PROJECT REPORT ON

IMPACTS OF SOCIAL MEDIA ON CONSUMER PURCHASE DECISION

For The Fulfilment Of The Requirement For The Award Of Master Business Administration

(Financial Management)

2020

SUBMITTED BY

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UNDER THE GUIDANCE OF DR TEJ SINGH

ACKNOWLEDGMENT

"Those who are remembered are the once who render help without expectation. I was fortunate to come across such fine people."

To wake a good project report requires sound knowledge of subject concerned and skills to make a proper use of the knowledge. I am grateful to all that equipped me with the right frame of mind to make me still more respective to knowledge and skills. I feel it my profound privilege to express my most sincere gratitude and indebtedness to my project guide Dr. Tej Singh, who has been instrumental in proving me direction, constant encouragement and cooperation in an attempt to take this project to its logical conclusion.

I am greatly indebted to Dr. Tej Singh, for providing valuable guidance.

I am all thankful to all the individuals and for their valuable input in answering queries and filling up questionnaires which formed the backbone of my project.

This research paper has made me realize how important are the communication skills, interpersonal relations, research strategies and commitment to work for the successful completion of task.

I convey my heartfelt affection to all those people who helped and supported me during the course for completion of my Project Report.

SAURABH SHARMA

MBA(FM)

CERTIFICATE BY FACULTY GUIDE

This is to certify that the research work done on "**IMPACTS OF SOCIAL MEDIA ON CONSUMER PURCHASE DECISION"** is a bonafide work carried out by Mr. SAURABH SHARMA under my supervision and guidance.

The project report is submitted towards the partial fulfilment of 2 year, full time under post graduate programme of mba.

Date: Name and Sign of Faculty Guide:

                                                                    Dr. Tej Singh

CONTANT:

INTRODUCTION:

The Changing Face of Marketing:

Nowadays, as said 'advertisement are not working any more now the virtual world is in the present not a real world because in this world there are various plat forms to change the market or to change the marketing strategy to improve the things and to know the people how they work on it the market face is change.

Marketing is basically use to know and analyse the things which are a customer's wants in their needs or to generate the needs under it.

By my point of view marketing is for the people to the product in large quantity of number to buy the things by on it or to generate the sales on it though the marketing.

There are various person that they have there on theory like generating the things on internet and making buying and sealing on internet to pretend the things to improve the marketing.

The approach of marketing is mass communication,newspaper, magazines, and tv, and these are old approach now there is an new approach like social marketing.
It is an new plat form to approach the new customer and most marketer's don't realize that technology is changed and people have more option now to take the decision because market is explored and how to attract the people with there products.
With more stimuli they are focus on the individuals customer are also important to know the market in social media marketing we know about the single customer to focus on it.

In this makes the new market control and attract the customer and they set a new things to know the customer.

Social Media:

In media there is an servial sites that we can use like FB,Twitter,Instagram and YouTube on these sites there is most use of SM by the consumers. At the end of 2015 there is an new revolution in India because of jio after that the rates are to low in India using the internet speed is good and many of people is using the social media sites and our population is to large and market is also to deep.

In this sites there are to many things which cannot be direct with their customers like has tag are there status and all of things so the branding are also part of social media to improve the brands to know the related things.

At the same time Facebook capture the market and giving the ads on their pages to more and more expend there business in this market and earn money to improve it and then some market leader are know the ability and take chance to expend there business through all the social sites.

Facebook is now worldwide and day by day Facebook increase their user other media types such as micro blogging and multimedia this types of facility to their consumers. Like YouTube increase followers and give new platforms to new user and some people to earn money from ads and ads are giving by the company and brands to give their ads on it.

To know the flexibility of the marketing and the advantage of the marketing is to aproach the people to know the things under it.
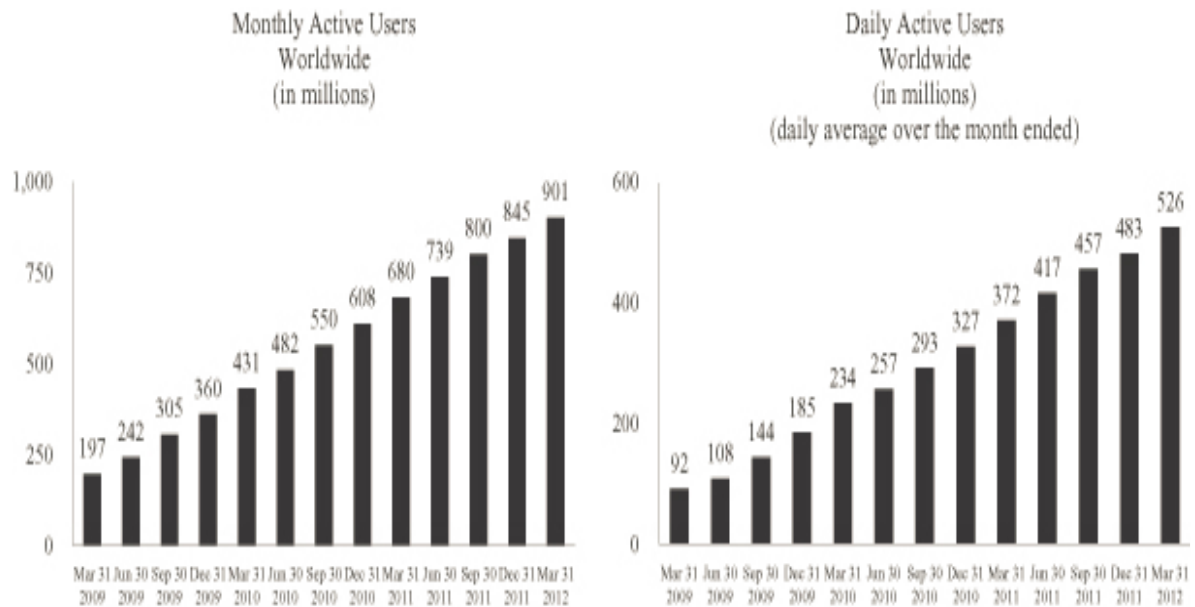
| Monthly Active Users Worldwide (in millions) | Daily Active Users Worldwide (in millions) (daily average over the month ended) |

Figure: Daily active users on Facebook

Nowadays with smart phone and a cheap connection of an internet the user is increase and they are aware to operate the phones and website is easy to use.

In 2015 Twitter increase of 159% in mobile user by compering previous year and YouTube user are also increased day by day and the platform is cleared by the ads company and it's a good things for do the marketing and introduced their products in the market.

Sorts of Social Media:

There is a distinctive five classifications of internet based life outlets are:-

1) long range interpersonal communication destinations

2) social news

3) media sharing

4) online journals

5) smaller scale blogging.

1. Long range interpersonal communication destinations

Informal communication Sites this is a stage to associate an individual to someone else through different locales like Facebook, instagram, ect "are nonexclusive terms for destinations that are utilized to interface clients with comparable foundations and interests"..

2. Social News

Social News destinations and Social Bookmarking locales, for example Dig, Reedit, and Scoop it, are genuinely celebrated, and are particularly is a network sites under it. Additionally to do the felling things however it is the primary area behind it, yet in addition permits people to "submit and vote on content around the Web" yet the basic belief of the last one person"to gather and fascinating connections they have finds and may wish to return to."

3. Media-Sharing

Media-Sharing locales the things wich are share under the media ike on youtube we are sharing the content in frm of videos and songs or news any of them we are using it to know the things under it.

4. Online journals

A online journals is a online note pad which we are write any thing on it to share the public and to give the information on it the example of it is twitter is the most famous and common platform to give there views to the people.

5. **Smaller scale blogging.**

This site is also a blogging site of small scale to organize a similitude by the phones and through other sites to he equal and opposite side and its good for the small bloggers to expend there knowledge of it .

LITERATURE REVIEW:

The showcasing scene has definitely changed in the most recent decade. Previously, organizations and their clients had no immediate connect to one another's separate universes. The rise of Media has changed the manner in which customers associate together yet additionally with organizations. Shoppers, through their developing utilization of Social Media and by utilizing verbal, have now an incredible and considerably more prominent effect on peers. Internet based life stages and devices permit clients to share substance, suggest items shopper's involvement in organizations.

Main concepts:

Media is based on there user to use it and the main thing is under it that they have to know what people need and demand and they update it with use of it to know the things to modified the various part of there social plat forms to know the things under it.
The stages of some consumer decision making process to clearly the things under it to know the various prospectus of the media related things and market to improve the market and to know it'.

Figure: Stages in the Consumer Decision-Making Process

SOCIAL MEDIA AND MARKETING

Internet based marketing is now promoting as a back bone of marketing by use of a lifestyle and stages they promoting devices. web-based social networking is showing the certive and chepar way to attract the person for more and more rates to it if the person is not able to do the things to maintain the way then the market is not accept it for future aspect to accept it for approaching the things under it to know the and to attract the people.

Basically social media promotes marketing to the users that they are use it to explain the various guidelines now days the plat form is use or marketing and selling there products to online to improve and to satisfy the customer need over there through the platform.

Social media and marketing interact with each other because now days social media platform use for marketing because of cheep rates and more followers and big market to attract them the youngster and follow the trend and social media is use for set the new trend make more and more marketing of there new product and to generate the new needs in the customer.

Social Media: The New Mindset

On this they take a successful approach to increase there people that they are using there platforms and to motivate them for new trends to improve their skills to know about the trend to generate the need and full the need to their customer now the motive is change to wealth of the customers.

RESEARCH METHODOLOGY:

- Sample size 100 responded

- Convenience sampling has been used

- This study is based on secondary analysis

- Statistical tool - frequency & percentage

- Sample area greater Noida

- Presentation Tools - Diagram ,Table, graphs & charts

- PrimaryData through self observation.

- SecondaryData consists of information that is conglomerate from certain existing literature. It is already one by others earlier and is derived from that origin. Secondary Data that used in the study are-

- Newspapers

- Websites

- Books

OBJECTIVES OF THE STUDY

•   About the function of the social media that what type of impact they are do to attract there customer .

•   The examination of purchase and influence of the customer that they want to purchase or not to purchase it.

•   how they generate the demand through social media platform and how the coustomer react on it.

•   To know the trend and how to set the trends .

