A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR WITH REFERENCE TO THANE DISTRICT

A

THESIS

SUBMITTED TO THE

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By

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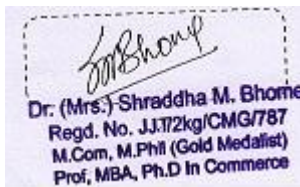Year –2016

DECLARATION BY THE CANDIDATE

I **CHANDWANI VINOD SURENDERKUMAR** declare that thesis titled **A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR WITH REFRENCE TO THANE DISTRICT** is my own work conducted under the supervision of **Dr. SHRADDHA MAYURESH BHOME** at Shri Jagdishprasad JhabarmalTibrewala University, Jhunjhunu – Churu Road, Jhunjhunu, Rajasthan. Approved by research Degree Committee.

I have put in more than 200 Days/600Hours of attendance with the supervisor at the center.
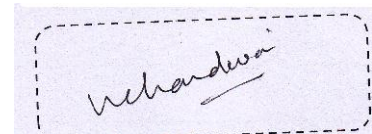
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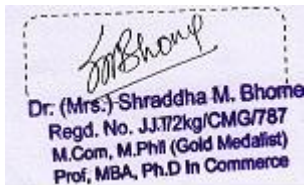Research Supervisor   Research Scholar

CERTIFICATE

This is to certify that the work entitled **"A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR WITH REFERENCE TO THANE DISTRICT."** is a piece of research work done by Mr. **CHANDWANI VINOD SURENDERKUMAR** under my supervision for the Degree of Doctor of Philosophy in Commerce of Shri JJT University, Jhunjhunu, Rajasthan, India. The candidate has put attendance of more than **200 days/600hrs** with us.

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ABSTRACT

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 advertised 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 under estimate the growing importance of social Networking sites with reference to consumer behavior and how its 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 as tools 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 the 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 increasing. It is more widespread on account of easy payment options,

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 21stcentury, it is very difficult for the consumers 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 consumers to buy product through engagement that means consumers and various stakeholders like company, consumers, society, businessman are participants rather then 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.

With the ficle popularity of various Social Media Marketing like Google+, Facebook, MySpace. Etc. which is affecting consumer behavior.

VARIOUS CONTENTS OF TABLE

LIST OF VARIOUS CHARTS, FIGURES AND DIAGRAMS

TITLE OF VARIOUS TABLES

LIST OF ABBREVIATIONS

01	SNS	Social Networking Sites
02	VR	Very Rarely
03	R	Rarely
05	SD	Strongly Disagree
06	D	Disagree
07	RMSEA	Root Means Square Means of Approximation
08	SEM	Search Engine Marketing
09	TM	Traditional Marketing
10	E-mail	Electronic Mail
11	N	Number of Observations
12	SMA	Social Media Advertising
13	TMA	Traditional Media Marketing

CHAPTER 01

INTRODUCTION

1.1 Introduction

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.

1.2 Social Media

1.2.1 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.

1.3. 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 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 concentrates 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.

1.4 Bird's eye view of the social media

Figure-1- Social Media Landscape by Brain Solis
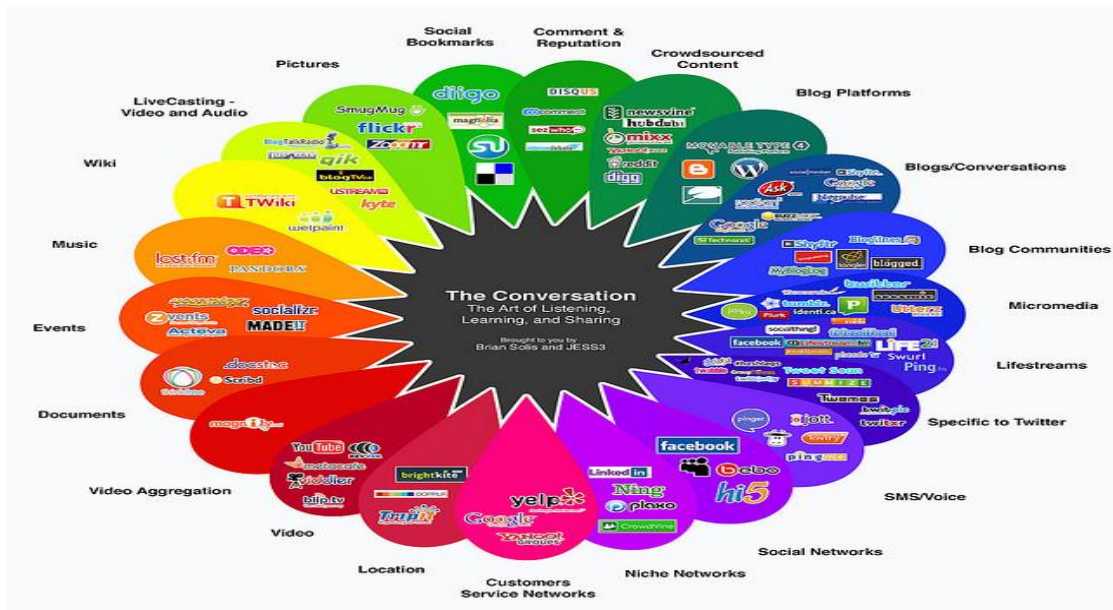
(Source -www.briansolis.com)

