

**A STUDY ON IMPACT OF SOCIALMEDIA MARKETING ON CONSUMER BUYING
BEHAVIOR.**

**Submitted in the Partial Fulfillment for the Award of the
Degree of Bachelor in Business Administration (BBA) Of Savitribai Phule
University, Pune
In Marketing Management**

By

Mr. Thite Pratik Ramrao

Under the Guidance of

Prof. Sayyad L.R.



**MES, Arts, Commerce & Science College, Sonai,
Tal. Newasa Dist. Ahmednagar**

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DECLARATION BY THE CANDIDATE

I Thite Pratik Ramrao declare that this is titled **A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR**. Is my own research .


work conducted under the supervision of Prof. Sayyed L.R.


CERTIFICATE

This is to certify that the work entitled "**A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR.**" is a piece of research work done by Mr. **Thite Pratik Ramrao.** under my supervision for the Degree of **Bachelor of Business administration.**

Project supervisor


Sayyed L.R.


Internal Examiner


External Examiner

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Signature

Thite PR

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Introduction to topic

Social Media Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising. It is already known that how various marketing tools and techniques can be increased number of selling articles is the main aim of every businessman. No doubt it can raise the profit of a various companies exponent. The main aim of this study is to examine aimed to examine how social media marketing will affect the final consumer behavior among person who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behavior of the consumer. The implementation of Social Media websites is emerging continuously to give the satisfaction of the social needs of websites users, at the mean while time it has also increased the opportunities for corporate to advertise their products and services in a personalized way. The past record shows that social media has contributed significantly in changing the thinking of customers in buying process. Organizations can't underestimate the growing importance of social Networking sites with reference to consumer behavior and how it is effecting to consumer behavior.

The Social Media have changed the power structure at the place of the where good sold and purchased online. It describe their attitude and possible role playing as part of company marketing planning and identifies different way of managing them as marketing tools and technique. A passive focus is on the social media how its changing the mind of the consumer behavior where as the active focus is using the social media marketing as direct marketing and a tool of personalizing goods. In the modern era the using of Social websites using by all consumers has mostly increased and usages of Social Networking Websites has extensively effect on these consumers in various ways. To understand this we can see that how internet has made amazing contribution to the changing life style on account of its abundance and diversity of information. Internet and Electronic Marketing adoption and showing that electronic marketing adoption or rejection is based on rational consumer behavior. Internet penetration in almost whole of the world is incre

reduced hardware prices, cost effective internet communication and reliable technology.

Social Media has changed the organizations do business with the help of computers online over past few years, and as result social media marketing has created its own name in the business world. There are many online networking sites are there which affect consumer behavior. Like Google+, LinkedIn, YouTube etc. Now a days Social Media is using by almost all the ages of consumers may college students, working class and even old age people too. Millions of emerging young adults use Social web sites. Social websites like Orkut, facebook, My Space is having many features which affect and attract many number of people. In today the life Social Media become

a very strong useful tool using by the consumer in buying decisions. Technology has changed the life of all consumers.

Today we are living in 21st century, it is very difficult for the consumer to spend time on purchasing the product because of busy schedule. Now a days users are acquiring followers and subscribers giving information by social media how to purchase the goods online without wasting time to go personally. Through Social Networking Sites consumers can get information not only about companies but also for the companies too. Even social

media is helping consumer to buy product through engagement that means consumers and various stakeholders like company, consumers, society, business man and participants rather than viewers. So Consumers can change their mind before purchasing any product through online.

There are various Social Media Marketing tools are available for the consumers some of them are:

1. Social Media Monitoring.
2. Social Media.
3. Blog Marketing.
4. Social Book Marketing and Tagging.
5. Social Analytics and Reporting.
6. Social Aggregation.

Objectives of the study:-

Following are main and primary objectives of the present study:

1. To study the concept of social media.
2. To evaluate the various channels preferred by consumers for buying decision over traditional channels.
3. To analyse the impact of social media on consumer buying behavior.
4. To find out which is the best social media preferred by customers.
5. To find out impact of social media on consumers with reference to Thane area.

3. Introduction to Social Media

People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social Media have become a convenient way to communicate among all age clusters. The Internet and particularly social media have modified the shoppers and marketers communicating medium. The Internet has characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data - the power to function a physical distribution medium as software - relatively low prices. With the help of net and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing customers for the product before he purchased the product. Consumers use the technology now a days too much as computer is used by many consumers so use of online marketing. Consumer purchase decision is influenced by social media through group communication. The web platform is a new method for developing the business. Social media modifies the communication methods between sellers and buyers. E-commerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services. The analysis of consumer behavior is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how Social

media is affecting consumer behavior.