DATA INTERPRETATION:

As introduced beneath, more tham 90% of people have been utilizing SocialMedia for over2yearsnow.
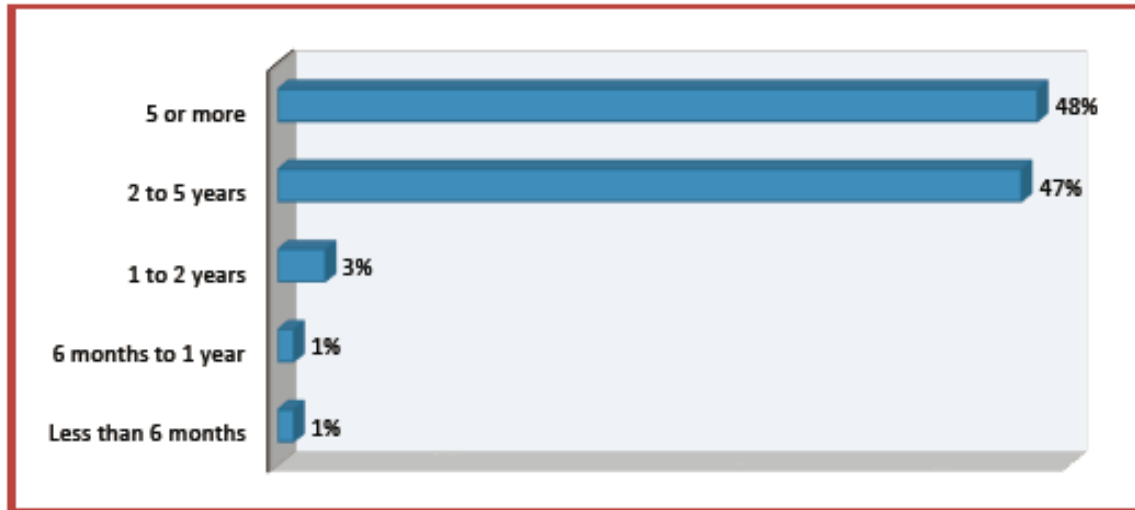
Figure 1: How long buyers have been utilizing web-based social networking?
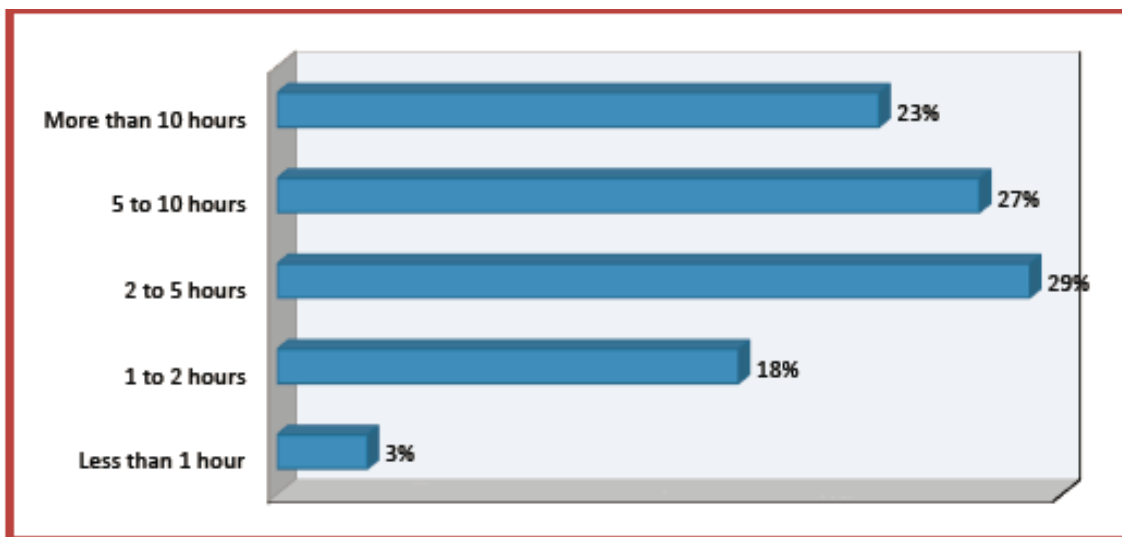
Figure 2: Average time spent via web-based networking media every week?

As found in figure underneath, shoppers utilize SocialMedia for various. The significant to stay in contact individuals (95%), tune in to music and watch recordings (59%) and their inclinations (56%).
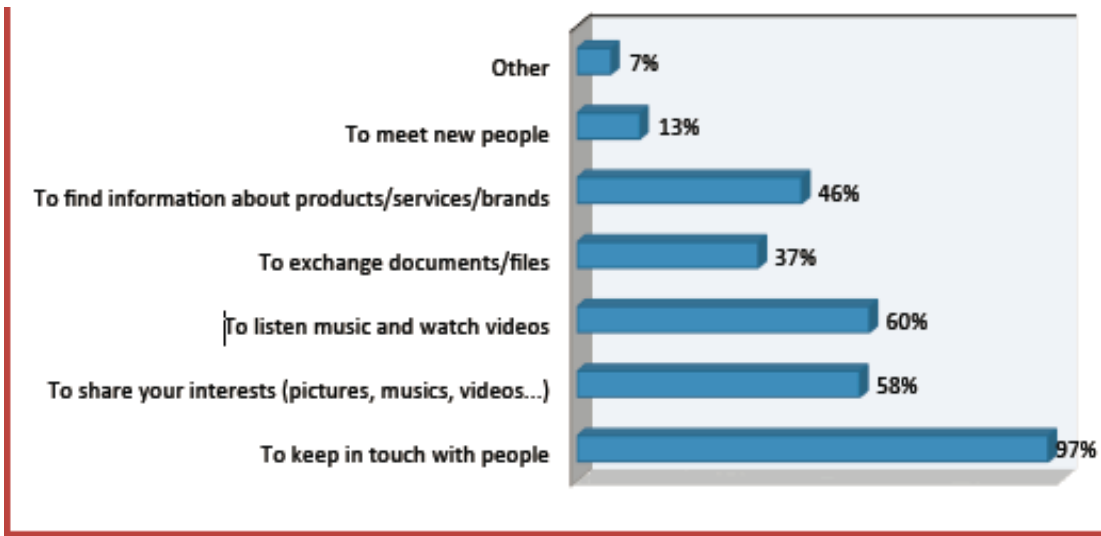
Figure 3: Reason to utilize internet based life?

As introduced in figure beneath, shoppers get to SocialMedia through various gadgets. 98 % of customers utilize a PC and 67% use Smartphone's.
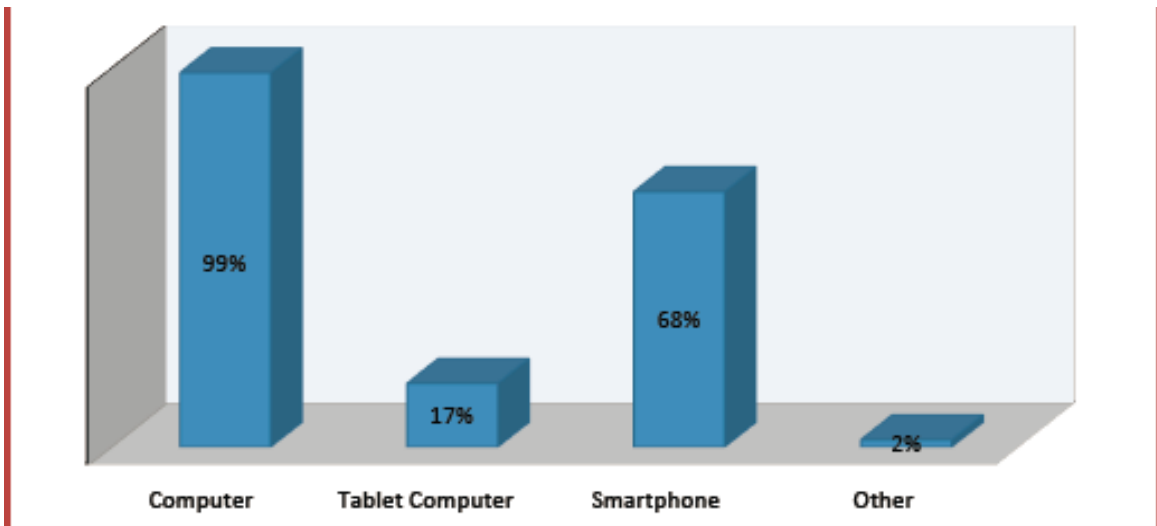
Figure 4: Uses of SM?
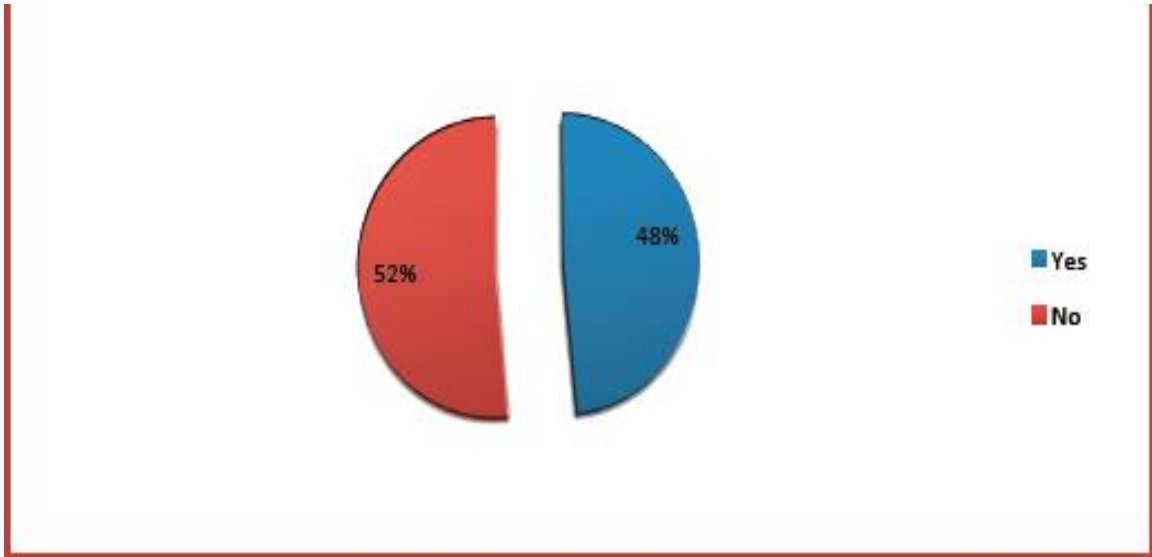
Figure 5: Shoppers follow marks via web-based networking media?
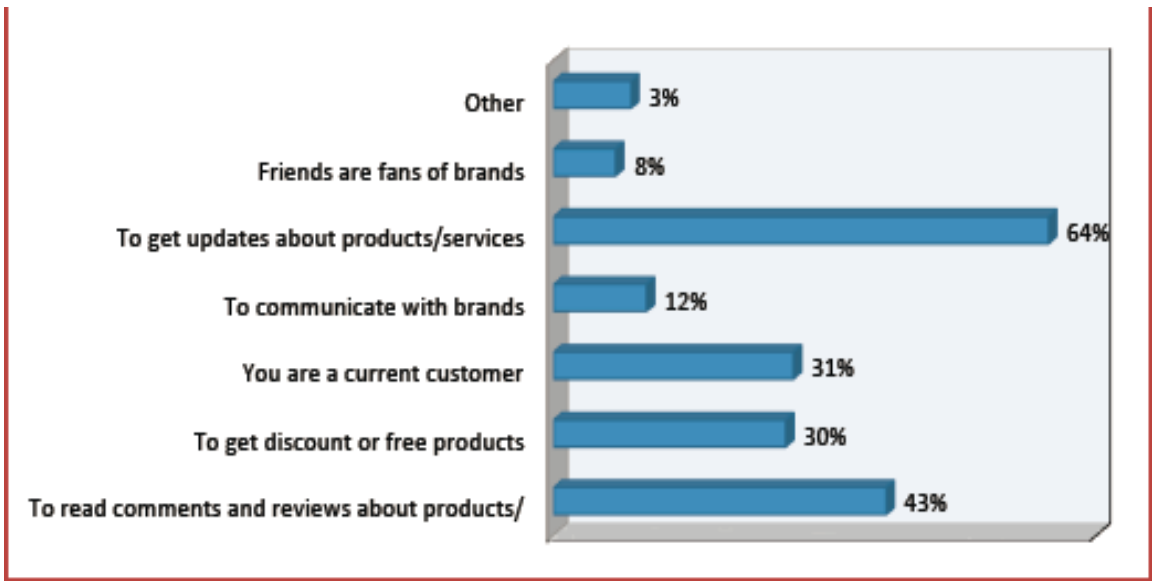
Figure 6: why the consumer follow the brands .

