



# Role of Social Media on Purchase Decision

Submitted By-

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**ABSTRACT**

**Companies these days have tried their level best every nook and corner to promote and advance of their product. These days the demand is not for a single product but is also bundled with experiences, expectations i.e. a complete package. However, the companies can make the most out of it and gain competitive strength. Prior, print media and TV played a major role in promoting the product but now over a little time, these customary techniques play only a portion of part in it. Online networking moulded way in such a manner in publicizing, marketing and promoting activities to connect with their objective gatherings. Internet has become a very influential media over the years for floating information, feedbacks, ideas, news and many more. Thus, adoption of online networking has become very vital for business firms. One must always thrive to adopt web based life so as to adopt the competitive advantage over the firms which don't. it focuses more on role of social media in promoting and marketing brand thus improving and increasing shoppers commitment towards a particular brand and thus, its role in consumer decision making. It also shows how one can seize the influential power of social media in gathering a larger market share and thus, growing business.**

## CHAPTER 1

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### INTRODUCTION

Social media is an ever-evolving web-based platform. Social media users tend to be younger. Nearly 90 percent of people between the ages of 18 and 30 used at least one form of social media platform for user interference. It enables one to generate information, content and personalised profiles which enables one to share information, thoughts, ideas thus building of virtual communities. One fifth of an individual's time is spent on social media platforms.

Earlier social media was only used as a social engaging platform but now over the years, has been used as an indispensable tool to drive sales and engage with customers, gauge customer trends and services.

Earlier, Internet was only used for exchange of information ideas and as a social platform but the web based life has evolved it to a great extent. There used to be a time, when one could possibly differentiate among various social media platforms as per their functionality. But with adding on of more and more of features this bridge had been overcome. Social network referred as relationship network enables one to connect with various category of users act as word of mouth network. Customers are the heart of business. Businesses being customer centric, needs to build up one relationship with them and have an empathy with them. These days this customer relationship is maintained through this networked websites.

Social media is a big platform providing innumerable opportunities to various category of individual. Content creating has flourished all over India mostly among teenagers. As cited above, almost 90% of individuals ageing 18-30 years are engaged in social media. The growth of social media over the recent years is exponential, which clearly depicts the engaging and profitability on its own, with over 3 billion people in world being engaged on mobile internet service.

Though social media marketing and e marketing is still prevalent but still social media marketing are becoming more important for everyday these days. The in built data analysis tools enables the firms whether big or small engaged in it to check on the engagement and progress. All the stakeholders are easily addressed through this single platform.

Every successful business house knows integral and prime motive it is to create an outstanding marketing and sales funnel. Though traditional marketing is still prevalent but is not the only way to reach the youth and create an buzz among them. The ever evolving technological base has enabled the business firms to connect with their prospects like never before. One needs to take advantage of digital marketing to gain the competitive strength and improve brand sentiments.

Online social media sites has created a deep impact on individuals life. One generally used to communicate but now is used for businesses mainly. One mostly tries to capitalize it and gain the maximum advantage out of it. One must not focus on what it is rather focus on how it can be used to the best of advantage to gain the maximum out of it.

Technology has advanced everything to such an extent that one focuses on first surveying about the product and then making the purchase decision and here, social media marketing media plays the major role. Traditional media along with other social media has paved a road for business firms to capture a large share in the market and in the minds of people. These technological upgradation has created such an situation where virtual space for communication seems much more easier. Social media is much more trustworthy in the minds of individual than those corporate sponsored communications. Social media plays the role of not only informer but also influencer. This low cost promotional technique provides a huge base to the company. This inexpensive platform is also used in areas like research, public relationship and many more.

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## **SOCIAL MEDIA TRANSFORMING CONSUMER LIVES**

Online networking these days comes as a part and parcel of life. With the advancement of technology our demand and need has been changing. Social media is transforming with such leaps and bounds that it has a deep impact on consumers lives. Earlier decision making used to be such a process where one had to physically visit and process the product but now with such an innovation, technological upgradation and social media transformation one has been able to connect all across the globe. With the growing demand for web based technology the traditional method of marketing has faced a major setback, and the meaning of promotion and managing the brand has been seen with a different outlook. Time limit faced by individuals in communicating has been overcome and there has been various websites to share multimedia and promote the product. You need not any basic high enhanced technical knowledge to use such interference. Blogging has a very drastic effect on ones way of communicating. Linked YouTube Facebook twitter Instagram are among the famous websites on internet. Social media is providing us such an interface where one can easily communicate and connect with each other without harming ones privacy. It's going to be one of the most

flourishing business in the recent trends. Success of these sites has encouraged everyone to penetrate in this domain to market their business.

While making a purchase decision social media definitely plays an very important role. While purchasing from social media one can just apply a number of filters just to find and procure the product which they actually. Through purchasing product from an e commerce site is a tough task.it requires a lot of patience but one has also seen that because of this process a number of people has also opted for retail outlet shopping options.

The present study will basically aim at studying how consumers are influenced by social media while making a purchase decision. Whether they believe on their own gut and brand image and purchase the product or do they consult with experts, review of family and friends while purchasing it, what influence thus social media engagement has on one's lives.

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## **TECHNIQUES TO RETAIN CONSUMER**

Social media is a platform which enables one to connect with the customer but only attracting prospective customers and promoting the product should not be the sole motive of the business firms rather they should focus on building and maintaining a long term relationship with them. every business firms trying to reach great heights must focus on customer retention. Quality products with low rates doesn't attract customers to a greater extent because all firms strive for the same but at the end, the loyalty the customers have for the firm matters the most. Customer retention strategy always is an add on bonus point to the business firms. One must focus on building strategy for a long lasting relationship, trust and loyalty with the customers.

- One must primarily focus on building a relationship with the customer with utmost care, concern and attention. Building a content which is valuable to a consumer to maintain a two way relationship is vital for any business firms.
- Customer Engagement is one of the most vital thing for any business. Human beings are social animals. Social media is used as a consumer service tools.
- Focus on customers' needs and wants. Listen carefully to what they actually want. Listening and preparing content as per the needs and wants of the consumer helps in building relationship with the customer.



- Make the social media page valuable and attractive. What attracts customers, makes them to want to come for it again and again. Providing coupons and promotional schemes makes the customer visit the websites again and again.
- Loyalty programs plays an important role. Providing benefits to the customers for sticking to it over the competitors will make the consumers feel wanted and valuable.

## SCOPE OF THE STUDY

- The basic focus of the research is on how consumers will react to the information shared on social media. What influence does this online generated information make on one's decision making process
- The growing demands of consumer has catered the business firms to adopt newer and innovative marketing tools and techniques.
- Also through this, one can make up a strategic guideline how to focus on consumer and target them.

