for creating interest :					
69	Relevant message					
70	Promise of reward / satisfaction					
71	Raising mystery / suspense					
	DESIRE – Rate the following for buying decision :					
72	Special offer / urgency / feeling of special situation					
73	Showing impressive benefits /"must have" effect					
74	Positive brand image					

Kindly state your degree of agreement / disagreement on each of the following on 5 point scale.

SA=Strongly Agree, A=Agree, N = Neutral, DA=Disagree, SDA = Strongly

	Disagree.					
	STATEMENTS	**SA**	**A**	**N**	**D A**	**SD A**
	ACTION – Effective advertisement results in :					
75	Influence on final buying decision					
76	Placement of order / Subscription					
77	Recommendation to friends & relatives					
**SECTION – G : INFLUENCE OF ADVERTISEMENT ON SOCIAL NETWORKING SITES ON BUYING BEHAVIOR**					
	Kindly state your degree of agreement / disagreement on each of the following on 5 point scale.					
	SA=Strongly Agree, A=Agree, N = Neutral, DA=Disagree, SDA = Strongly Disagree.					
	STATEMENTS	**SA**	**A**	**N**	**D A**	**SD A**
		5	**4**	**3**	**2**	**1**
78	Helps in knowing my need					
79	Provides information about product / services					
80	Informs me about various options					
81	Compares the products through advertisement					
82	Availability of products at the time of buying					
83	Availability of schemes and offers at the time of buying					
84	Quality of product matches as per promise					
85	Problems faced					
86	Satisfaction with buying decision					
87	Feeling of high status					
	REASONS FOR OPTING ADVERTISEMENTS ON SOCIAL NETWORKING SITES AS SOURCE OF INFORMATION					
88	Information reliability					
89	Convenience					
90	Round the clock availability					

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✹ ✹ ✹ ✹ ✹ *Thank you for sparing your valuable time* ✹ ✹ ✹ ✹ ✹

CERTIFICATE

This is to certify that the thesis entitled _"A Study of Influences of Consumer Products' Advertising through Social Networking Web Sites on Buying Behavior",_ submitted by **Ms. Krupa J. Rao**, to The Maharaja Sayajirao University of Baroda, Vadodara for the award of Degree of Doctor of Philosophy (Ph.D.) in Commerce and Business Management [Under UGC (Minimum Standards and procedure for Awards of M.Phil./ Ph.D. Degree) Regulation, 2009] is, to the best of my knowledge, the bonafide work carried out by Ms. Krupa J. Rao under my Supervision and Guidance. The matters presented in this thesis incorporate the results of independent investigations carried out by the Research Scholar herself.

Further certified that, **Ms. Krupa J. Rao**, Research Scholar, has fulfilled/observed the provisions / requirements, regarding attendance contained in O.Ph.D. 3 (i) of The Maharaja Sayajirao University of Baroda., Vadodara. **MS. Krupa J. Rao** has also undertaken and completed course work of 15 credits under UGC (Minimum Standards and procedure for Awards of M.Phil./ Ph.D. Degree) Regulation, 2009

Date: 29th May, 2014   **Dr. Umesh R. Dangarwala**
Place: Vadodara   **Research Guide**

DECLARATION

I, Ms. Krupa J. Rao, hereby declare that the entire work embodied in the thesis entitled *"A Study of Influences of Consumer Products' Advertising through Social Networking Web Sites on Buying Behavior"*, has been carried out by me under the Supervision and Guidance of **Dr. Umesh R. Dangarwala,** Head and Associate Professor, Department of Commerce and Business Management, Faculty of Commerce, The Maharaja Sayajirao University of Baroda, Vadodara for the award of the Degree of Doctor of Philosophy (Ph.D.) in Commerce and Business Management [under UGC (Minimum Standards and procedure for Awards of M.Phil./ Ph.D. Degree) Regulation, 2009]. The matters presented in this thesis incorporate the results of independent investigations carried out by me. To the best of my knowledge, no part of this thesis has been submitted for any Degree or Diploma to The Maharaja Sayajirao University of Baroda or any other University/Institution in India or Abroad.

I also declare that I have fulfilled/observed the provisions / requirements regarding attendance contained in O.Ph.D. 3 (i) of The Maharaja Sayajirao University of Baroda, Vadodara. I have also undertaken and completed course work of 15 credits under UGC (Minimum Standards and procedure for Awards of M.Phil./ Ph.D. Degree) Regulation, 2009.

Date: 29th May, 2014   **Ms. Krupa J. Rao**
Place: Vadodara   **Research Scholar**

ACKNOWLEDGEMENT

In my research work, I have been immensely benefited from the valuable guidance and unfailing support round the clock of my Research Guide, Dr. Umesh R. Dangarwala, Head, Department of Commerce and Business Management, Faculty of Commerce, The Maharaja Sayajirao University of Baroda, Vadodara, Gujarat, India, who is family friend too. I express my heartfelt gratitude and indebtedness to him for his dedication towards my work and his presence towards perfection.

I wish to place on record my sincere thanks to all Departmental colleagues as well as my friends and well wishers who have helped me directly or indirectly helped for my research work.

I am greatly obliged to the librarians of The Hansa Mehta Library, The Maharaja Sayajirao University of Baroda, Vikram Sarabhai Library IIM Ahmadabad, Library of Institute of Management Nirma University Ahmadabad, Library of Ahmadabad Management Association, Ahmadabad.

I extend my heartfelt & sincere thanks to Dr. Jagdish Joshipura and all the fellow Research Scholars, under the supervision of Dr. Umesh R Dangarwala, Dr. Haitham Mahmoud Abdelrazeq Nakhleh, Dr. MD Mahtab Alam, Dr. Pritesh Y. Shukla, Dr. Kalpesh D. Naik, Dr. Ankur Amin and Ms. Nisha Patel for their all round support, and the healthy continuous discussion during this study.

My parents, my sister Shailly and My Brother Shiv have always been a driving force in all my endeavors. Without their help and love, it would have been difficult for me to overcome this formidable challenge.

Above all, I bow my head to God the Almighty, for helping me to achieve my goal.

Date: 29th May, 2014   **Ms. Krupa J. Rao**
Place: Vadodara   **Research Scholar**

Thesis on

"A STUDY OF INFLUENCES OF CONSUMER PRODUCTS'
ADVERTISING THROUGH SOCIAL NETWORKING WEBSITES
ON BUYING BEHAVIOR"

is

Dedicated

To

MS. JAYSHRI J. RAO

And

MR. JITENDRA K. RAO

My

"Beloved Parents"

&

SHAILLY AND SHIV

My

"Dear Sister and Brother"

From

Ms. Krupa J. Rao

LIST OF TABLES

ABBREVIATIONS USED IN THE THESIS

SNS	Social Networking Site
SNSs	Social Networking Sites
FB	facebook
YT	you tube
TW	twitter
GL	google+
PI	pinterest
LK	linked in
CF	chat with friends
SCI	sharing social information
COF	connect with old friends
PU	professional use
FAI	fun and entertainment
KT	keep the track of my friends and activities
ME	manage events in which I participate
SI	searching for product
AG	applications and games
CFh	cloth and fashion accessories
CHea	cosmetic & healthcare
STA	stationary
EA	electronics & accessories
GT	gifts and toys
VisitingSNS	visiting social networking sites
serachPR	searching for product
webb	web banner
flasha	flash ads
pop	pop ups
video	video ads
tv	television ads
radio	radio ads
productsite	product websites
store	store visit
press	press release
print	print display ads
frens	friends
famly	family
collegues	colleagues
neighbors	neighbours
sns	social networking sites
wom	word of mouth