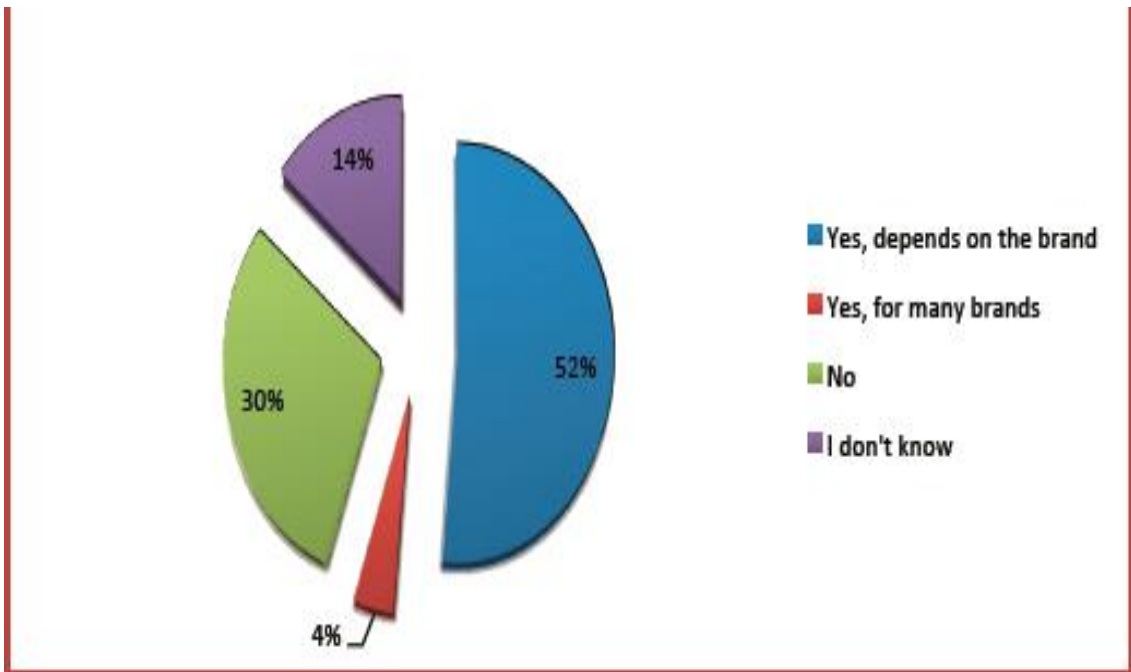This most of the people are get to update their services and products.

Figure 7 Likelihood to prescribe a brand to a companion in the wake of being an adherent.
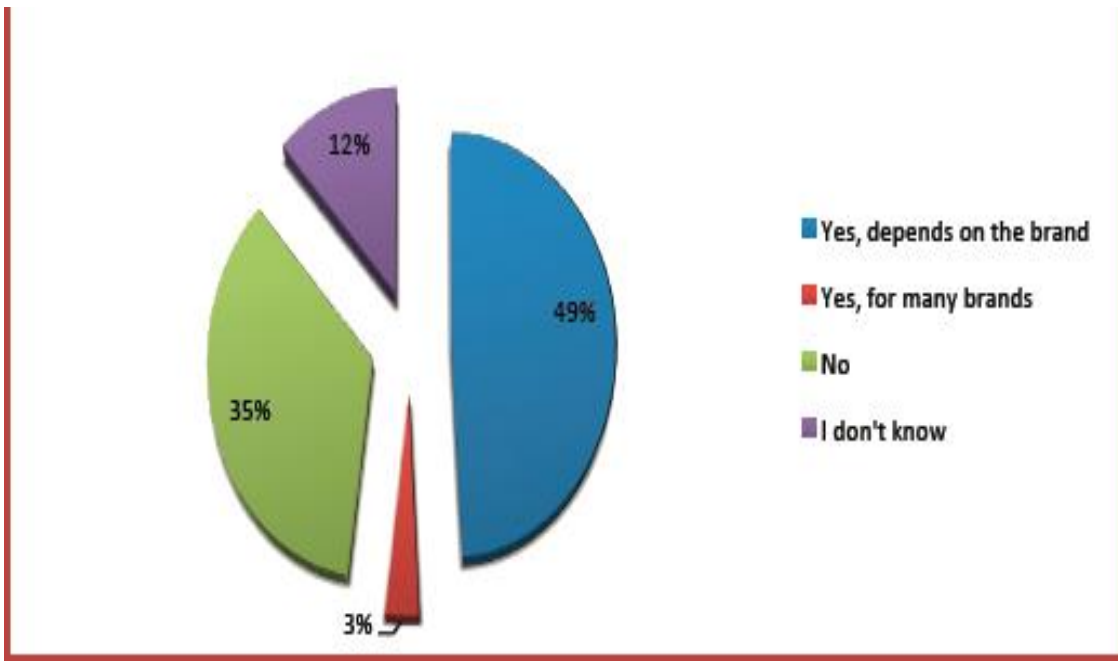
Figure 8: Likelihood to follow a brand when companion's are adherents.

As introduced in figure beneath, 56 % of shoppers have positioned TV promotions just like the most influent data channel..

Findings:

This investigation showed the SocialMedia varies as indicated by the customers experience during the buying dynamic procedure..

In addition, the greater part of the shoppers expressed were bound prescribe different brands to companions yet additionally to know certain brands since they saw that their companions were at that point devotees.

The impact of SocialMedia on buyers at the data that what they examination featured that 86% of purchasers expressed utilized SocialMedia whenthey looking through data items, administrations and brandings.

Hoyer expressed that the buyers and the org. had extraordinarily know that what they have to give to the customer's by the offering the Social Media.

Data Search however this job ought to be considered as pretty much influent as per the Social Media types and devices utilized by buyers.

The investigation demonstrated that half of the purchasers (53%) exploit SocialMedia stages & devices are accessible to think about items, administrations and brands.

Along these lines, the examination uncovered those friends' audits and give there views on the SocialMedia helped customers to know the choice and could push to buy the product to generating the needs on it to offers or any other ways.

Online life appear to assume in this way a significant job of impact to there different norms and jobs to verify the stages, particularly that they give some trust perspective gave to the networks on SocialMedia.

The social media impact on the nature of the person to know the needs to generate by the brandings there product and open some opportunity to their customer to know them to give a

good things under it to have same common products and common computation to their relatives brands values.

LIMITATIONS:

- Internet connection is must.

- Knowledge about how to use it and operate the things under it.

- Chances of Fraud.

- They are not give proper information to their customers in terms of pricing and detailed concept of it.

- They are focus on generating the needs only or influence the people to making there decision.

CONCLUSION:

•	Now days people based there life's on the internet so the company are taking incentive to approach the social life of the people and market our there.

•	In this current market they are offer there customers like discount and various deals under there to capture the market and generate the needs in the costumer to modify the partum of it.

•	This market is use for selling, to know the needs of the customers to satisfy the customers to generate the needs and to capture the market.

Along these lines the examination was completed that the view of customers is different but they effect the site advertisement and want to but the product some the offer is good so they don't have need but they buy.

This is an direct or indirect market which impact the nature of the customers some time the brands value are effect on it some time the related good and some time the price is effected on it.

On this sites people are using or we can say that the market is to large and there are various things for example likes, comments, share etc.

On other hand people are enjoying to use them because they are famous and cheaper and they want to buy things on it and share on it.

Now the market is change and marketing is also change through web site and there can use emotions over it.

They are use the sites for the beterment of there products and to generate the demnd on there coustomers.

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APPENDIX

QUESTIONNAIRE

Name: Desingnation:

Ques. 1: How long consumers have been using social media?

- o   5 or more years
- o   2 to 5 years
- o   1 to 2 year
- o   6 months to 1 year
- o   Less than 6 months

Ques. 2: Average time spent on social media per week?

- o   More than 10 hours
- o   5 to 10 hours
- o   2 to 5 hours
- o   1 to 2 hours
- o   Less than 1 hour

Ques. 3: Reason to use social media?

- o To meet new people
- o To find information about product/services/brands
- o To exchange documents
- o To listen music and watch videos
- o To share interests (photos etc.)
- o To keep in touch with people

Ques. 4: Devices used by consumer to access social media?

- o Computer
- o Tablet computer
- o Smart phones
- o others

Ques. 5: Do consumers follow brand or social media?

- o Yes
- o No

Ques. 6: Reason to follow brands?

- o Friends are fans of brands
- o To get update about product/brand
- o To communicate with brand
- o You are a current customer
- o To get discount or free products
- o To read comments and reviews of product
- o Others

Ques. 7: Likelihood to recommend a brand to a friend after being a follower.

- o Yes, depends on brand
- o Yes, for many brands
- o No
- o I don't know

Ques. 8: Likelihood to follow a brand when friends are already followers.

- o Yes, depends on brand
- o Yes, for many brands
- o No

o I don't know

Ques. 9: Most influent information channels on consumers.

- o Posters
- o Newspapers ads
- o Magazine ads
- o Social media
- o Internet ads
- o Radio ads
- o TV ads

Ques. 10: Do consumers think that seeing friends talking or displaying pictures about product/services on social media can make them recognise a need.

- o Strongly agree
- o Agree
- o Neither agree nor disagree
- o Disagree
- o Strongly disagree

Ques. 11: Categories of products/services for which consumers could recognise a need because of their friend's activities on social media.

- o Health and beauty products
- o Cars
- o Entertainment
- o Travel
- o Household appliances
- o Electronic
- o Clothes

Ques. 12: Likelihood to buy after following a brand on social media.

- o Yes
- o No

Ques. 13: Do consumer use social media to find information about product/services/brands?

- o Yes

o No

Ques. 14: Categories of purchase for which consumers use social media to search information.

- o Health and beauty products
- o Cars
- o Entertainment
- o Travel
- o Household appliances
- o Electronics
- o Clothes

Ques. 15: Social media used to obtain information about products/services/brands?

- o Forums
- o Blogs
- o Micro bloggings
- o Multimedia sharing
- o Social networking sites
- o Reviewing sites

Ques. 16: Use of social media to compare products/services/brands?

- o Yes
- o No

Ques. 17: Likelihood to seek opinion on social media before making purchase decisions.

- o To friends
- o To people they don't know

Ques. 18: Likelihood to consumers to ask people opinion on social media when they hesitate between different product/services.

- o To friends
- o To people they don't know

Ques. 19: Trust level in friend's reviews and comment about products/services/brands on social media.