4. Definition of social media.

It is termed as the collection of online communication of various inputs which may be community-based or individual, interactions, intercommunications, contents sharing, websites and many more among different users". Whereas

various social media specialists define the term Social Media and their definitions on the various points: it's

- An on-line medium powered by the net for social communication.
- A two-way communication medium.
- A medium that permits creation and exchange of information.
- A medium that is supported by web technology services.
- Are platforms like Twitter, Facebook, Social Gaming, Blogs, Social Bookmarking, etc.

5. The rise of online social networking sites.

According to Wikipedia report, there are three hundred and more Social Networking Sites and 150 crore members all over the world (www.en.wikipedia.org). At the basic level social network is a web community where people move through profiles that represent themselves to others. The important reason for today's people to browse these sites is because of the emergence of Social Networking Sites major paradigms shift that has taken place among the millions of people. The Social Networking Sites are able to realize friends simply and form teams accruing to the interest, business, etc. It is very straightforward to transfer photos, share views on culture, cinema, sports, education and day-to-day events and happenings.

Social Networking Sites is reuniting old friends and helps to continue the broken bonds. Through Social Networking Sites knowledge grows in cultural, social and economical aspects. The ultimate reason for the ascension of Social Networking Sites is, because of its user friendliness. Anybody can have an account and relate with anyone. Most of the content shared in Social Networking Sites is personal details, photos, interest etc.

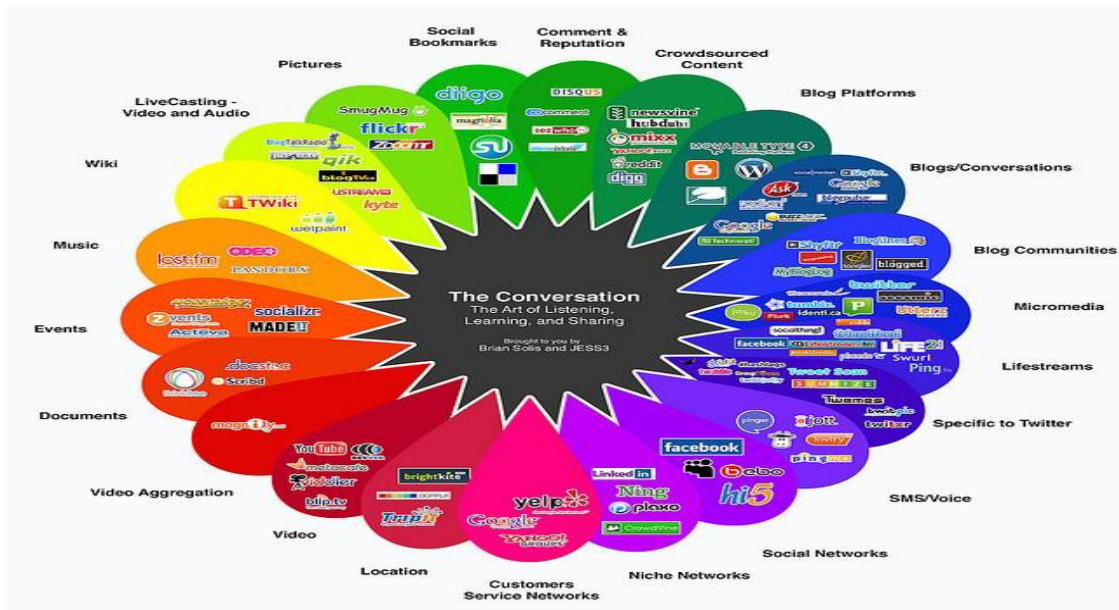
Social Networking Sites are still terribly a lot of its early stage but

contains many software applications which are used worldwide, when it attains

maturity stage, new applications will come into existence. Social media concentrate on relationship with the users by way of sharing of information and interest among users. There are numerous Social Networking Sites present across the world, ranging from Facebook, MySpace, Orkut, and Cyworld to LinkedIn. Among the rapidly growing list of Social Networking Sites, Facebook is the global leader, catering to concerning 300 million registered users around the world.

6. Bird,seye view of the socialmedia

Figure-1-SocialMediaLandscape byBrainSolis



(Source-www.briansolis.com)

7. History of social networking sites

In 1995, classmates.com helps to establish connection and communication with their classmates where they have previously studied. Now the website has forty million users. This website doesn't permit the users to connect with different users, it permits to establish communication only with the users who studied in the same college. Sixdegrees.com started in 1997, the earlier social networking website that permits its members to establish communication with different users.