1.5 History of social networking sites

In 1995, classmates.com helps to establish connection and communication with their classmates where they have previously studies. 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 studies in the same college. Six degrees.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 lists 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 in into consideration, then we can say that the Social Networking Sites already exists 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 soail 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 th aim of establishing connection with business people in san franscisco. 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 advances options for the users to maintain friend list and to communicate with friends. In 2002, freindstr 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, face book, 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 site including friendstr. 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 emerge during this period includes YouTube, Zoomr and BlogSpot.

For the people at the age of 50 and above, sagazone 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 the internet users particularly among the kids. The main of thee social networking sites is to locate friends, permitting the users to communicate with friend of friends, share photos, establish chats, develop business networks, create employment opportunities through known sources, sharing of information and experience about product and services. At the end of 2010, there were numerous sites for social networking and millions of people were users of these sites.

1.6   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 life, thoughts, culture and business world wherever folks have started exploitation digital technologies for networking, socializing, information gathering and spreading. Social media, in one form or another form has been presence since the 1970's. 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 on-line 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 6[th]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 Face book 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..

1.7   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 loosen the means of friends and extend their networks 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 Face Book and bebo are providing the 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

these type of social networks 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 play the role of social networking by way of loacalised discussion through online and offline.

1.8   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 wants to hide themselves, no body can idea 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

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

1.9   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 their 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 appositive 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 its influence the psychological feature of customer. It also has an impact of attitude of the customer. Social media networking sites provides an environment that enables the consumers to communicate in the web which will have an important impact on consumer socialization concept.

1.9.1   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:

Now a days the importance of Social Media Marketing have increased. Consumers and Marketers are using the Social Networking too much. The exposure increased now a days 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 is 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 provides 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 give as hub for customers engagement. No doubt Face Book is also 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 the 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 Binch Box wants beauty obsessed Instagram followers to join them.

Now a days growing partnership are also important advantage of social networking sites too.

8. Reduced Marketing Expenditure:

Trading method of selling the product is too costly. As business man needs salesman, office and many more requirement. But now a days social networking sites are user friendly and anybody can use the social media at any time and even businessman can do the advertisement on social media site 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 increase online as compare to earlier days.

1.10 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 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 helps the firms to maintain a good position in the market with the help of social media.

1.11 Social media platforms

1 Social networking websites

Social media helps the people to establish communication with each other and build a good relationship with others. It enables the firms to directly communicate 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 a 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 becomes a prospective customer for that product.

1. Mobile phones

Mobiles 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. Mobiles 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 helps 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, website link, photo etc…

4. Facebook

It helps to post information about a product and enables to post comment on the post. It facilitate the user to like the page r 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 firms to develop for 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 product and services.

7. YouTube

Youtube permits the users 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 ad's developed by the companies and it can be used as medium to market the products by way of advertisements. Youtube videos cabn 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 contains information about products and allows 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 businessmen 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.

3. Social websites are helping to make not only to old customers but also to many new customers to attract them.

4. it increases awareness for consumers how to use branded goods and services.

Negative Impacts:-

1. Social websites are not fully protected. Anybody can misuse the websites information like Facebook anybody can take the image of any person can create problem for consumers.

2. Social websites are sending many advertisement mails, messages to customers due to those customers are thinking as unsought goods.

3. Wrong type of brand advertisement can create a big problem for the company.

4. Many companies are not getting feedback from the customers though it is a free of cost. But still consumers are reluctant to share ideas and thoughts.