- o Strongly agree
- o Agree

- o Neither agree nor disagree
- o Disagree
- o Strongly agree

Ques. 20: Trust level in people they don't know reviews and comment about product/services/brands on social media.

- o Strongly agree
- o Agree
- o Neither agree nor disagree
- o Disagree
- o Strongly disagree

Ques. 21: Impact of positive reviews and comments from friend on social media on purchase decision.

- o Strongly agree
- o Agree
- o Neither agree nor disagree
- o Disagree
- o Strongly disagree

Ques. 22: Impact of positive reviews and comments from people they don't know on social media a purchase decision.

- o Strongly agree
- o Agree
- o Neither agree nor disagree
- o Disagree
- o Strongly disagree

Ques. 23: Impact of negative reviews and comments from friends on social media on purchase decision.

- o Strongly agree
- o Agree
- o Neither agree nor disagree
- o Disagree
- o Strongly disagree

Ques. 24: Impact of negative reviews and comments from people they don't know on social media on purchase decision.

- o Strongly agree
- o Agree
- o Neither agree nor disagree
- o Disagree
- o Strongly disagree

Ques. 25: Likelihood to purchase after reading positive review on social media.

- o Always
- o Frequently
- o Sometimes
- o Rarely
- o Never

Ques. 26: Likelihood to purchase after reading negative reviews on social media.

- o Always
- o Frequently
- o Sometimes
- o Rarely
- o Never

Ques. 27: Is social media more influent than traditional media in consumers final purchase decision?

- o Strongly agree
- o Agree
- o Neither agree nor disagree
- o Disagree
- o Strongly disagree

Ques. 28: Does social media play a role in consumers final purchase decisions.

- o Strongly agree
- o Agree
- o Disagree
- o Neither agree nor disagree
- o Strongly disagree

Ques. 29: Likelihood to rate or write reviews on social media after a purchase.

- o Always

- o   Frequently
- o   Sometimes
- o   Rarely
- o   Never

Ques. 30: Likelihood to share opinions to friends on social media after a purchase.

- o   When satisfied
- o   When not satisfied

Ques. 31: Likelihood to share opinions to people they don't know on social media after a purchase.

- o   When satisfied
- o   When not satisfied

Ques. 32: Categories of products/services/brands for which consumers share opinions on social media.

- o   Health and beauty products
- o   Cars
- o   Entertainment
- o   Travels
- o   Home appliances
- o   Electronics
- o   Clothes
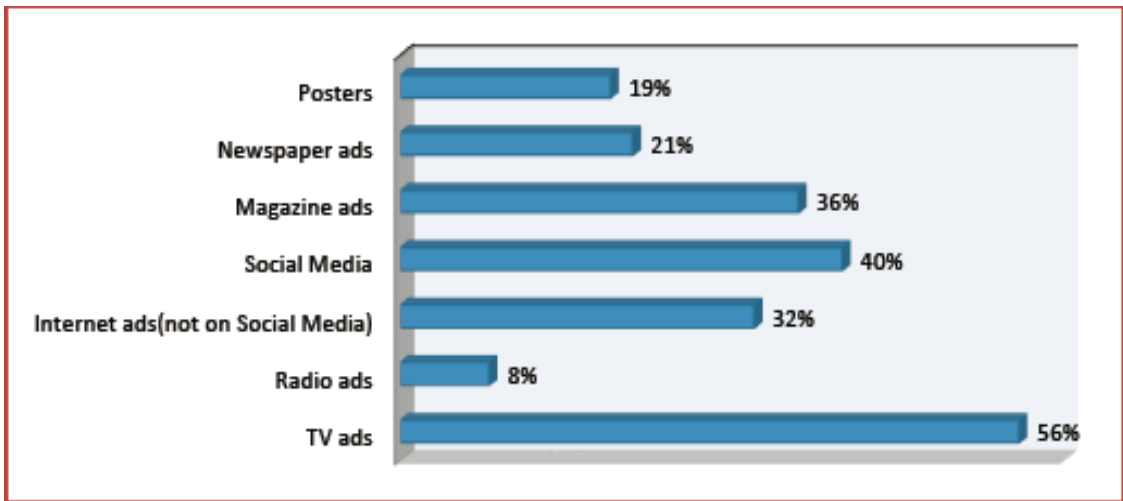
Figure 9: Most influent data channels on customers.

Figure underneath demonstrates how much customers feel that seeing their companions talking or showing pictures about items/benefits on Social Media can cause them to perceive a need. 47 % of shoppers concur with this explanation when 30 % neither concur nor oppose this idea.
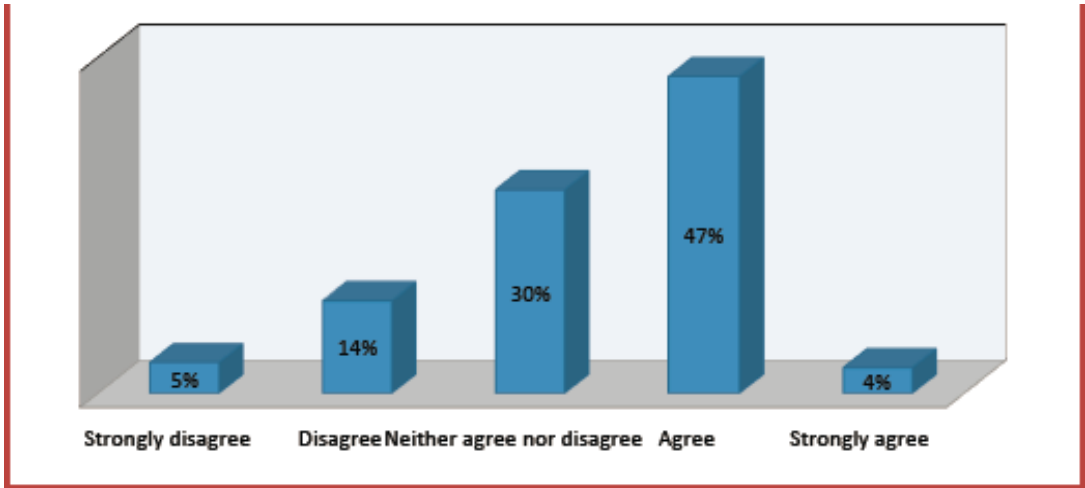
Figure 10: Do buyers feel that seeing companions talking or showing pictures about Item/administration on Social Media can cause them to perceive a need..
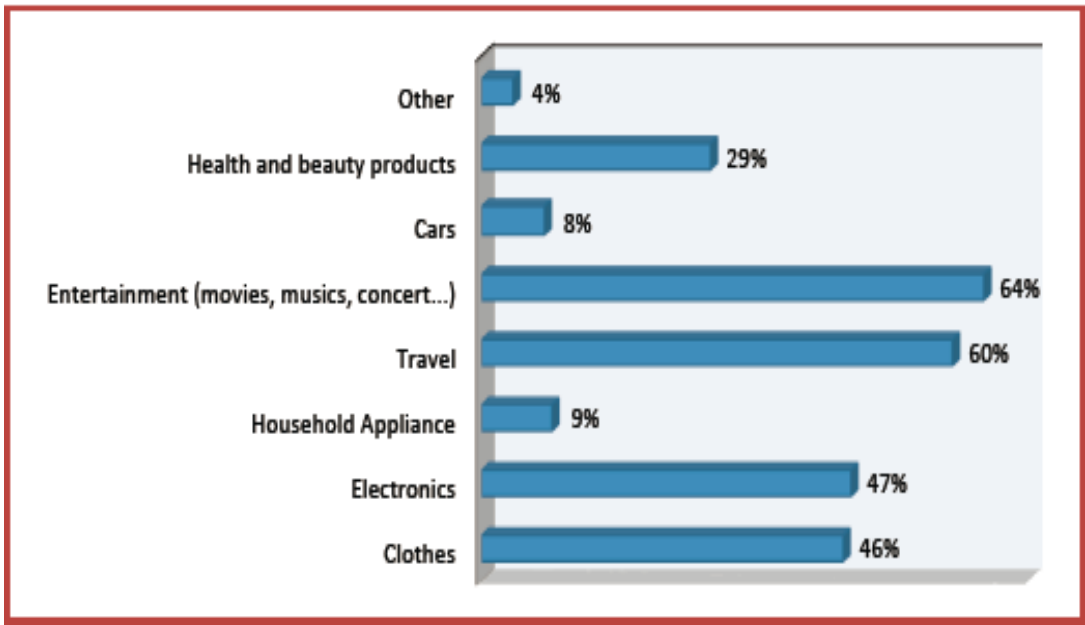
Figure 11: Categories of items/administrations for which customers could perceive a need .

In view of their companions' exercises on Social Media With respect to probability for purchasers to purchase in the wake of following a brand on Social Media, figure underneath shows that 59% of shoppers said that they wouldn't accepting a brand since they are adherents on Social Media.
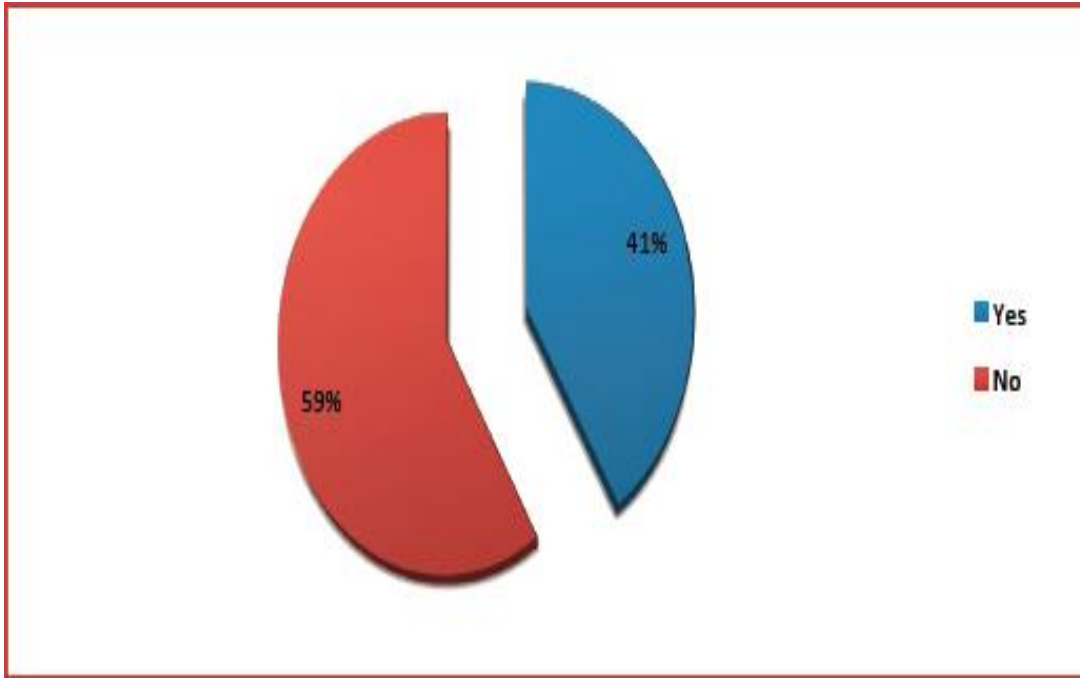
Figure 12: Likelihood to purchase in the wake of following a brand on Social Media.