Social networking began with the on-line communities like Theglobe.com which was started in the year 1994, Geocities started its working in the year 1994 and Tripod.com started in the year 1995. This community centered on user interaction by way of chatting and helps social media users to share personal data and concepts via websites by providing free web space for websites. Classmates.com has a new approach by having links to every user through mail. In 1990s, user profiles were a feature of Social Networking Sites, permits users to have a list of friends and search for different users with interests of similar nature.

In 1987, online social network were witnesses with the users in GreenNet within the Britain who communicates with their colleagues at the Institute for Global Communications (IGC), earlier termed as PeaceNet and EcoNet, in the US. People shared information in a method which will be thought-about on-line social networking. When we take these features into consideration, then we can say that the Social Networking Sites already exist even in 1990"s. It is possible to do several of the items, since the olden days that social networking website users do currently, like creating personal websites and human action with others through interfaces such as internet relay chat, online forums and communities. Several function of Social Networking Sites what we have today was there in late 1990"s.

Six degrees.com which was established in 1997, as a company permits its users to maintain profiles, friends list which helps them to connect each other. The company was closed after 3 years of establishment because it failed to perform well. The reason for failure was less usage of net and there were limited number of social networking sites. There was dating sites with different user profiles, but the sharing of profiles were absent during that time.

In 1999, live journal was created which helps to exchange journal with their friends. A Korean company named cyworld was started in the year 2001, with the option of social networking. In Sweden, lunarstrom was created followed by cyworld which has option of maintain friend"s list. A website with name

ryze was created with the aim of establishing connection with business people in San Francisco. Similar social networking sites like friendstr, likendin, Tribe was established one by one. Tribe was familiar with business people, friendstr was failed to withstand in the market during the infant stage but gained momentum in the later stage.

Many new social networking sites came into existence with many advanced options for the users to maintain friend list and to communicate with friends.

In 2002, friendstr gained importance and many people started using it followed by MySpace, LinkedIn and bebo. Because of the increase in usage of social networking sites, in 2005 myspace was viewed by more people than

Google. In 2004, Facebook, the largest & most popular social networking website was launched.

LinkedIn the famous website was concentrated on developing and establishing employment and business networks. Flickr was established for a specific purpose of photo sharing. Myspace became a competitive website to other social networking sites including Friendster. Myspace permits users to customize their profile which got heavily attracted by the user community and the position of holding largest users in social networking sites. Increase of love, passion and fashion for Social Networking Sites, many teams additionally ventured this field. The other Social Networking Sites that emerged during this period include YouTube, Zoom and BlogSpot.

For the people at the age of 50 and above, SageZone was started in the year 2007. With the advancement of technology and growth in the usage of net users, social networking sites began to grow leaps and bounds among internet users, particularly among the kids. The main of these social networking sites is to locate friends, permitting the users to communicate with friend

offriends, share photos, establish chats, develop business networks, create employment opportunities through known sources, sharing of information and experience about products and services. At the end of 2010, there were numerous sites for social networking and millions of people were users of these sites.

8. Evolution of social media

The first and foremost purpose of social media is to communicate; people were interacting even before communication tools were fancied. Discussions have always existed, however the speed to that the connections happened modified eventually that gave rise to social media platforms. Traditionally these discussions used to unfold through Word of Mouth. Social Media has become part of life, thoughts, culture and business world wherever folks have started exploiting digital technologies for networking, socializing, information gathering and spreading. Social media, in one form or another form has been present since the 1970s. The look and feel has modified greatly since the early days, the communication concept remains the same. Today

technology permits for a larger interaction and period of communication however similar to its roots; social media allows people to broadcast to the lots.

The bulletin board system began as a virtual imitation of bulletin boards found in schools, community halls and grocery stores. Primarily used by gamers,

hackers and other net users, Bulletin Boards were among the first online communities. Users could communicate by email, dial-up chat rooms and community message boards. Prodigy brought the first industrial bulletin board system, yanking social media up from the underground and making it additional thought. It was launched in 1990 it gained mass appeal due to its color interface. The internet existed since the late Sixties, as a network, but the World Wide internet became publically out there on 6th August 1991.

Friendster was launched in 2002. It permits the users to set up profiles, contact other members and share data with them. In 2003, Myspace was launched, and it held the title of most widespread social networking website for a few years. It is still a useful website for artists and musicians to push their work. In the year 2004, the most famous website Facebook was established by, Mark Zuckerberg. The platform has been integral in bringing social media into the thought and nowadays sees over millions of active users. Twitter was launched in 2006 and is a popular micro-blogging website. Currently social networks exist for each passion, hobby, interest, industry and cluster. Corporations in all types of industries are developing variety of niche social networking sites. Social media is not just restricted alone, it includes sending photos, multimedia message contents etc. With the growth of social media, the social media websites started concentrating on developing technology for sharing of information in various forms like photos, audio and video. Photobucket was established in 2003 for sharing of photos through website. In 2005, YouTube was launched which was the first and foremost video sharing and hosting site. The advent of social news and bookmarking sites like Delicious, Digg, and Reddit, within the mid-2000's caused an entire new way of exchanging of information in the world. Social media has evolved itself day by day from the period of bulletin boards and presently there

were separate social networking sites for searching, financial solutions, movie reviews, book reviews, sharing and shaping of personal goals, sharing business ideas etc..