Figure - 3 - Key Social Platforms

Source : By Researcher

1.12   Social media marketing techniques

The main purpose of social media marketing is communicating about the product to the consumer and makes them accessible to people who doesn't know about the product. Social media is used by companies to promote the product to the prospective customers. Social media marketing helps the consumers at a various stages of buying process.

A research indicates that of thee ten factors for effective marketing , Social media is one amongst them , which indicates if any brand is in operative on social media, then the result will be less chances of the brand to be present on google searches.

There are large no of users in facebook, Twitter and Google and there is huge exchange of information which made the business firms t use the social media to interact with prospective customers.

Instagram has hundred thirty million users monthly and twitter has two hundred ten million monthly users and the average communication rate ranges from 1.46 percent on Instagram and 6.03% in the case of twitter.. The cost involved in social media marketing is very less when compared to ancient modes of advertisements using TV/Radio/Print channels. Infact there is no price involved when using social networking site, it also covers wide range of people.

Many firms are now changing their approach for interaction with customers they are using online platforms for better client interaction and visibility. Social media are used as a platform by customers to post reviews, recommendations, ratings, raise queries to the firms.

Companies are employing people to handle social media communication with the customers and they are working as online community managers. The job of these managers are to handle social media communications in an effective manner and win the trust of customer. Firms are taking steps to manage client issue, identify various modes of social media marketing, engage the customers to influence the new and prospective customers to market their product/service.

Targeting, COBRAs, and Electronic Word of Mouth

To successfully advertise online, social media marketing is used which includes consumer COBRA & e-wom. The comments post by users of facebook , that is likes and dislikes are shared with advertisers. When there

are more likes for a product/service, then business people will more advertise for the product. COBRA will help to market their product with the consumer. Consumer to consumer interaction in the social media will help the firms in an cost free advertisement. Product review, Ranking, recommendation are examples of e-wom . On the other hand, if there is a negative review by customers , which will have a negative impact on the marketing of the product.

Companies like Dell and Sony have got experience that use of social networking sites have increased their sales. In the second month of the calendar year Sony had made declare through Twitter. They have earned a surplus of Dollars one point six million in sales. After that in the sixth month of calendar year the US based company Dell announced through Twitter accounted for dollars three million risen in sales. It is very clear today that internet is a treasure of knowledge and information. Social networking sites are playing a very important and crucial role in the life of many people. How social media is working it is very clear. First of all we have to do formation of Attitude that how and what social media have knowledge and it could be monitored and how it can use. Not only one type of social networking site is important but some like Blogs are important for many companies as they can increase the reputation of business and many organizations very easily. Social media which are doing the job of marketing is now also known as social media marketing too. Social media marketing a new concept of brand building and image which is generated by many marketers. Attitude the behavior of any person is a part of overall personality. It is part of all of us. No doubt there are millions of people are here in this world and all of them are different from each other in one way or other. It is very clear now that how people are using mobiles phones for using of social media. with the help of web pages through using of internet the consumer are changing their attitude towards pattern of consumption. Nowadays, websites are using in different areas like communication, business and many more fields. Even many literatures showed that social marketing has a great impact on many and varied consumers. Nobody cannot denied in the light of the present situation where communication plays a very important role and in this process internet in particular which changes the decision power of many consumers. With the

invent of third generation not all smart phones but tablets, mini laptops and various notebooks are also used to attract the many and different types of consumers. The study clearly showed that are consumer is always effected by another consumer who might be his friend. The reason behind that people like to share ideas, thoughts, feelings either directly or indirect. These behaviors describe how the behavior of one person can change the other individual. With the help of social media people means consumers can build social relationship, ask and reply any kind of question and answer. Friends can distribute information is the form of many photos, videos, audios and even tweets and retweets too. The question arises why people and many friends, consumers are using social media the reasons are like to stay touch with friends, find partners, find those people who are having same kind of interest, reconnect with old friends, even stay touch with family and there are many more reasons are there where people can take the help of these kind of social networking sites. Again question arises why people share any kind of information with others and the research concluded that there are many reasons like efficiency, personal gain community interest, social interest, reputation, etc.

1.13 Advantages of social media

1. Increased Brand Recognition

Social Media is a new platform for promoting the brand. Social Media helps the companies to attain new customers and also have quick access to customers. When a particular brand is familiar and available in multiple social media sites, It increases the brand recognition to the customers and also attract new customers. When the brand is tweeted frequently in the social media, then the company's brand image will get increased, there by increasing the growth of the company business.