As found in figure underneath, 88% of buyers said that they utilized Social Media to discover data about items/administrations/brands.
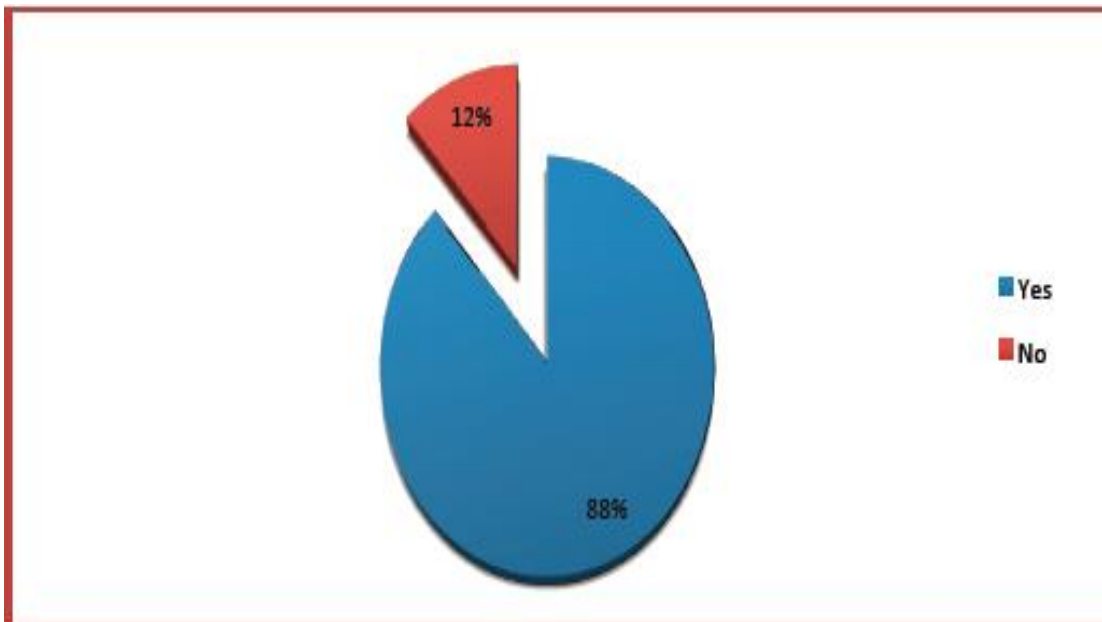
Figure 13: Do shoppers utilize Social Media to discover data about Items/administrations/brands??
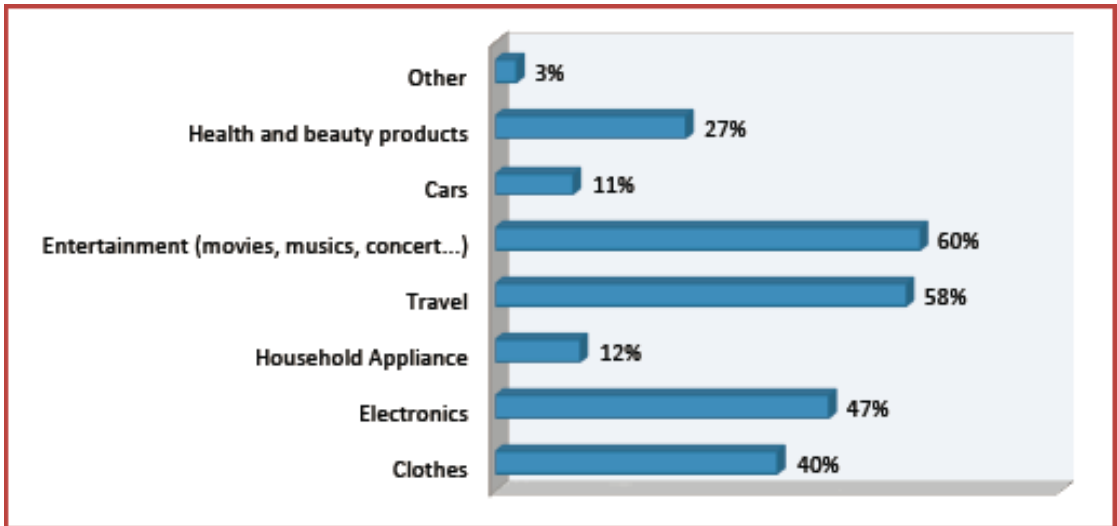
Figure 14: Categories of procurement for which shoppers utilize Social Media to look.

The examination uncovered that buyers utilized distinctive Social Media types to discover data about items/administrations/brands. As found in figure beneath, Reviews Sites (59%).
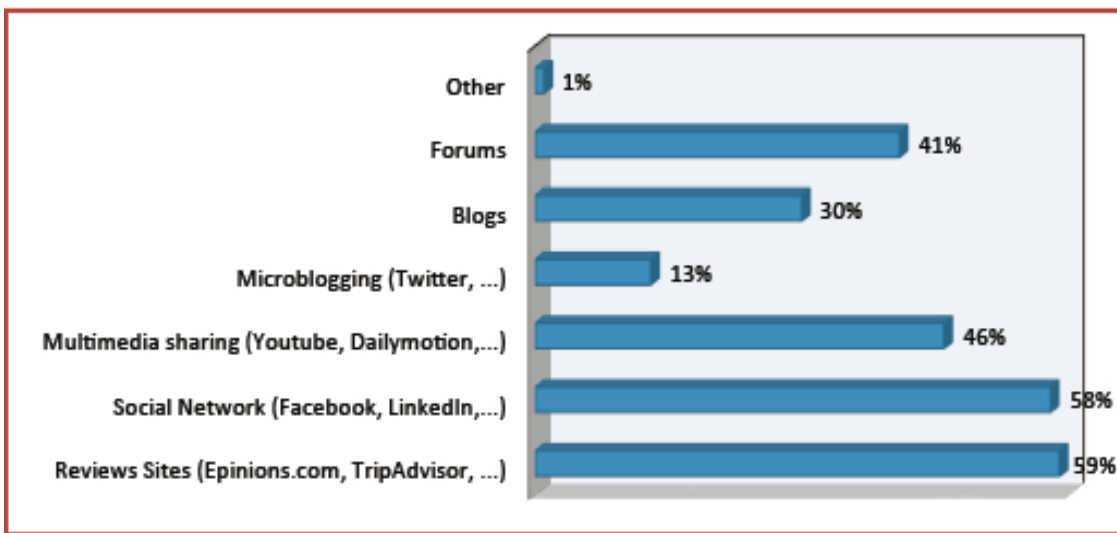
Figure 15: Social Media used to acquire data about items/administrations/brands.

Evaluation of Alternatives:

The figure below shows that 51% of consumers use Social Media platforms and tools to compare products/services/brands.
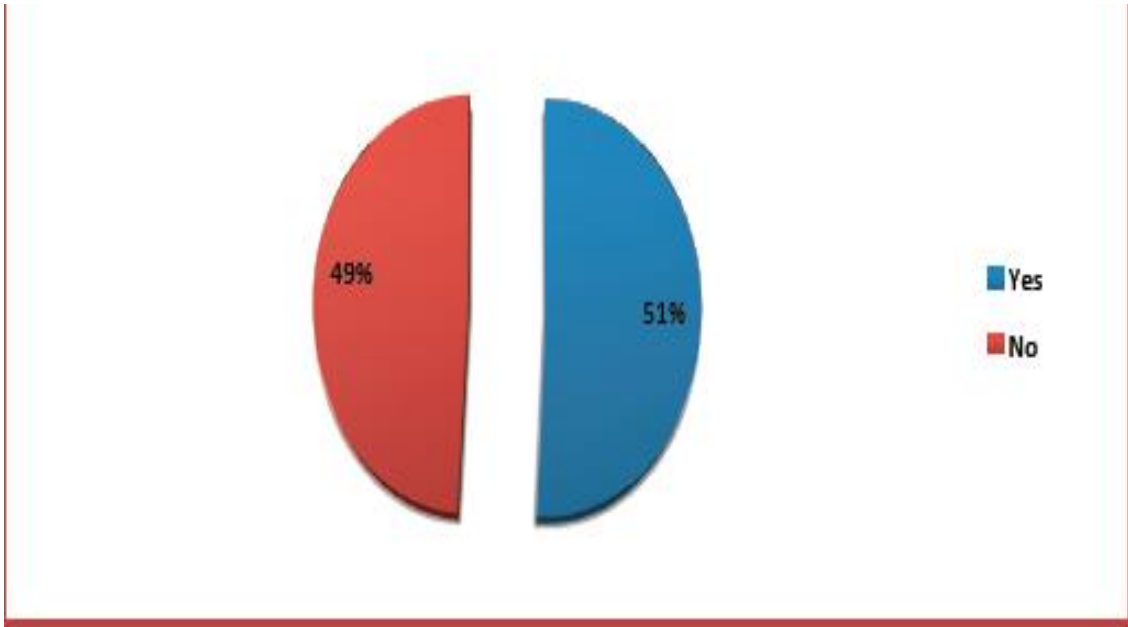
Figure 16: Use of Social Media to compare products/services/brands
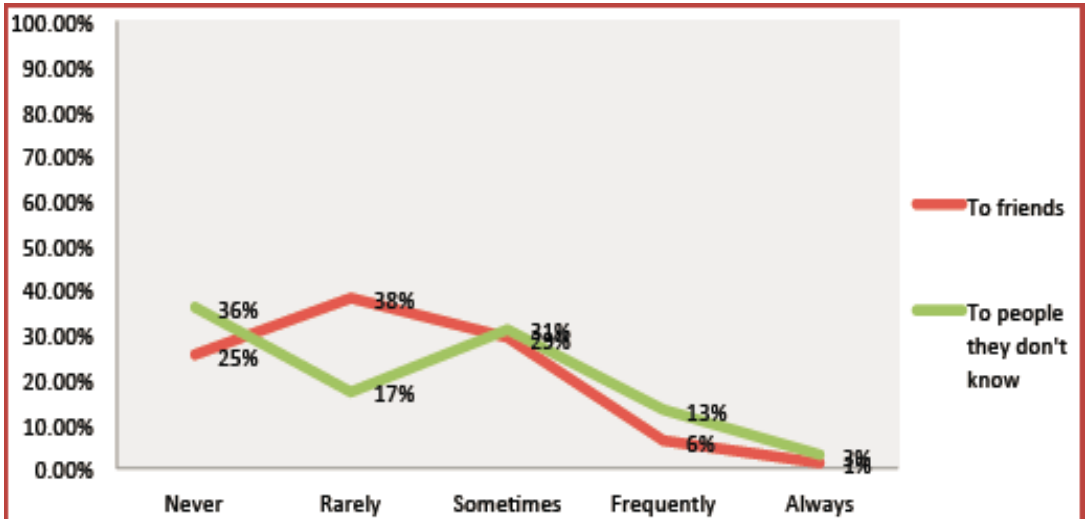
Figure 17: Likelihood to seek opinions on Social media before making purchase decisions