9. Functions of social networking sites

Social Networking Sites help people to maintain their existing relationships with friends and family and interact with them with ease and rapidity. Though the function of Social Networking Sites was believed to fortify real-world

relationships, users often loose the means of friends and extend their network to acquaintances and strangers.

1. Categorizing Social Networks

Social Networking Sites can be classified in an exceedingly variety of the way, with specific function. Digizen, a company categorizes the social network, based on different functions.

2. Profile-based social networks

This is based on user's Profile pages. www.facebook.com, www.bebo.com and www.myspace.com, are examples for profile based social networks. The webpage developed by users include a variety of ways in which they typically contribute to every other's areas — usually text, embedded content, links to other contents. Some sites permit the users to post video links from various sites in their profile pages.

3. Content-based social networks

User profile plays an important role in establishing connection with others. But they have a very little role when compared to posting of contents. The contents are mostly in the form of photos, and these photos are commented by other users in social network.

4. White-label social networks

They offer their users a chance to make and be a part of communities which implies that users can develop their own personalised small site concerning to the social network with an importance to their area of subject matter of importance. Wetpaint is a website which forms a group, where people become members of this site and they are permitted to create a content on their subject interest and communicate with others whose subject of interest is one

and the same.

Mobile social networks

When people are connected through social network using mobile phones, that is termed as mobile social network. Currently Facebook and Bebo are providing this service and many other sites are also working on this environment.

Multi-User Virtual Environments

Multi user Gaming sites like Runescape and Second Life permit users to create virtual users like various real world avatars in the game to make them interesting.

Micro-blogging updates

This type of network provides user to post short messages about the current moods and thoughts. It helps the people to understand what the user of the group is thinking and talking about. Twitter is a good example.

5. Social Search

This type of social network helps the people to search various social networking sites and profile pages of people and permits the user to find a person by way of name, location or subject interest. Social networking sites such as Wink, Spokeo are good examples.

Local Forums

These type of category are not actually coming under the preview of social networking, but it plays the role of social networking by way of localised discussion through online and offline.

10. Types of users on social networks

To be a member of social media site, the user needs to register with their personal information. The users of Social Networking Sites can be classified as

1. Friends — Friends are termed as users of the social networking sites whom the users are aware of the person and believe them as friends, and can be shared anything like photos, blogs, information and many more.
2. Friendsters - Friendsters are users who might be termed as friends by others despite the fact that they're not far-famed and trustworthy. It shows that Friendsters are showing as friend but they are not of that category where anything can be shared.
3. Fakesters - Fakesters won't reveal their original identity to others in

the network. They are completely different from friends and want to hide themselves, no body can identify who they are and what they need.

4. Fraudsters - Fraudsters are users of social media and they will pretend them to be persons and will take part in deceitful monetary or issues inflicting damage to other users in the social media. There are many members in that case are misusing the information which is uploaded on websites like

information on Face book and many more social networking sites, that's why they are coming under Fraudsters.

11. Social media marketing

It is a method by using social media site to attain the attention of people. These programs concentrate on developing a content which will attract the attention of the readers in social media and make them to share the contents in the social networking site.

Any statement that is shared in the social networks, which included short messages, information about a product or service, brand or a company is termed as electronic word of mouth. When the information about a product / service / brand / company is shared in a social media by a user, it is reshared by many users in other social networks and when the information is shared by a trustworthy source, it becomes a positive promotion for the product than the promotion done through paid sources. This shows the power of social media marketing.

What the major search engines seek for in terms of social media signals are the source's authoritativeness and trust. Authoritativeness is different from Authorship. Authorship is a function released by Google in 2011, which permits authors and publishers to add varied parts, including photos, ratings and more details to search engine results pages. Trust is fundamental to social signals being read by the search engines. Those people, whose social media profiles have a trust score, are called as influencers.

As per consumer socialization theory, communication with customers plays an important role and it influences the psychological feature of customer. It also has an impact of attitude of the customer. Social media networking sites provide an environment that

enables the consumers to communicate in the web which will have an important impact on consumer socialization concept.