## CONSUMER DECISION MAKING PROCESS

CONSUMER <sup>□</sup> DECISION MAKING PROCESS (Kardes, cronley, & cline, consumer behaviour, 2011)

Customer buying process is not only a process which tells us about a series of steps customers go through to purchase a product but it also tells us about how one i.e. a sales person can align his marketing strategy to meet the needs and wants of the consumer. John Dewey first introduced the following five stages in 1910:

- Need recognition: this is the very first step in the decision making process. One needs to have a thirst for a particular product only then he/she will want a particular thing.
- Information search: once the need is recognised, now one needs to identify the information sources and search for information. Here the consumer tries to gain information regarding the particular product which would satisfy his/her need
- Evaluation of alternatives: due to tough competition in seller's market, there a number of alternatives available. One must try to value those alternatives and select the product which best suits his/her demand
- Purchase decision: this is stage where the actual purchase takes place. . however, Philip Kotler (2009) stated that the final purchase decision may be 'disrupted' by two factors: negative feedback from other customers and the level of motivation to accept the feedback

- Post purchase decision: this is a very important and critical stage for the company. Here, customers after the purchase is made rates the particular product whether it fulfils his/her expectations or not. This is acritical stage as it ensures the customer retention capacity of the firm. This stage would actually lead to positive or negative word of mouth on the part of the customers.

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## **AFTER SALES SERVICE**

After sales services begins right away from the process when the customer signs up till the thank you emails. That is when the after sales services comes in force. first of all, what is after sales service? It is basically a process where it is made sure by the organisation that the customer is fully content with the product and services provided by the business. This fuller satisfaction of the customer leads to the positive word of mouth. This makes sure that the services surpass the needs and wants of the customers. After sales services doesn't actually generate any revenue to the firm rather it creates a pool of loyal customers for the company and increases the retention rate of the company and this creates a customer organisation long lasting relationship.

There are a number of techniques one must follow to provide good after sales service

- Take timely and proper feedback from your customers.
- Instead of harassing the customers, create a atmosphere of good relation. Take their calls and support them the most. Replace or provide assistance in situation of broken or damaged products.
- Timely reply of calls
- Customer grievance redressal forums must be maintained by the websites for the customer so as to main it feasible for the to address their complaint.
- Being in contact with them after the whole sales process is over increases their loyalty towards the organisation

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## **CUSTOMER RELATIONSHIP MANAGEMENT**

Customer relationship is basically a art of maintaining good healthy relationship with the customer. Sales representative are the person who are responsible not only for selling and marketing the product but are also responsible for maintaining good healthy relationship with the customers. as from our experience we have clearly seen that one happy customers bring innumerable prospect customers to the organisation and one dissatisfied one takes away a number of customer along with them. It not only maintains a good relationship but also increases the retention capacity of the firm.

- It is very much important for the business to understand the needs and wants of the customers.
  - showing empathy towards the customers is necessary. i.e. stepping in their shoes is an essential step.
  - Being pushy is a downfall. Never try to oversell. What is good for them will eventually attract them.
  - Making a customer wait is a sin.
  - Keep in contact with the customer even after the deal.
- 

## **NEED OF THE STUDY**

Social media as played and has such an impact on people on how to gather information and make unbiased views and opinion regarding a particular product. Marketers on social media generally focus on word of mouth. They focus on providing good after sales service so as to increase the word of mouth and demand for a particular product and hence, spread of such information among the communities. It basically focuses on building an strong customer relationship with the customers on the long range.

Not all consumers are same. Different consumers has different expectation from the product. Some depend on the quality. Others are brand conscious or on the other hand, some only depend on the recommendations of others. Some consumers being more inclined towards social media tries and gather more information regarding a product from various sources and then purchases the product while others rely only on the outlook of the product. The advancement in social media platforms, technological upgradation and marketing tools has made the decision making much more complex.

Brand engagement has been one of the most prominent technique for business enterprises these days for promoting their business. Word of mouth plays a major role. The user generated content and feedback here on social media plays the top most role these days.

Firstly, it is important for one to focus on why consumers use social media and what do they basically expect from it. Secondly, one must also focus on how these medias hello organisations to reach the target consumers by following which tools and techniques. This paper will basically focus on how social media influences ones decision making process and how much influence do they actually have and will also focus on how after sales service plays an important and what techniques the firms must adopt to retain the consumers.

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## **ORGANISATION OF THE STUDY**

The accomplish the research objective the thesis is divided into 7 chapters

CHAPTER 1: This chapter sets forth the basics of the thesis i.e. introduction, consumer decision making process, techniques to retain consumer, social media transforming consumer lives, need of the study, after sales service, scope of the study, objective of the study, customer relationship management, need of the study.

CHAPTER 2: This chapter explains the review of literature pertaining to the study.

CHAPTER 3: this chapter deals with Research methodology. It represents research design, sample population, sample design, data collection method, research tools, limitation of the study, research objective research hypothesis.

CHAPTER 4: this chapter sets forth detailed analysis of the data collected from both primary and secondary sources and effective interpretation of data analysed.

CHAPTER 5: Suggestions, Implications and conclusions.

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## CHAPTER 2

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### LITERATURE REVIEW

#### Role of Social Media As A Source Of Consumer Knowledge In Improving The Quality Of Purchase Decision

-Hema Malini, 2020

This article focuses on how social media interaction enhances the quality of one's decision making process. It has played a major role on focusing how marketers can create a market for their product and gain a competitive advantage. Retention of customers and converting them into loyal customer is also focused on. It also focuses on how an uninterrupted flow of information enables one to maintain good and healthy relationship with the consumers. It also identifies the interrelationships among Technology Acceptance determinants, consumer knowledge creation and purchase decision of the consumer. Ample amount of importance is given on how consumers attitude, product knowledge and social interaction enables one to purchase product.

#### Impact of social networking on purchase decisions

-ASOKAN D

This article focuses on how social networking sites encourages and persuades one to make a final purchase decision. It basically focuses on how consumer engagement and psychological resources enables one to make a proper purchase decision. How social media development and word of mouth plays a major role in encouraging one to purchase a product. The impact of consumer electronic communication and social networking sites is clearly seen throughout. The influence of peer communication, mediation effect is influential in purchase decision. Stepwise regression and Consumer socialization antecedents clearly shows the relationship among various variables.

#### Influence of Social Media Communication on Purchase Intention of Passenger Cars

-Prabha Kiran

The study has analysed the influence of social media communication on purchase intentions of passenger car. A three dimensional influential factors has been taken into consideration which affects the purchase decision. importance of evangelists has been highlighted focusing on how its mediates between car purchase behaviour and car purchase intention and its effect in final decision making process. Three

grounded theories have been utilised from theoretical point of view also social media communication using 5 dimensions have been studied.

### Analysing role of social media in consumer decision making for purchase of auto brands in India

-Dr. Priya Grover, Rama Krishna Mandan

This research examines the impact of social media on purchase of auto brands by taking into consideration some young adults currently perusing MBA. It clearly gives us a overview on how social media marketing and its application in automobile industry in India. It has also focused on different types of consumer decision making process and also suggest some strategies on social media. It was clearly found that shopping was not among the three reason for them to use social media. The results have demonstrated that consumers only use social media till the stage of evaluating of alternatives and gaining information but when it comes to purchasing such expensive products they still go for offline modes. Thus, auto companies must devise ways of making social media an effective distribution outlet.