The figure below illustrates the fact that consumers don't often ask peers' opinions on Social Media when they hesitate between different products. 53% of consumers .
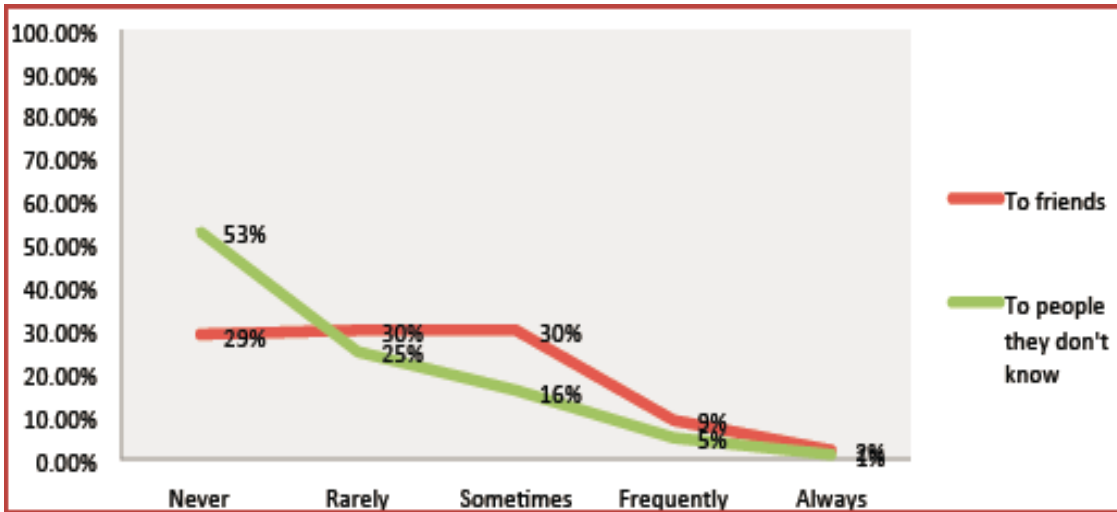
Figure 18: Likelihood of consumers to ask people's opinion on Social Media when they Hesitate between different product/services?

Figure below shows that 54 % of consumers agreed that they trusted their friends' reviews and comments about products/services/brands on Social Media. 33% said that they neither agreed nor disagreed.
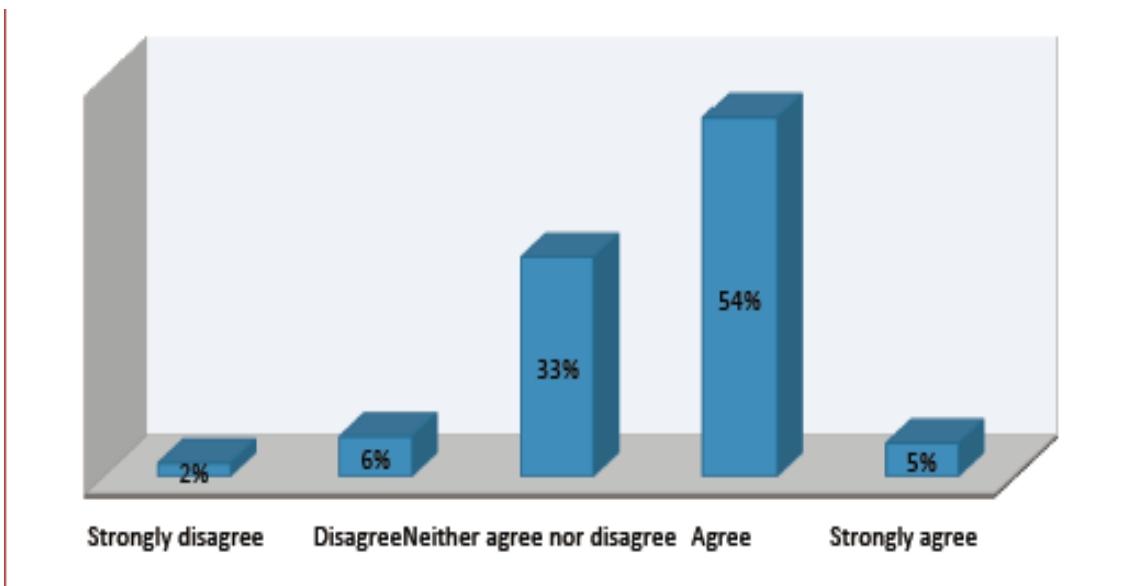
Figure 19: Trust level in friends' reviews and comment about products/services/brands

on
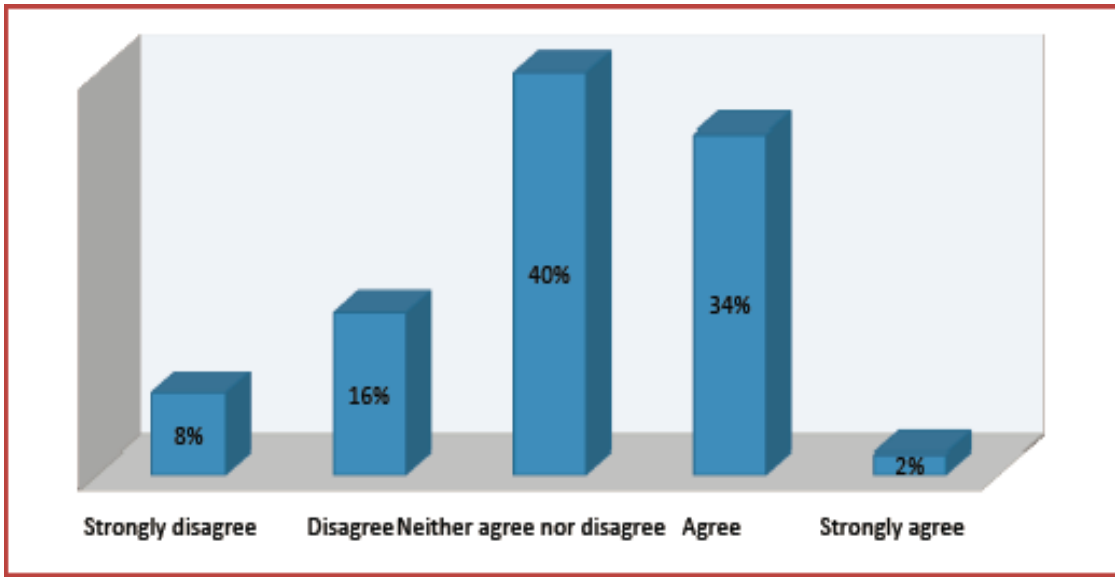
Social Media

Figure 20: Trust level in people they don't know' reviews and comments about Products/services/brands on Social Media