12. Benefits of social media marketing

In the above diagram which is showing information about Social Media Marketing Report and it is clearly showing various benefits which are as follows:

1. Increased exposure:

Nowadays the importance of Social Media Marketing has increased. Consumers and Marketers are using the Social Networking too much. The exposure increased nowadays which is showing 92%.

2. Increased Traffic:

With the introduction of web based marketing the users are increasing day by day. The research says that consumers and even marketers using social networking sites too much and due to that sites the traffic has increased day by day which is showing the research that traffic increased up to 80%.

3. Develops Loyal Fans:

Brand Loyalty is the another most important advantage of social networking sites. Taking an example if a consumer is satisfied with any product he or she will never go to any other company to buy the product. This creates brand loyalty.

4. Provided Marketplace insight:

Social networking sites provide information about product and is available clearly. That means its Features, Functions, Price etc. Consumers will get full information about product only on websites and customers don't have to go to anywhere. The result shows that 72% customers agreed that social networking sites are providing marketing insights.

5. Generated Leads:

There are various different ways to lead generation. Most of the social networking sites generate leads for product and services. For example a blog gives a hub for customer engagement. No doubt Facebook is also an important source, so in short it is generated leads.

6. Improved Search Rankings:

Most of the customers are now spending hours even more than watching television too. And what curiosity they get as social networking sites

are these search engines. With the help of social networking the ranks is given to products on the basis of feedback given by the customer online.

7. Growing Business Partnerships:

As a trading form of selling and purchasing is now replacing with Social Media in the same idea of business is also changing. After taking many years now BinchBox wants beauty obsessed Instagram followers to join them.

Nowadays growing partnerships are also an important advantage of social networking sites too.

8. Reduced Marketing Expenditure:

Trading method of selling the product is too costly. As a business man needs a salesman, office and many more requirements. But nowadays social networking sites are user friendly and anybody can use the social media at any time and even a businessman can do the advertisement on social media sites very cheaply.

9. Improved Sales:

In the present scenario where 4600 photos are shared, 600 websites are created every day, 1,00,000 tweets are sent. Now a days different social networking sites are created so differently as customers can purchase the goods online at any time. No doubt now a days revenue has increased online as compared to earlier days.

14. Effects of social media marketing on consumer behavior.

Daily more than one lacs different types of tweets are sent, nearly seven lakhs contents are posted on Facebook, millions of information are searched

in Google, thousands of photos are sent through Instagram, six hundred websites are hosted. There were a lot of business opportunities due to development and advancement of social media. In the business environment, consumers become the focal point because of the powerful presence of social media. Several studies were conducted to find out the influence of social media and results of these studies help the firms to maintain a good position in the market with the help of social media.

15. Social media platforms

Social media help the people to establish communication with each other and build

agoodrelationshipwithothers.Itenablesthefirmstodirectlycommunicate with their customers. This strategy makes the consumers to feel more better than the traditional methods of selling and advertising. Social media permits the users to share information, post comments on products which others can see and repost them to others. When a message is shared by many users of social media it reaches more individuals. When information about product/service are shared more through social media websites it brings huge traffic to the product/service. If the information retweeted is positive and from a original source then there are more chances that the users of social media become a prospective customer for that product.

1. Mobile phones

Mobile phones with social networking facility are a powerful platform for selling products. With the help of mobile phones people came to know about the recent changes, happenings and discussions in the social media. Mobile phones enable continuous connection with social networking sites and firms are using this chance to update their product and services to their customers through social sites. Firms are using QR codes to make easily available to their customers about their websites and other services. Smart Phones are enabled with QR code readability with help the customer to know the information in an easier and quicker way.

2. Engagement

When the customers of the product become the participant in social media for promotion of the product, then it is termed as engagement. With the help of social media, user can post or comment on a product or service. With the concept of engagement, the client of the company promotes the product by way of posting a comment, whereas the viewers will see the comment. By engaging the existing customers for marketing the product through social media, selling becomes more successful.

3. Twitter

Twitter permits the users to post one hundred forty characters to advertise and promote about their product or service. This message can be a

text,websiteslink,photoetc...

4. Facebook

It helps to post information about a product and enables to post comment on the post. It facilitates the user to like the page or post and also share the page or post to other users in the Facebook. The information posted includes text, audio, video and website links. Facebook is designed in such a way it will connect with Twitter page.

5. Google+

Google + contains some of the features of Facebook and is associated with Google AdWords and Maps. Google+ includes location based search, navigation services, location based selling etc.. Google+ helps in marketing activities.

6. LinkedIn

It is a social networking site which enables the firm to develop professional and business profiles to network with people. Twitter can be merged with LinkedIn page. It helps the users by providing opportunity by way of generating leads. The pages are similar to Facebook pages which can be used to promote their products and services.