### Role of social media marketing to enhance CRM and brand equity in terms of purchase intention

-Mirza Ashfaq Ahmed, Zahra Zahid

The impact of social media marketing on brand equity and customer relationship management in response to purchase intention was explored in this paper. Structure equation modelling has been used and two constructs of CRM(customer care, emotional attachment) and three construct of Brand Equity(brand awareness, customer satisfaction, word-of-mouth). It is clearly seen that customer relationship management affects the purchase decision whereas customer relation and brand equity is influenced by SMM.

### The Impact of Social Media Characteristics on Purchase Decision Empirical Study of Saudi Customers in Asser Region

-Dr. Fahed Khatib

The study explains how the influence of Social Media is reflected on consumers' purchasing decision making process and if this influence differs at the various stages of this process. More emphasis is given on information of post purchase behaviour which is followed by purchase decision stage. This also represents how marketers can gain competitive advantage to seize the power of influence of Social Media.

## CHAPTER 3

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### LIMITATION OF THE STUDY

- There are number of limitations that can and should be considered for future study. The main limitation is that the sample population has been drawn only from the state of Assam. The study can be further conducted taking a larger geographical area to make the generalisation must more reliable.
- The sample size is restricted to 100. The research could be further conducted with a larger sample size to make the generalisation much more reliable.
- The survey is restricted to the state of Assam. However, we could have taken the data from other parts of the country to make the generalisation much more reliable.
- A study can be conducted taking into consideration various other variables, as here a limited number of factors are taken into consideration.
- Time span in which the research is conducted is very brief.

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### RESEARCH QUESTION

The research focuses on question:

- What is the perception of consumers towards social media?
- What is the impact of social media on decision making process?
- What is the impact of social media in information seeking?
- What is the most popularly used social media strategy?

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### RESEARCH OBJECTIVES

- To understand the concept of social media marketing and its prospects.
- To explore how social media marketing affect purchase decision.
- To suggest social media strategies at different stages consumer decision making.
- To study if the purchase intention is converted into purchase decision.

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### RESEARCH HYPOTHESIS

- Convenience- time and efforts spent, alternatives available,
- Reliability- non fraudulent quality information
- Quality- quality of information, quality and durability of product, ease and comfort from product.

- Customer service- good after sales service, good relation with customer, speedy customer grievance Redressal.

**Ha1:** Convenience has a significant impact on buying decisions of the consumers

**Ho1:** Convenience does not have a significant impact on buying decisions of the consumers.

**Ha2:** Reliability has a significant impact on buying decisions of the consumers.

**Ho2:** Reliability does not have a significant impact on buying decisions of the consumers.

**Ha3:** quality has a significant impact on buying decisions of the consumers.

**Ho3:** quality does not have a significant impact on buying decisions of the consumers.

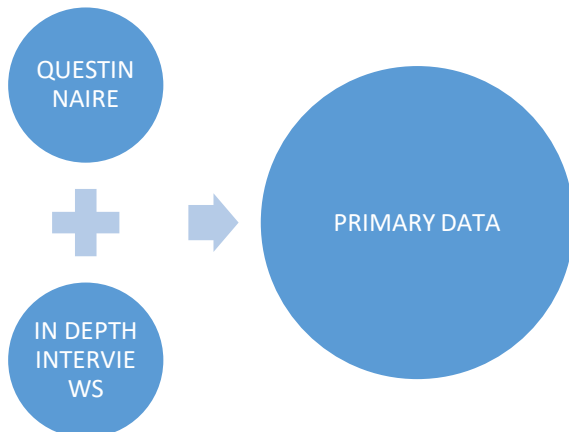
**Ha4:** customer service has a significant impact on buying decisions of the consumers.

**Ho4:** Customer service does not have a significant impact on buying decisions of the consumers.

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## RESEARCH METHODOLOGY

### PRIMARY DATA



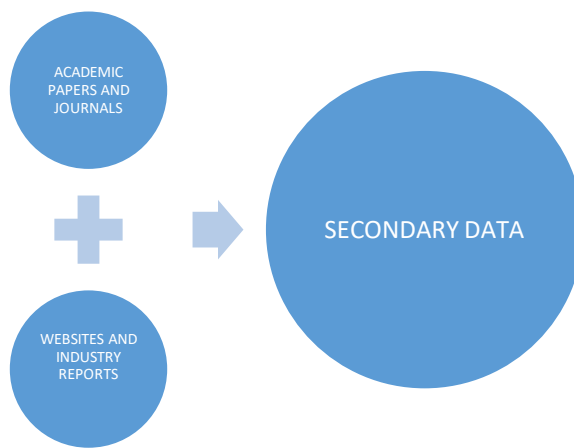
Under the primary research, firstly I would be circulating questionnaire among the respondents. There is no any fixed age bracket among whom the questionnaire would be selected. I will also conduct some in depth face to face interview with some bloggers from Assam. Which will give me a fair view of their likes, dislikes, the influence of social media, information gathering and decision making process based on the information generated.



## QUESTIONNAIRE CONSTRUCTION

The questionnaire is developed after an extensive survey of literature in the related field of study so as to gather information from among the respondents. This structured questionnaire is supported with personal in depth interview. The questionnaire is developed in 2 parts: the first one describes the demographic structure, the second part deals with social media and the third section deals with decision making process.

## SECONDARY DATA



On the other hand, for the secondary information, I will be reviewing journals, websites and industrial reports to see the behaviour of various industrial firms in response to the growing social media attention and marketing. The marketing strategy now focused by the business firms so as to promote their product in growing response to the social media culture.

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## SAMPLE DESIGN

Sample is defined as "a subset of the population that is taken to be representative of the population". If the sample is selected accurately, it enables one to make more proper generalisation as it reflects the characteristics of the population.

For the study we near about proposed 120 questionnaires. Out of all, 104 questionnaire were returned as of which 100 were fully completed and which were further taken into consideration for the study. The respondents were assured confidentiality of their information.

## **RESEARCH SETTING**

The research has been conducted in natural and unaltered setting. People from diverse backgrounds and different qualification has been picked up randomly and were asked to respond to the questionnaire. However, proper confidentiality was maintained as of their name and every other information provided by them. On the other hand, the interview was conducted as per the convenience of the other party without any time constraint and interview transcripts were shared with them.

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## **RESPONDENTS PROFILE**

In the survey the respondents are from the state of Assam. Respondents above the age of 18 are taken into consideration. Irrespective qualification and background the research was conducted so as to make the generalisation even more reliable. Participants were assured about their privacy and the confidentiality of the information. However, for in depth interview, a smaller set of respondents were taken into consideration and a proper interview was conducted to gather more of subjective information.