As presented in figures and below, 62% of consumers agreed that positive reviews and comments from friends about products/services/brands on Social Media could push them to make a purchase against 46% from people they don't know.
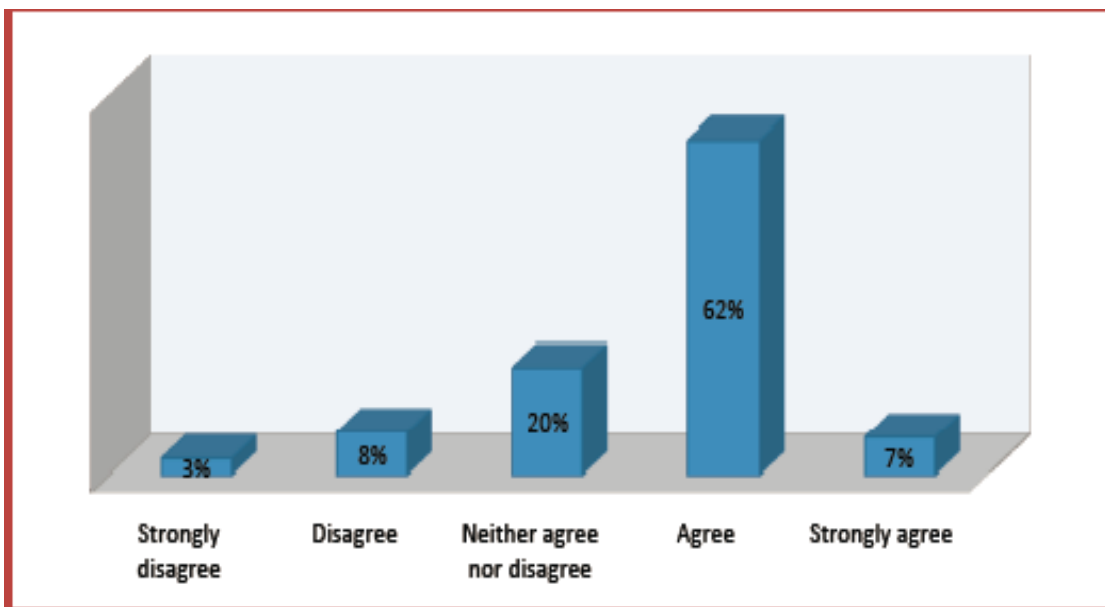
Figure 21: Impact of positive reviews and comments from friends on Social Media on purchase decision
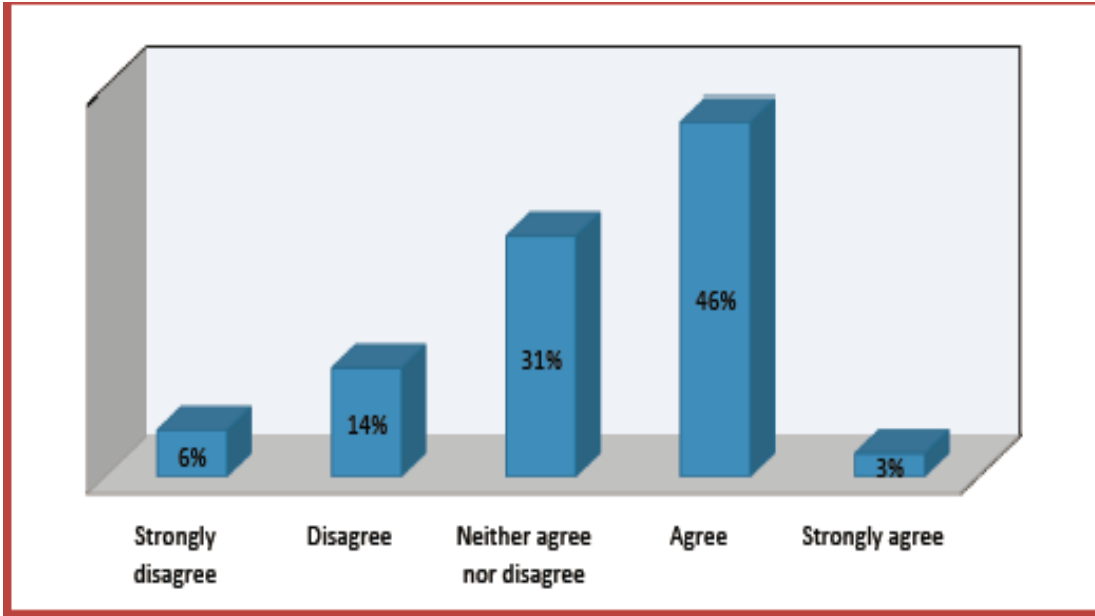
Figure 22: Impact of positive reviews and comments from people they don't know on Social Media on purchase decision
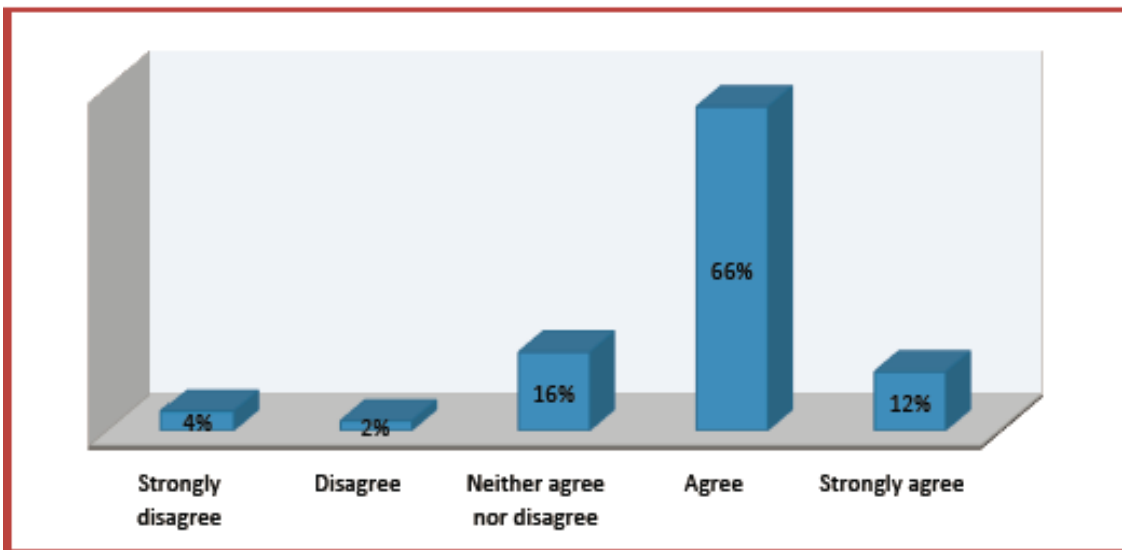
Figure 23: Impact of negative reviews and comments from friends on Social Media on Purchase decision
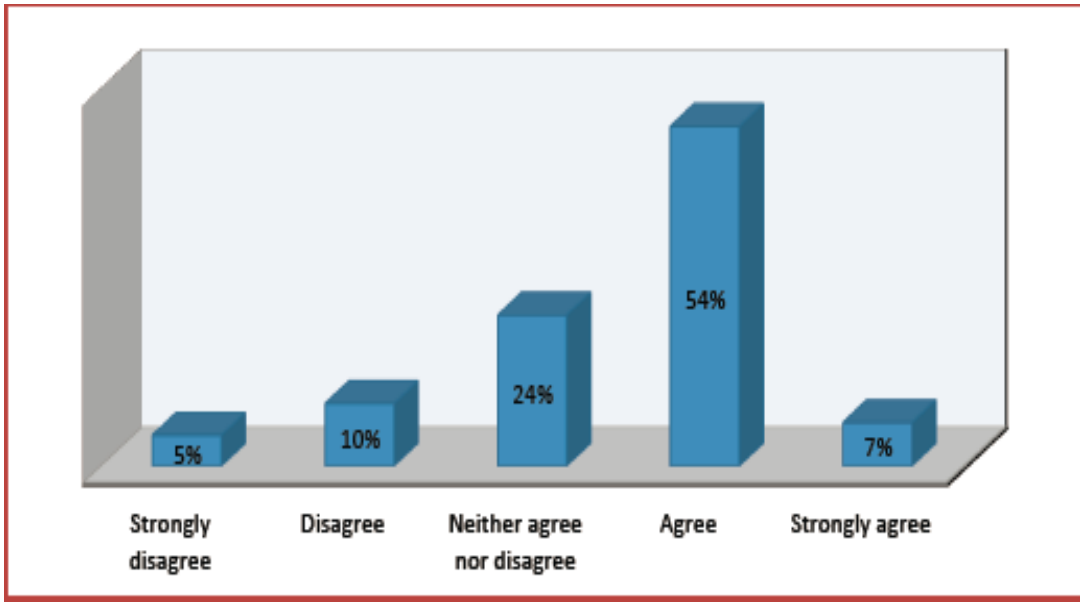
Figure 24: Impact of negative reviews and comments from people they don't know on Social Media on purchase decision

Purchase Decision

Figures and below point out that 49% of consumers said that they sometimes purchased after reading positive reviews on Social Media against 14% after reading negative reviews.
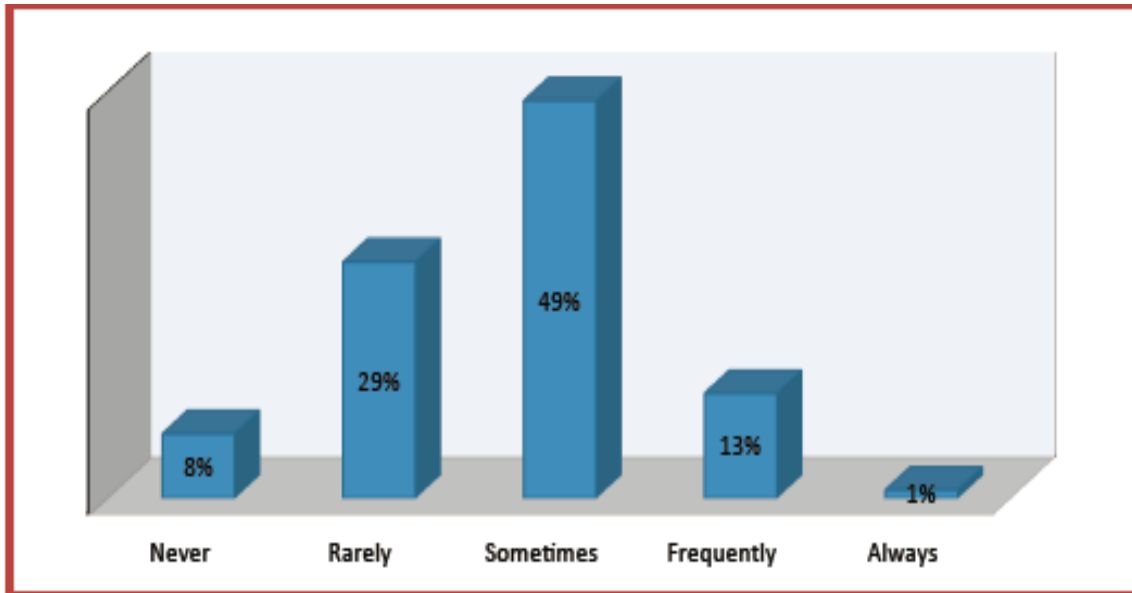
Figure 25: Likelihood to purchase after reading positive reviews on Social Media
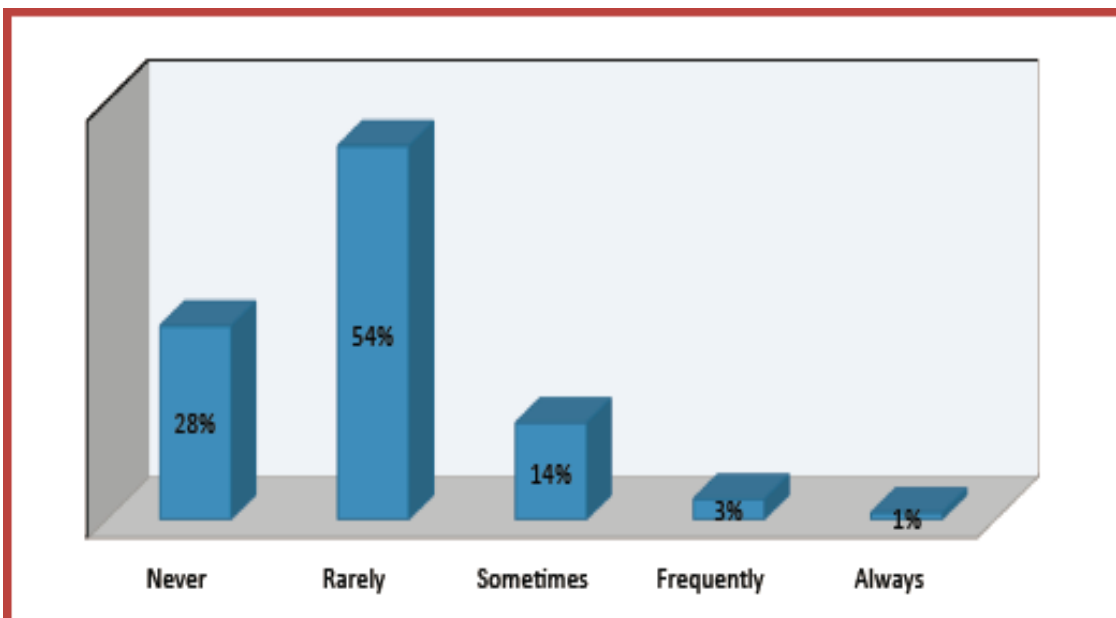
Figure 26: Likelihood to purchase after reading negative reviews on Social Media