2. Improved brand loyalty

A research work published in US, indicated that when there is higher level of interaction about a brand in social media, then there exists higher level of trust about the brand among customers. It also suggest that companies can take the benefit by using social media tool to connect with its customers.

The study also suggests there should be some strategic plan for use of social media to influence the customers. Another study indicates that fifty three out

of hundred in American population are following their brands in social media and also they found to be loyal to their brands.

3. Chances to Convert

There is chance that each and every comments, post, sharing, likes in social media will become a sale and bring customer. Every comments, post, website links, video, tweets will make the viewers to visit the page and view the product and thereby there is a chance for conversion into sale. Though all the comments may not get a chance for conversion into sale but every good comment about the product will get a chance for conversion into sale.

4. Conversion ratio

The conversion rate of conversion of discussion in a social media into sales is high. It is the important element as seen by business people nowadays. The brands and the reviews about the product started to speak like individual salesman in the social media channels. Due to this effect business people want to improve and increase their business with various people in social media than with firms.

5. Brand Authority

Continuous communication with the customers will bring a faith about the product among the customers. People are searching and viewing the comments in the social media about products and services, whenever they are planning to buy a product or avail a service. Every new post about a product in social media by a user will attract many users in the social media and they follow the page for information update. When there is more talk about a product in social media, there it becomes more attractive brand.

6. Reduction in selling price

Due to the presence of social media, the advertising cost is getting reduced by way of advertising through twitter, face book etc… Hubspot research concludes that six hours of spending in the net in a week by a seller for social media will bring more number of viewers to the product in social media. In order to get more customers, sellers can spend one hour a day in the social media which will definitely bring more customers and thereby reducing the cost on advertisement which in turn seller can reduce the price of the goods.

1.13 Limitations of social media:

As we know that there are always two coins of the same coin. In the same way no doubt there are many advantages of social media in the same way there are some limitations too.

Some of them are as follows:

1. Not enthusiastic:

Think of the situation where consumers do not seem to be completely depend on online purchasing. Delayed shipping, improper packing, complicated cancellation process these are the important points which consider by the consumer and he is believing not enthusiastic.

2. Issues related with security:

There are many problems are related with security. Privacy concerns have hampered the thinking of consumers towards purchasing of online goods. Consumers is worried about transection frauds.

3. Still traditional better:

Still there are certain consumers who are thinking that as compare to online purchasing, better option is traditional as no problem of changing, fraud, deduction of money without successful transection.

4. Financial risk:

There is big risk of financial risk involved in online purchasing which is thinking by consumers. The level of uncertainty surrounding is also affecting online buying by the consumers.

5. Lack of physical approach:

This is the important limitation of social media. As consumers are purchasing the goods only online and consumers have no idea or not in a position to see the goods physically and in turn consumers will not ready to buy the goods online.

We have seen the various advantages and limitations of the social media but in reality these are not full fledged limitations we can say them as partial negative limitations.

1.15 Consumer behavior

It is the study about individual, group of individual and the method people use to purchase and use the product or service to satisfy their wants. The study combines various subjects which include economics, sociology, psychology and marketing. Consumer behavior will make an attempt to find out the

various factors which are behind the consumer decision making process for purchase of product. It also studies the demographic and psychological characteristics of consumers and how consumers are influenced by various factors such as friends, relatives , members in the family, co-workers, people living in the society.

Consumer behavior, also known as client behavior, provides information concerning client and his/her consumption patterns. An organization will still survive if it will offer client desires and demands with a comprehensive understanding of them. This shows the importance of studying client behavior. This requires understanding client behavior that isn't thus easy.

A group or individual in a group can make an influence on the behavior of consumer. The group can be small or large in number. Some of the groups which will make on influence over an individual behavior are members belong to family, workers in the organization, individuals living close to the consumer. Other group which may affect the individual consumer behavior are workers union, associations, trusts, community group etc.. These groups do not have regular communication with the individual customer.

1.16 Various factors that affects consumer behavior

The factors that affect consumer behavior are as follows:-

1.16.1 Various Marketing Factors:-

There are various marketing factors which affecting consumer behavior that is product, price, promotion and place of distribution.

1. Product:-

Product plays a very important role. There are various features of product like in which affect market behavior.

➢ Physical Appearance.

➢ Packing and Packaging.

2. Pricing: Price is also important factor which affect consumer behavior that is

➢ Target customers

➢ Price sensitivity

3. Promotion:-

There are various elements components of promotions that are advertising, publicity Which affect consumer behavior. There are various elements

components of promotions that are advertising, Publicity etc, which affect consumer behavior.