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## **SAMPLING METHOD**

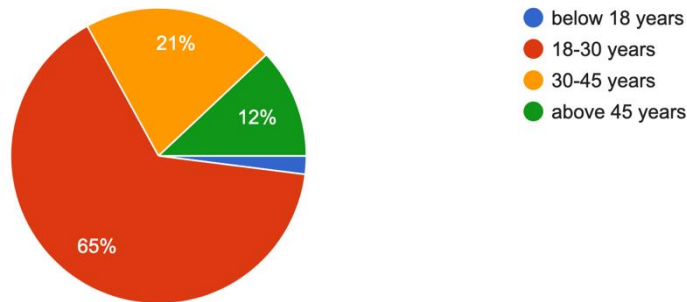
A simple random probability sampling method has been adopted. This method will allow me to study random individuals at regular intervals which will help me understand the behaviour of the individuals in response to social media.

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## CHAPTER 4

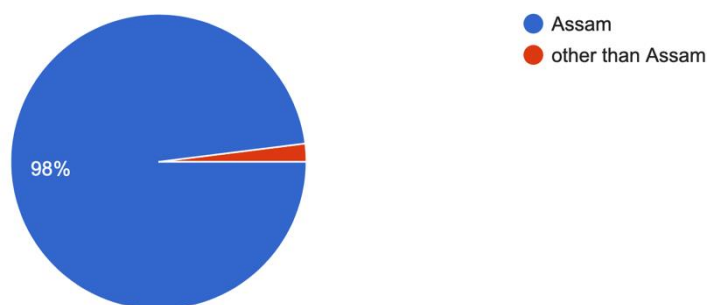
### FINDINGS AND ANALYSIS

How old are you  
100 responses



Majority of the respondents i.e. 65% of the respondents are between the age of 18-30 years, 21% of the respondents are between 30-45 years and rest is below 18 and above 45 years.

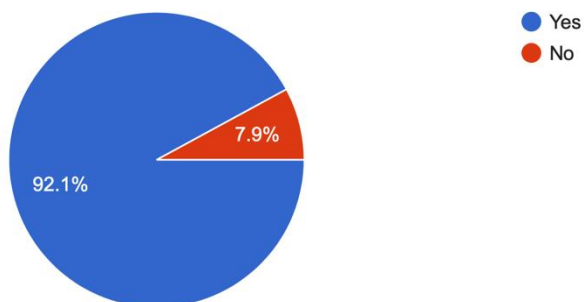
Which state do you reside?  
101 responses



98% of the respondents are from Assam, only 1% i.e. 1 respondent out of 101 respondent is from any other state and hence, has been rejected.

### Do you use social media platform

101 responses

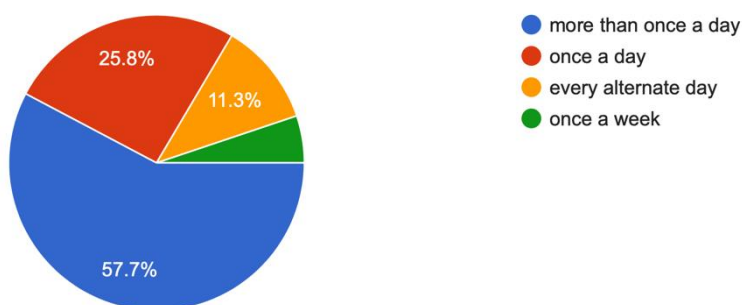


92.1% of the respondents use social media platform while 7.9% of the respondents are rejected as they does not use any social platforms

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### How often do you use social media

97 responses

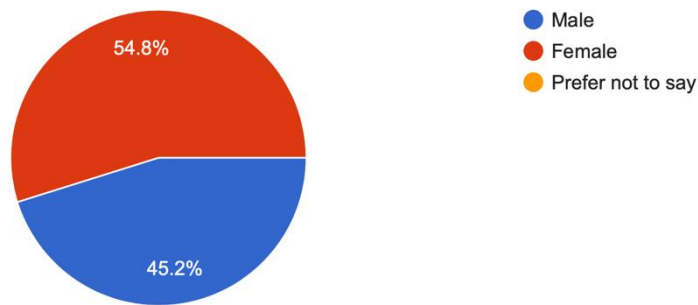


57.7% of the respondents use social media platform more than once a day, while 25.8% use it once a day, 11.3% use it every alternate day while the remaining are rejected.

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### what is your gender

93 responses

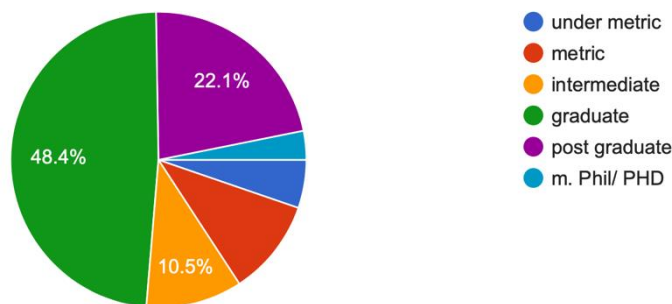


54.8% of the respondents are female, 45.2% are males and however, rest of the respondents preferred not to disclose of their gender.

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### what is your educational qualification

95 responses

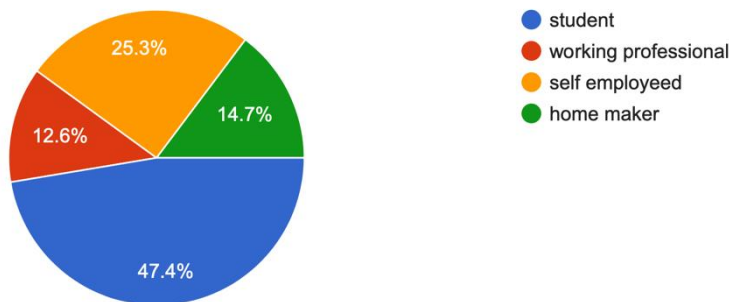


Most of the respondents are graduate with bagging about 48.4%, 22.1% being post graduate, 10.5% being intermediate and rest of the respondents are under graduate or with any other degrees.

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what is your occupation

95 responses

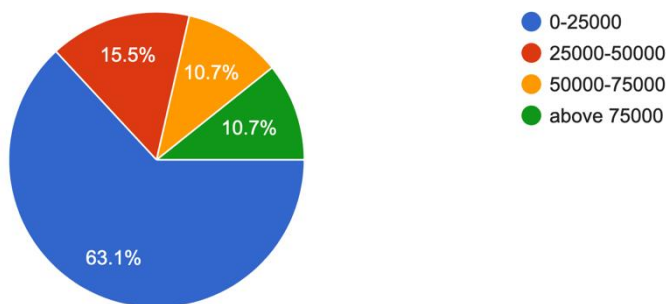


47.4% i.e. majority of the respondents are students followed by 25.3% being self-employed, 14.7% are home maker and the rest are working professionals.