As seen in figures, 51% of consumers agreed or strongly agreed that Social Media are more influent than traditional media in their final purchase decision.
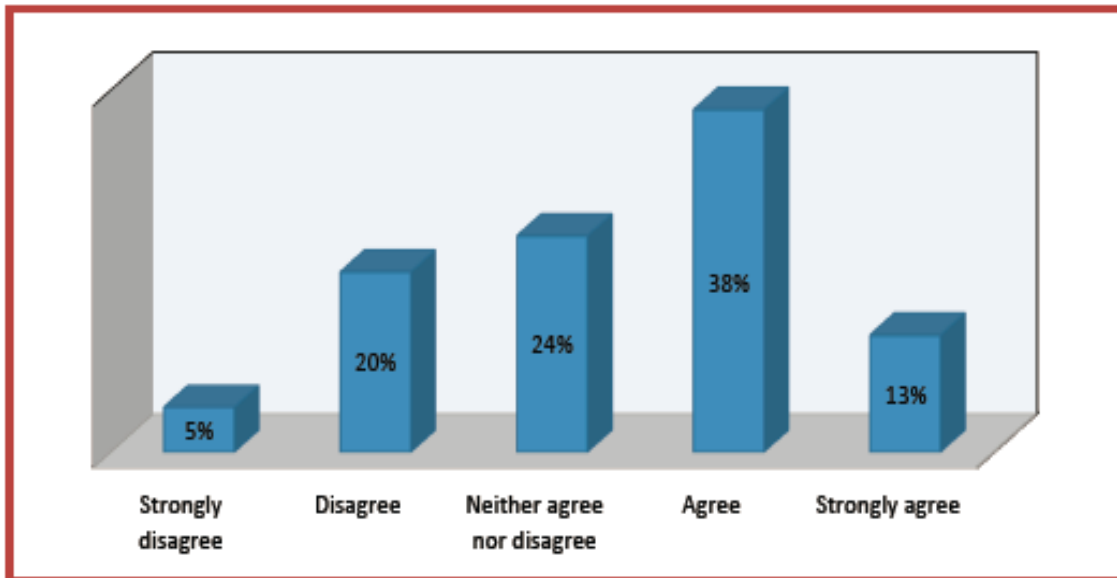
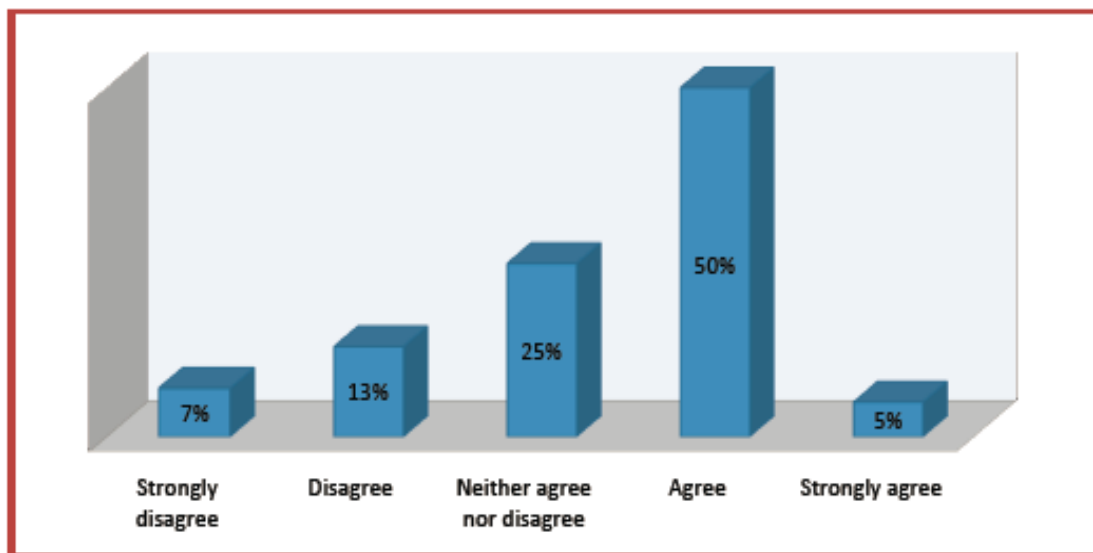**Figure 27: Is Social Media more influent than traditional media in consumers' final purchase decision?**

Figure 28: Does Social Media play a role in consumers' final purchase decision?

Post purchase Behaviour:

The analysis highlighted that most of consumers said they didn't rate or write reviews on Social Media after a purchase.
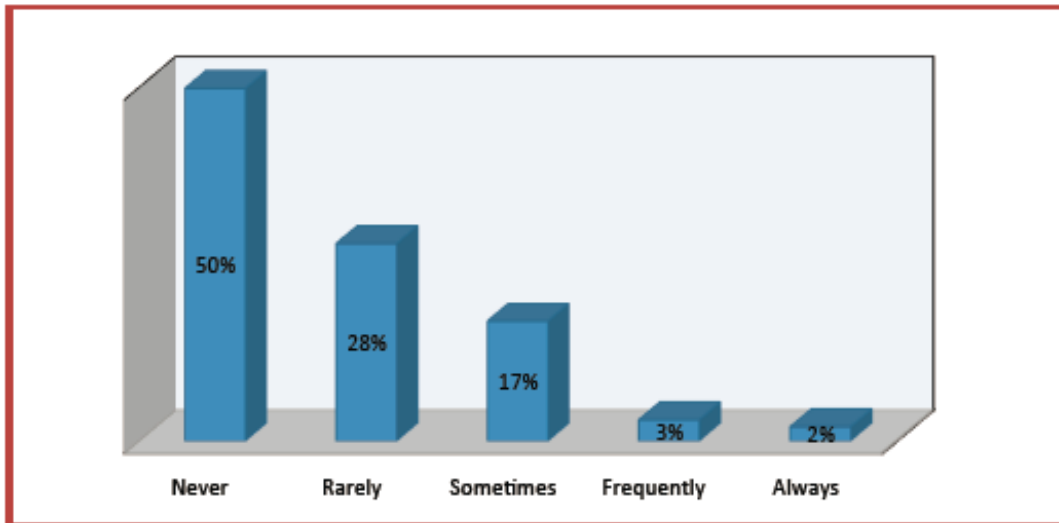

Figure 29: Likelihood to rate or write reviews on Social Media after a purchase

Figure below shows the likelihood of consumers to share their opinions to friends on Social Media after a purchase. Indeed, only 15 % frequently share their opinions to friends when they are not satisfied against 10% when they are satisfied.
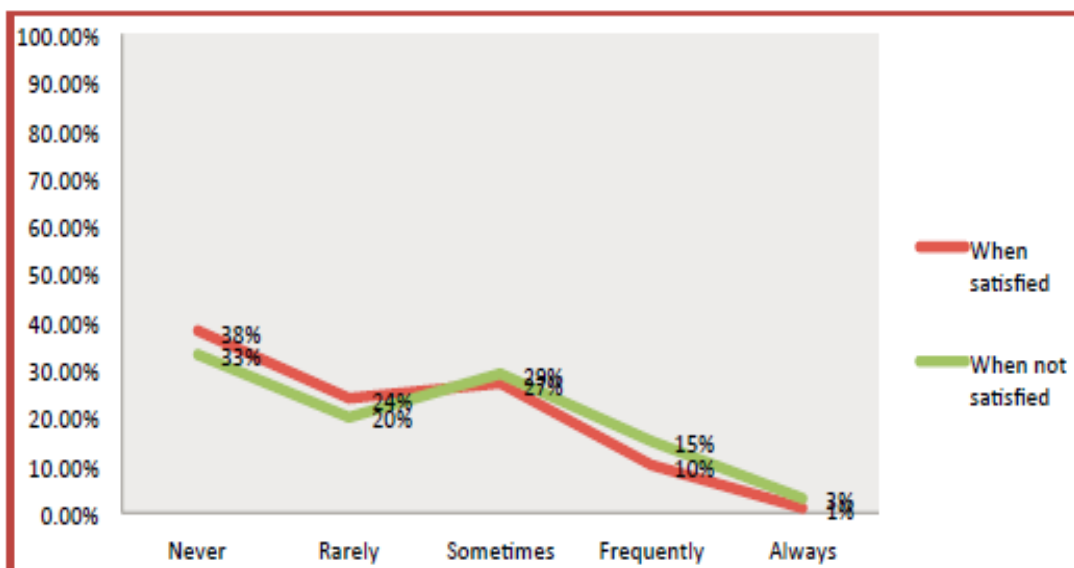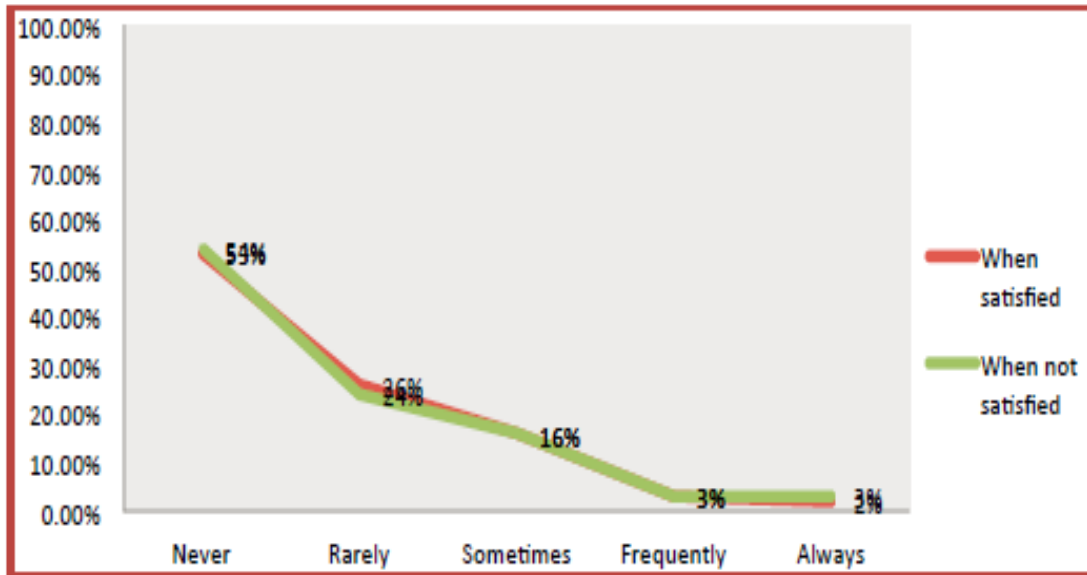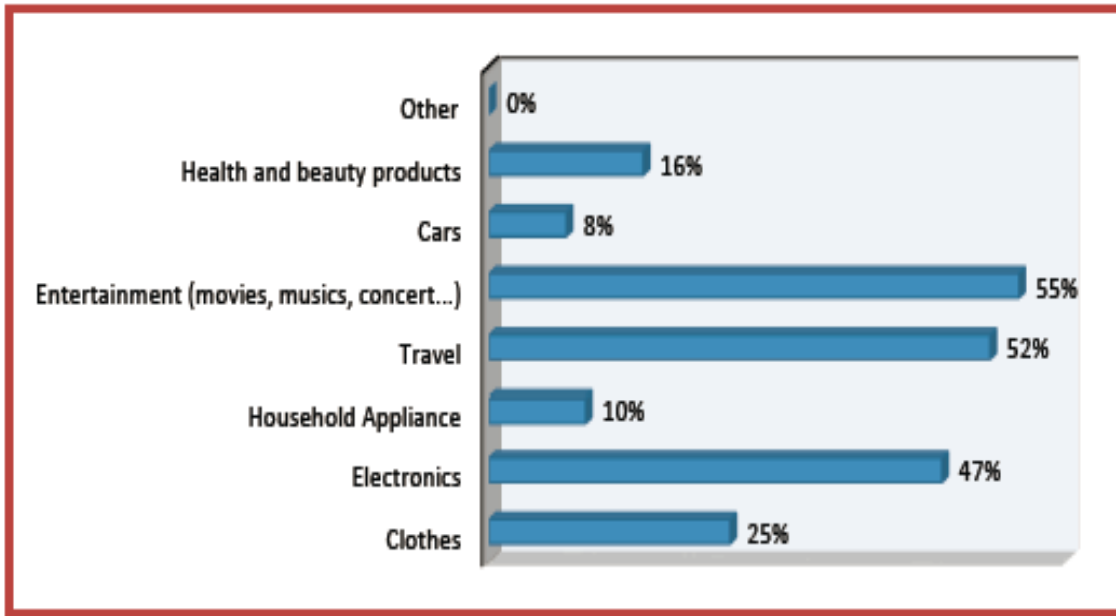
Figure 30: Likelihood to share opinions to friends on Social Media after a purchase

Figure 31: Likelihood to share opinions to people they don't know on Social Media after

a

Purchase

As seen in figure below, consumers share more or less their opinions according to categories of products and services on Social Media.

Figure 32: Categories of products/services/brands for which consumers share opinions

on

Social Media