7. YouTube

YouTube permits the user to upload videos. YouTube is used to upload advertisements for target their customers by firms. The taste and style of the customers can be reflected in the commercial ads developed by the companies and it can be used as medium to market the products by way of advertisements. YouTube videos can be downloaded anytime on request. Sponsoring of video is possible on YouTube.

8. Delicious, Digg and Reddit

These are well liked social sites used for marketing activities. These sites are the targets of social media marketers to advertise their websites and to share the links to their customers.

9. Blogs

Blogs are webpages developed by companies that contain information about products and allow consumers, employees to post comments, view and share information to others.

There are some positive impacts as well as some negative impacts are there of social websites which are doing the job of marketing. Some of them are as follows:-

Positive Impacts:-

1. Social media which is doing the marketing helping to businessment to understand their customers by understanding their likes and dislikes.
2. It helps various firms to understand how different types of activities can be done.

14. Consumer Behavior:-

Consumer behavior is a very difficult phenomenon. Consumer behavior is the study of people, groups, products, services, ideas etc. The study of Consumer purchase behavior, which is in short known as Client behavior. A Consumer behavior is affected by many factors that is Psychological level in that learning, attitude, beliefs, marketing factors like product, price, promotion and distribution, personal factors like age, gender, education, income level, social factors like reference groups, family and many more other factors which affecting consumer behavior.

Purchase decision made by consumer and social media marketing. On daily basis four thousand six hundred photos are uploaded and downloaded in Instagram, more than one lac tweets are sent, two and half million finding queries are created, around forty eight hours of video uploading and downloading too. Many goods and products are purchased and sold on various social media marketing. Main parts of social websites are that it currently allows customers value goods, give various suggestion to find many friends and many more.

Except this, the use of Social websites presents a valuable tool and technique too for firms within which a person who is happy by using of a goods might suggest that product to different capable customers. Yong and Earnest surveyed it shows that Forty Eight firms that have strong social presence and showed that Eighty Three Percentage of respondent used social media

advertising this year. Buying decision describes the method a client goes through once by a goods. It consists of various stages and these are:

Understanding of problem

Finding of information.

Possibility of choices.

Purchasing choice

Actually purchase products.

15. Scope of the study:

1. The Scope of this research is ultimately to understand many features, advantages of social media marketing.
2. Understand the behavior of the consumer, factors affecting consumer behavior.
3. Traditional method of marketing like Radio, Television are considered upstart with questionable staying power.
4. Many progressive business owners are dabbling in social media marketing.
5. The long term benefit of an effective broad scope social media marketing campaign cannot be measured in days or weeks.
6. Blogs, Twitter, Facebook fans, Digg links, Skype are various tools adopted by customers as well as marketers too.
7. Scope is concerned with the place of the research also, for that researcher has taken area in respect of the district, apart from this researcher has taken Ulhasnagar, Wada, Bhiwandi etc.

16. Research methodology

Introduction of social websites which are doing marketing and which is affecting consumer behavior.

Social websites which are doing marketing is a new method of gaining importance or attention among various consumers. Now a days electronic mouth is going to play crucial role. Social Media Marketing pulls attraction and push those people who are reading and want to share it on their social websites.

Social websites which are doing marketing created new avenue for most marketers and consumers who can communicate, exchange ideas, sell and purchase of variety of goods and also services through use of social websites which are doing marketing.

Technology in general and internet in particular is filled with many people who are individuals who wanted to satisfy, share communicate due to that there are many companies now a days have pages on social websites which are doing marketing to give information about various types of product, and also services and many more.

In modern times scenarios social websites like blogs, FaceBook, Twitter, Skype etc. is going to play very crucial role in decision making of the consumer. Social Media marketing is not only powerful tool have emerged but also it is very cheap too. Most surveys showing that around 75 percent Indians who are in the young age are using social websites for sharing with each other, communicating, buying, selling and also purchasing of goods like olx.com.

As today popularity of these sites increasing due to that various corporate houses and even Government organizations are using it as a tool to reach masses audiences in the way to attract them.

Consumers are using Social websites in their routine life for many different reasons or purposes. Many of the people who want to maintain relationship interpersonally. Due to various advantages of social media not only to consumer but to a business man also to connect with the end user or consumers directly.

Hence, it becomes very much important to understand how social websites are going to change behavior of consumers and our study is trying to look into this.

Procedure for research methodology for the current study of impact of social media on consumer buying behavior.