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what is your income bracket (monthly)

84 responses

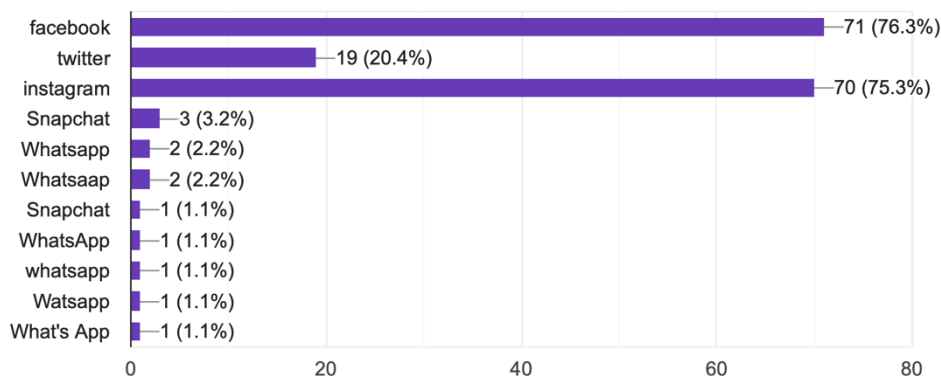


63.1% of the respondents earn upto 250000 monthly, 15.5% respondents earn 25000-50000, rest is fairly equally divided among the other two.

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which social media platform do you use

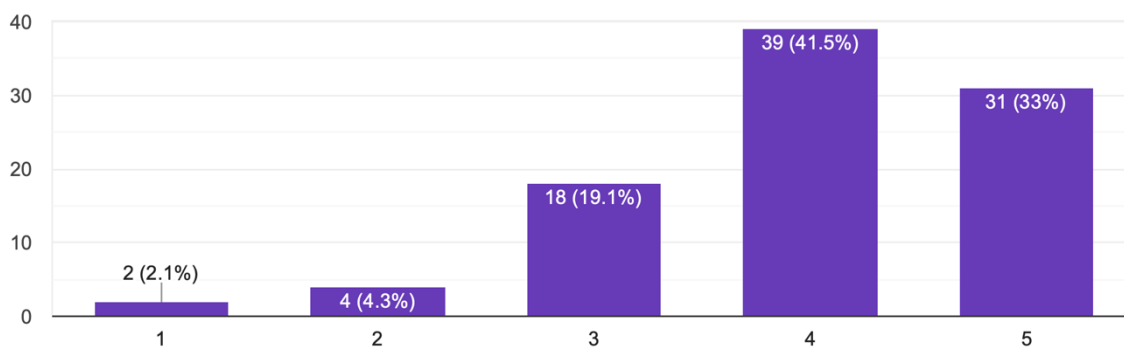
93 responses



Major portion of the respondents i.e. 75% use Instagram and Facebook, while the rest is occupied by snapchat and WhatsApp.

how much do you think social media can increase knowledge

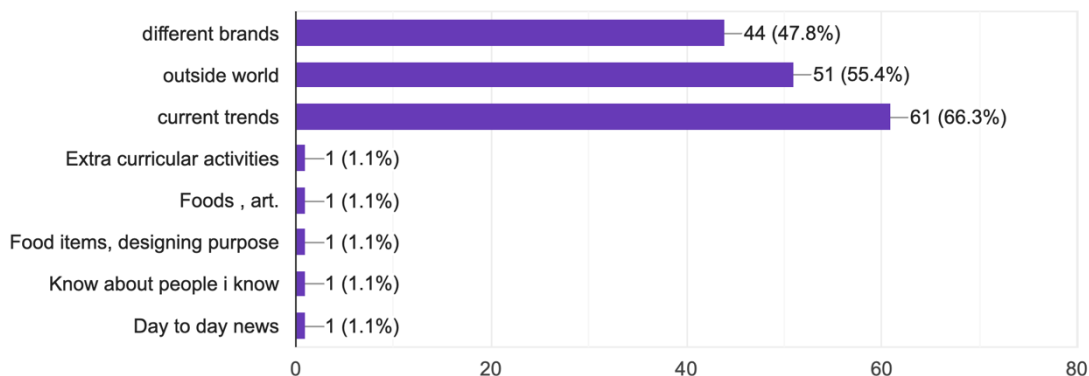
94 responses



41.5% i.e. majority of the respondents have rated 4 on the scale out of 5 showing the level of increase in knowledge level using social media.

you use social media to increase knowledge about

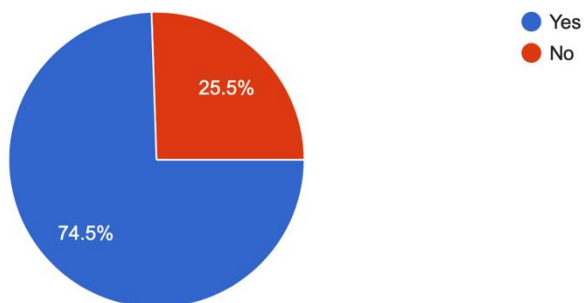
92 responses



Majorly half of the respondents use social media to gain knowledge about different brands, outside world, current trends, while rest of the respondents use social media for food, art, food items, designing purpose and many more.

are you satisfied with social media communication for the garment brands

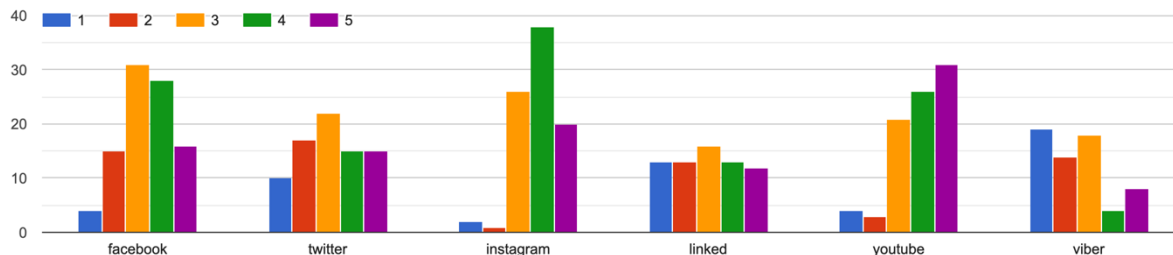
94 responses



74.5% of the respondents are satisfied with social media communication of garment brands while 25.5% are dissatisfied with the same.