4. Place:-

The channel of distribution are mainly of two types that is direct channel and indirect channel which affect marketing behavior, marketers make an attempt to select proper channel of distribution.

1.16.2 Personal Factors:-

There are various factors which affecting consumer behavior that is.

1. Age :-

Age is the most important factor which affect consumer behavior for example when consumer is younger that is teenager he may prefer trendy cloths where has an office executives may like to were formal clothing.

2. Gender :-

Gender is also important factor which affecting consumer behavior like girls may prefer certain favorable color like pink, purple peach where as boys may like blue, black, brown and so on.

3. Education :-

The consumer who are educated may like to spends on book, personal care products and so on.

4. Income level:-

Income is also an important factor which affect consumer behavior. Highly income person wants to spend more and vice- versa.

1.16.2 Psychological Factors:

There are various Psychological Factors also which affects consumer

1. Learning:-

Learning means change in individual behavior when a consumer by product online or way like perform and if he satisfied then he will always follow different social media Marketing.

2. Attitude:-

The response given by an individual during a given situation. There exists a positive attitude to a consumer.

3. Beliefs:-

It is a thought about a product/ thing by a person. If there is strong belief about a product/person/ thing/method then it will have an impact on the behavior of the customer in buying the product.

1.16.3 Social Factors:-

Social factors are also affecting Consumer behavior like:-

1.   Reference groups:-

It may be small or big team which contains coworkers, friends and others.

1.   Family:-

Members of the family will influence the behavior of the individual consumer and their contribution will be more when compared to others.

1.16.5   Cultural Factors:-

1.   Culture.

Culture is also an important factor which affecting consumer behavior.   For Example the culture of South Indian is different from North Indian. Where as The culture of Indian is different from other countries too like.

2.   Sub-culture

Sub-culture is yet another factor which affecting consumer behavior.

1.17   Purchase decision and social media

Social media permits the users to post comments, give reviews about product and services, put status for the product or service which includes likes and dislikes, tweet about the products. When a customer is satisfied with the product, he might recommend the product to different users of social media by passing the message with the help of various available social media tools. In earlier days, consumer digest was used to put the reviews about the products, but nowadays social media is slowly taking the position for placing the product reviews, ranking and recommendations. Ten years before, people rely on the opinion of the retails shop owners and specialists for purchase of new product, but today consumers rely on the opinion and advice of the people in social media.

Companies are reducing their budget for paid advertisements and concentrating on social media advertisements. Ernst & Young surveyed forty eight firms that have strong social presences and implied that Eighty three percent of the firms have presence in social media and out of this forty two percent of the firms using social media to post advertisement, conduct web

contest about their product. They have also used social media tools to build their brand. Buying decision can be defined as the method by which customers pass through various stages of buying decision process.

`1.18   Stages in consumer buying - decision process

The various stages involved in consumer buying decision process are

➢ The problem recognition stage: the identification of product a client desires.

➢ The search for info: which suggests search for data bases or external data sources for information on the merchandise.

➢ The possibility of different options: which means whether or not there's higher or cheaper product offered.

➢ The choice to purchase the merchandise and

➢ The actual purchase of the product.

➢ The below given is the diagram which is showing the various stages.

➢ **figure -4 -Stages in Consumer Buying - Decision Process**

Sources: By Researcher

This shows the complete process that a client can possibly, whether recognizably or not, go through after they move to buy a product. When creating a purchase decision, social media influence take part a necessary role. When a customer decided to purchase, then he prepares a list of options for deciding the proper product. Even though e commerce sites are offering various tools for browsing, searching for the product, proving product specifications, it is continuous to be a difficult task for the customer. Nearly eighty percent of users of the internet are not using the e-commerce sites because they could not find the right product which they need. Individuals are looking for reviews, recommendations and ranking from the existing customers and from trusted people which includes workers in the organisations, members from family, relatives and friends. Most of the times these trusted people may be out of reach for discussion.

Social media sites provides quick access to the friends, relatives and trusted people through web and also permits the customer to view and access to their post and comments in an easier way. This technique helps the consumer to know about the product information shared and posted by others in social media and also this can be viewed in offline also.

In any way the most important part of any organization is Consumer. Without consumer there is no value any firm and business organization. It is the duty of business organization whether online or offline to build the relationship with consumers. There are various points which clearly explain why there is a need to maintain consumer relationship.