The most important thing have to understand that Research methodology is system to solve the related problem. It is not only science but also an art how to do research scientifically. It is the logic to be used in the context of research. Here problem can be identified from the various literature reviews and previous knowledge. The researcher has to understand the problem which gives him the direction how to solve the problem. Research methodology consists of series of actions or steps necessary to carry out research work effectively. It not only involves research methods but also logic behind the methods we use, in the context of research.

Research are according to various parameters:

The researcher has tried to collect the on the basis of various parameters and various areas are selected from the thane district which areas follows: Location:

Researcher has selected areas related to district of thane that is Bhinwadi, wada, Ulhasnagar, city of thane and nearby area.

Demographic ratio:

Data collected from various categories of males and females.

Age group of range: As we know that social websites which are now doing the job of marketing are vary much popular not only among young generation but also from every age and every corner of the city and town and mostly teenagers and almost in the ages of all people are going for online now. So age is ranging from 18 to 55 years and above also taken into consideration.

Occupation: on the basis of occupation the data collected from various students, professionals, service class employees, housewives and even from various business class people and others are taken into for that.

Methods of collection of data:

At technique of data collection refers to tools/methods of selecting the units for data

Data plays an important role in research. Facts, information.

Mostly there are two ways to collect data as popularly known as primary and secondary data. Due to covid-19 we used only secondary data.

1. Secondary data:

Secondary data are the data that are in actual existence, in records, having been already collected and also treated statistically. In short, it is the data that have been already collected, presented, tabulated and located with analytical that have been collected by some agencies, government department and research workers. It can be obtained from records, books, government publications and journals.

Utmost care has been taken by the researcher while collecting the data from the various sources.

Factor analysis

Factor analysis is yet another tool for testing hypothesis as it shows data reduction tool. It shows correlated variables with a smaller set of variables. It allows to use gain insight to categories, it is also useful in regression. It helps to explain various variables using few factors.

Study of object selection

The Researcher has interacted with various customers who are the active users of the internet in general and various social websites in particular.

Customers who are interacted with the researchers are the actively using online marketing and before any purchasing they will decide everything before buying product online. Due to limitations of monetary factors and time the researcher has collected the data from the resident of Thane, Bhinwadi, wada, Ulhasnagar.

Design of the present research

In the current research, mostly qualitative primary data collected through oral interview with various types of customers through questionnaire which is precoded and pre tested near by area; where as secondary data collected among various Social

Websites, various Literature Review, National, International Journals and various Thesis.

Conclusion

Research is always done with the main aim of contributing to the Society. If whatever researcher has done is research to find out result and conclusion than that research has no value. In short we can say that it cannot be termed as research so research must be done for the betterment of Society. In the present research the researcher has tried his best level of data collected and tried to give finest possible Solution.

Introduction of social web sites.

Nowadays the life has changed because of internet. In the past days it was very difficult to convey message to many people of Society. But internet has changed the modern method of Communication in general and Social websites in particular. The internet and particularly Social websites have changed communication system among and users and sellers. One important advantage of communication that it allow business to succeed is a worldwide client population so that consumers have scope for survey, select and purchase products and even series too.

In simple way the Social websites changed the thinking of customers. In traditional medium of marketing customers were having choices as limited but due to introduction of social websites that doing marketing customers have huge variety of choice. So in the research the researcher tried out the impact of Social website that doing Marketing as Consumer decision making. It says that there are more than three hundred Social Networking Sites. One hundred and fifty crores all over the world are there. Social Networking Sites is uniting old friends and help them to contribute the broken bonds.

Social Media Marketing

Social websites that do marketing is an online way of communication powered by Internet for social communication. It is one kind of communication in two ways. By the help of social media marketing not only products, goods and services are exchanged but also is a way of exchange of content generated by users. The social media was begun in 1995. The classmate.com was the first and most important site that was allowed users to connect with each other. After

that there were many Social Networking Websites were introduced like Tripod.com, Six degrees.com and also many more too.

The first Social online site was introduced in the year 1997. After that many Social Networking Sites were started like whatsapp, youtube, facebook, skype and many more. In 2003, Myspace had started to Friendster as also the others.

There are various functions of social networking site some are as like multi user viral environment. Microblogging, updates, white cable social network, profile based social network, local forums, content based social network and many more.

In terms of social development there is extensive progress made in the field of information society. Many societies including industrial societies too much dependent on communication and various modes of transport. In the light of the present situation technology and globalization is creating a great impact. They both have created a situation where use of social networking sites are very easy. Castells discussed some important reasons why there is emergence of social networking sites increased. The main reason is growth of science and technology, development of network economy, internal organizational structure, development of interest diary and most important thing is ability of individual nodes spreading easily through of internet network. The present feature of society in a transition phase because of these emerging social websites. Interaction can be seen through various nodes. In the current situation these social networking sites are now indispensable part of human lives. A modern way of lives is to change the traditional outlook into modern one.