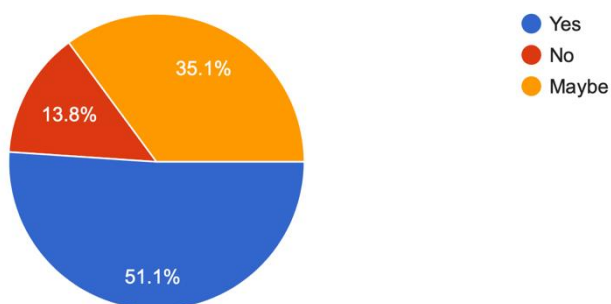
rate different social media platform according to your usage



Instagram is rated highest as compared to all other platforms on social media.

if you come across new trend, do you like experimenting with your clothes

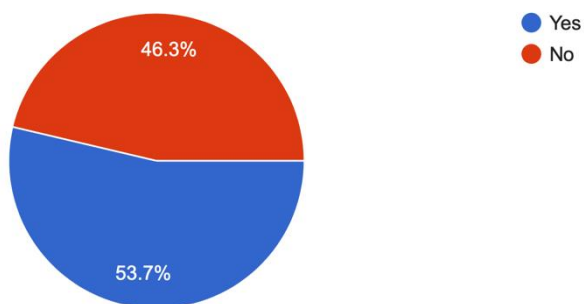
94 responses



Mostly 51.1% likes to experiment with their clothes, 13.8% does not like to experiment with their clothes, while the rest 35.1% are not sure whether they would like to do so or not.

do you purchase clothes depending upon social media so as to keep up with status quo

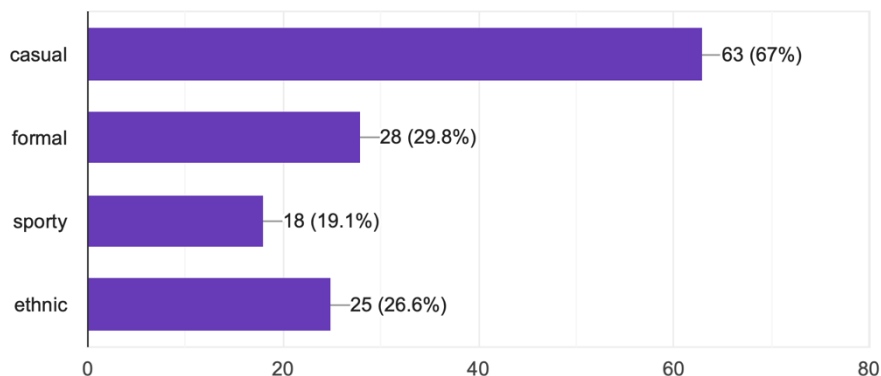
95 responses



53.7% purchases clothes so as to keep up with the trends in social media.

which fashion statement do you follow the most

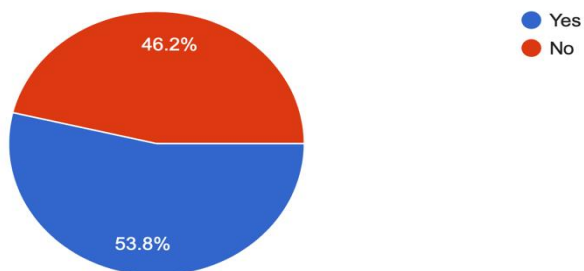
94 responses



67% of the respondents prefer casual wear, 28% prefer formal, 25 goes with ethnic while the rest 18 respondents out of 94 goes with sport wear.

Do you get influenced by the bloggers in making purchase

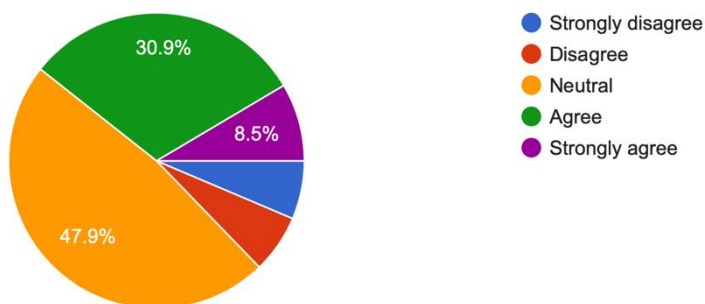
93 responses



Majorly people are influenced by bloggers on social platform.

Positive opinion about a social media product increases your desire towards it?

94 responses

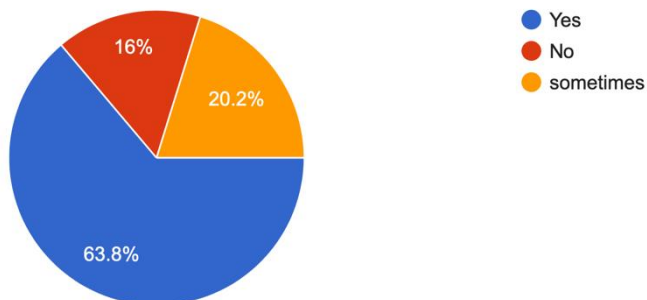


47.9% of the people are neutral with their desires on getting influenced by positive opinions and 30.9% agree that do desire to have a product based on positive opinions on social media platform.

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does brand loyalty plays an important role for you?

94 responses

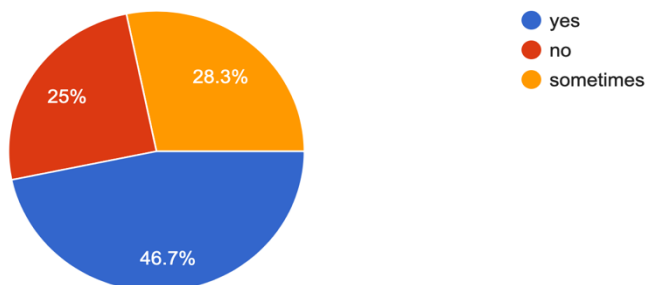


for 63.8% people brand loyalty plays an important role.

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Reference plays an important role in while making a purchase on social media

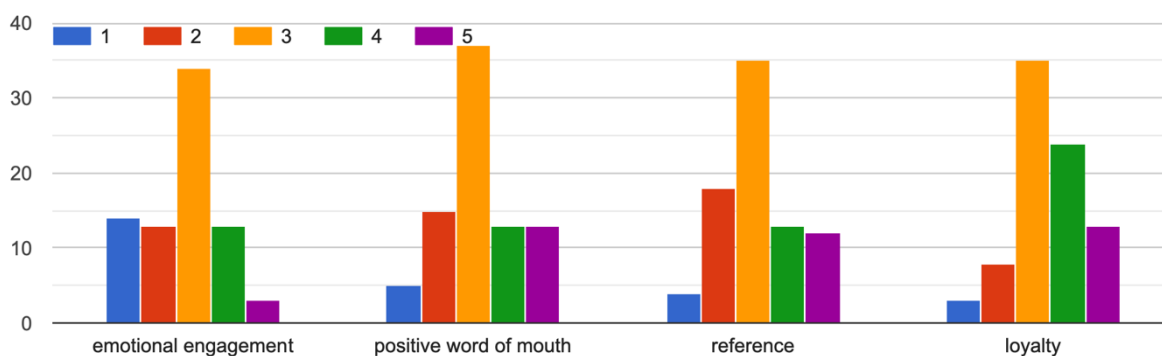
92 responses



46.7% people are influenced by reference groups, 28.3% are not.

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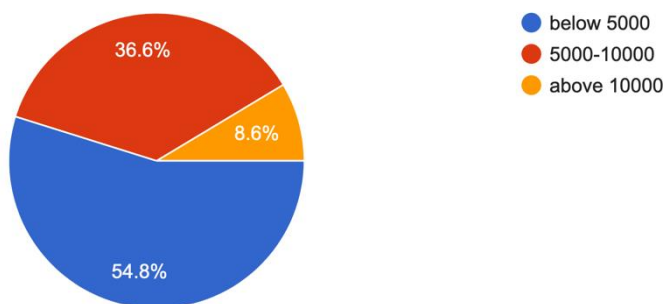
What plays a major role for you while making a purchase decision from social media



Positive word of mouth plays a major role while purchasing online followed by reference and loyalty.

How much do you spend on [purchasing product from social media?

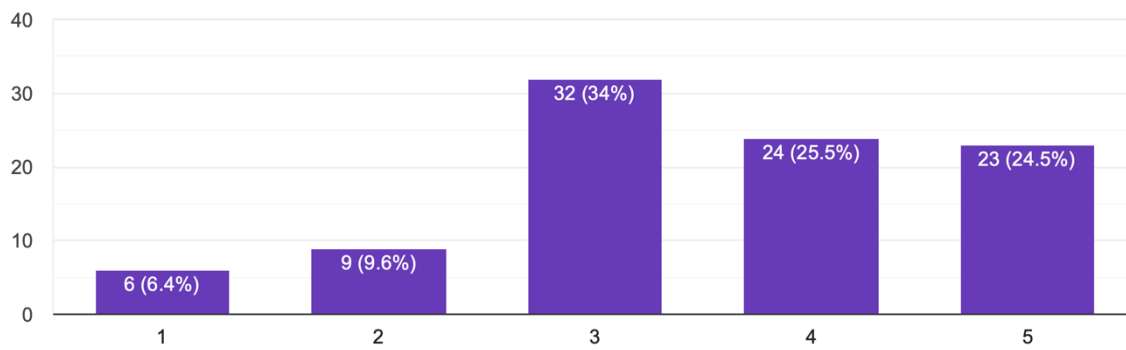
93 responses



54.8% respondents spend up to RS 5000 online and 36.6% spend up to RS 10000, while the rest spend above RS 10000

how easy it is to recognise good quality of clothes in social media among such competing brand?

94 responses

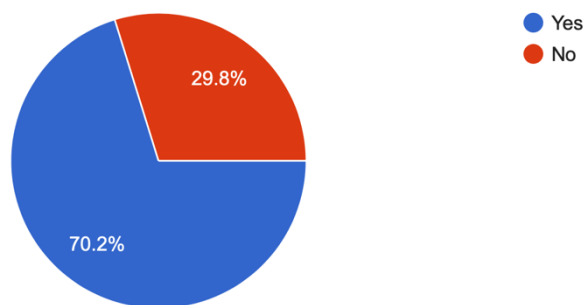


32% respondents i.e. 34 respondents out of 94 respondents rates 3 out of 5 in recognising good quality clothes online among such competing brands.

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Have you come across any clothing brand providing customized services in social platform?

94 responses

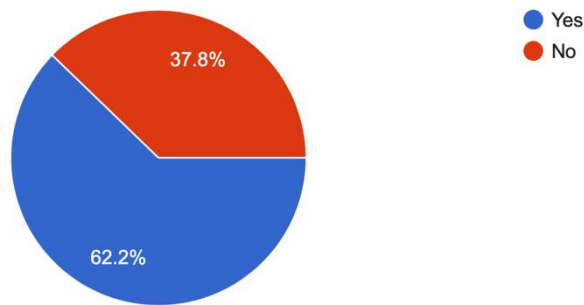


70.2% has come across customized services on social media platform.

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do you follow social trends from instagram

90 responses

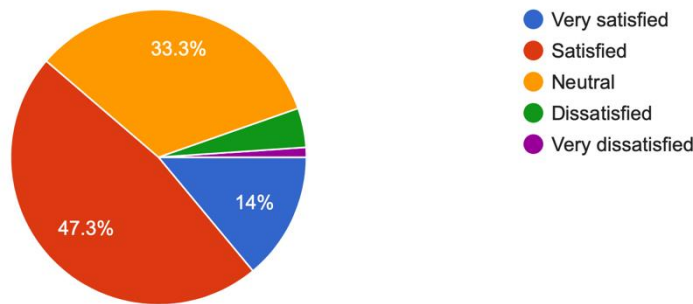


62.2% respondents follows social trends on Instagram.

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how satisfied are you with post purchase facility/ services provided by the online brands?

93 responses



Almost 80% of the respondents are satisfied with the post purchase facility provided by online brands.

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**Profile of the respondents:**

The demographics considered for the study are gender, age, educational background, occupation, social media usage period, number of times of login per day and number of hours of usage per day. The analysis of the respondents' demographics reveals the following results:

- The distribution of gender ratio of the research shows female respondents (54.8%) are marginally higher than the male respondents (45.2%)

- The age category varied from below 18 years to above 45 years. The largest age group category is 18 years to 30 years with 65% of the respondents and the smallest age group falls below 18 years with a percentage of 2%. 30years to 45 years and 45 years above were found to have 21% and 12% respectively.
  - The educational background of the respondents varied from under metric to M.Phil. The largest age group is Under Graduate level (48.4%)
  - The occupation of majority of the respondents taken for the study were students of 47.4% followed by self-employed of 25.3%, home maker of 14.7% and working professionals 12.6%
  - The amount in which social media is being used varies. The highest being accounted for more than once a year 57.7% and the least being once a week with being (5.2%) The income bracket of 0-25000 being the highest with about (63.1%)
- 

On the basis of above findings one can see that:

- We have focused on both the parties like here the questionnaire is filled by the general public who use social media, on the other hand, we have worked on a focused group taking few bloggers. Hence, both the parties have presented their respective view point.
- As we have analysed above, majority are the young generation between the age group 18-30 years who are more prone to social media and hence, they go more for casual wear and follow trends more relating to daily requirements.
- Majority of the respondents follows social media bloggers and tries experimenting with their clothes and prefers staying up to social trends so as to maintain their status. We have clearly seen that young generation are more prone and inclined towards their social status and hence, it is clearly seen from the above findings. This clearly depicts the influential power of the social media and how deeply we are rooted to social platforms.
- The online marketers make perfect use of the social platforms and take the best advantage out it. However, this is clearly seen by how satisfied one is by the communication and services provided by them.
- Positive word of mouths plays an important role in social platform. Hence, customer engagement plays an important role for the marketers to capture a large market base. Loyalty and reference also plays it part.
- Keeping other things aside, social media also enables one to gains ample of information on different spheres, whether it be brands, information, food, travel and many more. Hence, one can make the best out of social media if used properly.

- One has realised the value of customers and how to keep up their image. The after sales service provided by the marketers are quite satisfactory. One can see how important it is in today's world to keep to the customers satisfied because only then it will lead to retention or else there are a large number of compositing brands one can opt to.