Some features of India's population which is showing how trends are changing.

Around 75% of India's total population are below 35 years of age if we further divide then 36% are in the age group of 15 to 24 years, where as 39% are in the between of 25 years to 34 years of age. If we can see the users of internet then in total population 34% of females are using the spending much time on social media websites. The females whose age are in between the 35 years and 44 years are using highest falling under this. If we compare to other countries with India. People of this country are

spending much more time in social networking sites. Among many social

Facebook is always to be there in the heart of these people and till date remain number one. Social sites are the great platform for Indian citizens. It can be concluded that technological advancement has given rise to present society which has great network of social media marketing sites. Interest few decades ago it took a day to reach and do communication with any of consumer but now the situation has changed a lot.

Social media marketing has changed how ever shoppers and sellers communicate. The social media has variety of extra ordinary advantages like reduced marketing expenditure, improved sales, increase traffic, generated leads, improved search rankings, growing business partnership and many more.

Consumer Behavior.

Consumer behavior is a very difficult phenomenon. Consumer behavior is the study of people, groups, products, services, ideas etc. The study of Consumer purchase behavior, which is in short known as Client behavior. A Consumer behavior is affected by many factors that is Psychological level in that learning, attitude, beliefs, marketing factors like product, price, promotion and distribution, personal factors like age, gender, education, income level, social factors like reference groups, family and many more other factors which affecting consumer behavior.

Purchase decision made by consumer and social media marketing On daily basis four thousand six hundred photos are uploaded and downloaded in Instagram, more than one lac tweets are sent, two and half million finding queries are created, around forty eight hours of video uploading and downloading too. Many goods and products are purchased and sold on various social media marketing. Main parts of social websites are that it currently allows customers value goods, give various suggestion to find many friends and many more.

Except this, the use of Social websites presents a valuable tool and technique too for firms within which a person who is happy by using of a goods

might suggest that product to different capable customers. Yong and Earnest surveyed it shows that Forty Eight firms that have strong social presence and showed that Eighty Three Percentage of respondent used social media

advertising this year. Buying decision describes the method a client goes through once by a goods. It consists of various stages and these are:

1. Understanding of problem
2. Finding of information.
3. Possibility of choices.
4. Purchasing choice
5. Actually purchase products.

Various Effects of Social Media Marketing on Consumer

behavior. Introduction of Social websites has created an extraordinary work which shows clearly a grid of non-public connections. Various business houses see many opportunities and ready to attract the customers. The research shows that every day forty eight hours of Videos are upload and downloaded on

youtube. Each and every days six hundred websites are created. In all such consumers are become the focus point in the business world. Many and several studies showing reasons to faucet into social websites and to facilitate firms realize a stronger position within that particular time .

Past ten years the changing mind of consumers as also technology have changed market situation. Internet and social websites are in the life of the customer in the past ten years. The importance of Social websites to brand communication is accepted by everyone most brands from white merchandise to clothing decide to increase their visibility by way of Social Media.

Nowadays participation of consumers in the social websites are rising day by day. This also increases customer loyalty. So in short it can be seen that social networking sites are accepting importance nowadays.

Concluding of introduction.

At last we have seen from the above that social website are very important playing role in the life of consumer. Even now a days to purchase the goods or any other work with social media is very safe as all the banking

companies are giving one time password to maintain secrecy and trying to avoid frauds. So it can be seen that since last ten years social media has done extraordinary work in the life of the consumers.

18.RECOMMENDATIONS:

1. There are various variables like education, occupation, income, gender, age and many more which affecting consumer behavior and social media too.
2. There are different types of social networking sites are there like twitter, whatsapp, Youtube, skype, and many more which affecting consumer behavior.
3. There are many social media marketing and social networking sites where some of them are very much significant while some are not significant.
4. There are many uses of social media networking like sending messages, downloading, uploading, important message transmission and many more.
5. The more use of social networking sites increases the person's involvement in decision making and which is very important.
6. Comparison can be made between traditional mode of media and social media communication.
7. Traditional media is also affecting the behavior of consumer so the social media but social media give latest updates and increase the knowledge of society in general and consumers in particular.
8. It can be recommended that social media is more affecting behavior of consumers as comparison can be made between traditional marketing and social media marketing.

19.Limitations of the research

Every research has certain limitations may be of time,monetary and others.In the present research to othere are few limitations as below:

Due to covid-19 we can't collect and use primary data.
We not got sufficient time to complete this work

1. Reference :- www.clootrac.com
www.dnyanasadhanacollege.org.