Internet based life has become a very important aspect of one's life. Everything and everyone around is so inclined towards internet. These days a number of firms has gone online so as to cope up with the present trend and met their objective. There are a number of factors which influence one in making their purchase decision, whether it be there mental, social or individual state.

One can adopt a number of ways through which it can reach their targeted customers. one can through this online mode visibly promote their product, reach large prospective customers, manage the business and most importantly market the products. One can clearly create and promote a product, reach a large customer base and help and enable one to make a actual purchase.

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## CHAPTER 5

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### RECOMMENDATIONS

After studying the dependence of buying decisions on factors like reliability, convenience. Quality and customer service, we have these recommendations to various brands present or trying to make a presence on social media:

- Marketers need to enhance the visibility with the customers. customer engagement must be increased through various loyalty programs. A proper personal connection with the audience will do the same.
  - Online portals should be easy to navigate and user friendly.
  - Effective brand communities must be built.
  - Content must be built as per the need and wants of the consumers.
- 

### FUTURE SCOPE OF THE STUDY

- Investigation can be recreated using different techniques.
  - There is wide difference in social media usage in urban and rural areas and hence, a further research should focus on its correlation
  - Since the chances and mindfulness about social media is different for different segments of people. Hence, a correlation can be done on both the genders and their preference on using social media.
-

## CONCLUSION

The main aim of the study is to understand the influence of social media in purchase decision. To meet the research criteria we have developed objectives, questions and hypothesis. we have taken four independent variables in the study which are reliability, quality and customer service.

The time spent by users in social media is increasing. It is easier on the part of brands to communicate with the customers over social media and to create a pool of prospective customers. one shares their views and provides feedbacks for the products purchased by them which adds on to their credibility and reliability. Young people are spending more and more time on social media and are using it for gathering and authenticating information about various products and brands. However, consumers still avoid buying such costly products online. Hence, one must make a great marketing campaign and great distribution channel to reach the customers.

The study shows that the influence of social media is very strong on purchase decision. Customers process a large amount of information and evaluate it properly before making an actual purchase decision. Personal factors play a crucial role during information acquisition and evaluation process.

Though convenience being an independent factor but doesn't play a major role in influencing one in making purchasing decision

Reliability, quality and customer service plays a very major role in purchase decision. Brand endorsers, celebrities, brand categories increases the reliability of the product. Quality can be clearly seen and evaluated by comparing with the quality of other competition brands. However, customer service is seen by the communication made by the brands and after sales services provided by them. Customers becomes more engaged with the brand when they make them feel at home and emotionally care for them. However, customer satisfaction, positive word of mouth and loyalty also influences one in purchasing online. Hence, every activity enabled by the use of social media enhance purchase intention.

## APPENDIX

### CLOSED GROUP SURVEY

QUESTIONS	RESPONDENT1	RESPONDENT2	RESPONDENT3
Age	35	26	30
Occupation	Blogger	Blogger	Blogger
Gender	Female	Female	Female
Do you use social media and how often?	Yes. Daily.	Yes. Every alternate day.	Yes. Daily.
Do you promote brands?	Yes	Rarely	Yes
Do you give away by collaborating with brands?	Mostly	Rarely	Mostly
Does shopping trends on Instagram influence people?	Yes. It does.	Yes	Mostly.
Are all the products tested by you before promoting?	Almost everytime.	Yes	Everytime.
Social media trend adoptability?	Increasing tremendously	Increasing.	No comments.
Your followers are mainly from which age group?	Followers are mainly from 18-35 years.	15-30 years.	Mostly above 35

You create content on what sphere?	Fashion, lifestyle.	Fashion.	Motherhood.
What is the growth rate of your channel?	Almost 20% increase every years.	Almost constant for the past few years.	Increases termendously
What do viewers actually want as in content as per your experience?	Fashion is all they want.	Lifestyle.	Tricks to maintain balance.
Growth and competition faced in social media and your views?	Increasing termedously but if you have good content, none can take your place.	High competition.	Competition is high but opportunities are higher

## QUESTIONNAIRE

### SECTION A

1) Name

2) How old are you?

- Below 18 years
- 18-30 years
- 30-45 years
- Above 45 years

3) Which state do you reside in?

- Assam
- Any other state

4) Do you use social media platform?

- Yes
- No

5) How often do you use social media?

- More than once a day

- Once a day
- Every alternate day
- Once a week

#### SECTION B ( PROFILING QUESTIONS)

1) What is your gender?

- Male
- Female
- Prefer not to say

2) What is your educational qualification?

- Under metric
- Metric
- Intermediate
- Graduate
- Post Graduate
- M. Phil/PHD

3) What is your occupation?

- Student
- Working professional
- Self employed
- Home maker

4) What is your income bracket(monthly)?

- 0-25000
- 26000-50000
- 50000-75000
- Above 75000

#### SECTION C

1) Which social media platform do you use more?

- Instagram
- Twitter
- Facebook
- Others

2) How much do you think social media can increase knowledge?

- 1

- 2
- 3
- 4
- 5

3) You use social media to increase your knowledge about

- Different brands
- Outside world
- Current trends
- others

4) Are you satisfied with social media communication for the garment brands?

- Yes
- No

5) Rate different social media platforms according to your usage.

- Facebook – 1 2 3 4 5
- Twitter – 1 2 3 4 5
- Instagram – 1 2 3 4 5
- Linked – 1 2 3 4 5
- Youtube – 1 2 3 4 5
- Viber – 1 2 3 4 5

6) If you come across a new trend, do you like experimenting with your clothes?

- Yes
- No

7) Do you purchase clothes depending upon social media so as to keep up with status quo?

- Yes
- No

8) Which fashion statement do you follow the most?

- Casual
- Formal
- Sporty
- Ethnic

9) Do you get influenced by the bloggers in making purchase?

- Yes
- No

- 10) Positive opinion about a social media product increases your desire towards it?
- Strongly agree
  - Disagree
  - Neutral
  - Agree
  - Strongly agree
- 11) Does Brand loyalty plays an important role for you?
- Yes
  - No
- 12) Reference plays an important role in while making a purchase on social media?
- Yes
  - No
  - Sometimes
- 13) What plays a major role for you while making a purchase decision from social media?
- Emotional engagement – 1 2 3 4 5
  - Positive Word of mouth – 1 2 3 4 5
  - Reference – 1 2 3 4 5
  - Loyalty – 1 2 3 4 5
- 14) How much do you spend on purchasing product from social media
- Below 5000
  - 5000-10000
  - Above 10000
- 15) How easy it is to recognize good quality of clothes in social media among such competition brand?
- 1
  - 2
  - 3
  - 4
  - 5
- 16) Have you come across any clothing brand providing customized services in social platform?
- Yes
  - No
- 17) Do you follow various brands and celebrity endorsers of brand on Instagram?
- Yes

- No

18) Do you follow social trends from Instagram?

- Yes

- no

19) How satisfied are you with post purchase facility/ services provided by the online brands?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied



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