1. Better consumer perception:

Consumer is the king of market. Every consumer is expecting the good quality of goods and services at cheap and reasonable rates at most important duty of suppliers to sell the goods at reasonable price and does not change exorbitant price. This will increase the sale of the goods and services of the business firm.

2. Customer satisfaction:

Consumer satisfaction means how consumers are satisfied with the current product and services which is going to be provided by the supplier. In this modern world where completion is too much customer satisfaction playing a

very important role. It will be very clear that if customer is going to satisfied the sale will increase.

3. Customer loyalty:

It means repeat purchase. When consumer will get good quality of goods he never will go to any other shop or any other business to purchase the goods from other way.

4. Customer retention:

Customer retention means not a loosing of customer or consumer. Consumer is the focal situation of any business. Usually a loyal customer will never leave your shop and go to any other shop and purchase the goods.

5. Increase in revenue:

With the increase in the number of consumers the revenue generation to increase at a faster rate. For Example, we can see that Flipkart has cross the sale of rupees Fourteen hundred crores in a single day which is an extra adding thing.

6. Low cost:

If consumer will purchase that means there is brand loyalty he will never shift to any other business. And for the expenditure of advertisement which is the most important expenditure will be low and automatically the cost will be low.

1.19. Uses and significance of social media

There are various ways to make use social networking sites to attract consumers by the marketers. In modern times social media is like a one kind of tool which is not only helping marketers but also consumers too. Now a days it is a very powerful tool to maintain relations with customers but also with society too. Social networking sites are helping to businessman to sell the goods as well as share thoughts and interact with each other too.

One of the important use or significance of social media marketing is giving advantage to consumers to select and order the goods from variety of goods available online. It is a one kind of communication between marketer and consumers. These websites are helping to consumers to buy the product, share thoughts and many more. In traditional method of marketing consumers are don't have that much space to select the product but in social media consumers have variety of options to select that. With the help of social media marketing the consumer can update his knowledge by visiting various

social media networking sites for example everyday approximately 510 million are visiting Google, 131 million are using Instagram and many people are using facebook, skype etc.

There are different organizations and companies are there who are using internet for Wiki. They are doing this to college huge amount of information for many reasons like Wiki is supplying a lot of information to companies regarding different types of services, product and how to increase the product development and much more information. Social networking sites are going most popularity nowadays among many consumers. We know that what is today become outdated tomorrow, so it is impotent for companies to bring the social media many closer to thing about like and dislike of consumers. It is to be noted that social networking sites are creating an extra adding platform for themselves and for consumers too. There are various research did in the light of this area that people might be enjoying social media to stay in touch with their friends, make various and different types of plans, make new friends also with the use of new technology and increasing the growth of digital media, many advertisement companies are getting information of many social networking site. No doubt whenever advertisement done through these online websites it becomes very cheap and not costly for them. Even nowadays the behavior of consumers that means buying pattern of consumer are changing. It can be seen that nowadays before purchasing any goods and product by consumers must get the information through collecting information from those friends who are either using social websites or through internet.

1.20   Social media and consumer behavior

In the last 5 years, social media grow with leaps and bounds and become an important platform for communication among people. The social media tools also advanced due to technological improvement. Social sites are engaging in continuous research to improve communication methods in social media sites. Many websites are providing various tools to advertise and sell products to the customers, but social media provide not only selling tools but also provides tools to network the people. A nowadays social media network becomes the important marketing tool for companies.

Social media is a place for interaction and communication where millions of individuals meet daily and it became an important market place for firms to

advertise and sell their product and services. Social media is the best place for posting marketing information, advertising the product, illustrating the product etc.,

Many professionals and small retailers and giants retailer and big business houses ignore the importance of social marketing. They not understand how social marketing are increases its path in many different types of business and services too. Taking an example Linkdin which was started in the year Two thousand and three a present there are many users of this websites over one hundred and twenty million are there. Linkdin gives you an updated professional identity online. Another way of changing way of thinking is Facebook. Nowadays everyone hears about Facebook. Not only business class people and consumers but also many college students are using the Facebook marketing. Facebook is an extra ordinary way of doing the marketing and can attract as many as customers. Facebook has open the door of many types of professionals, students and even housewives. The basic role for doing marketing on Facebook is increase your network. Every person can create Facebook for page and can do the marketing over that. Each and every marketer must encourage to do community interaction over that. There are many common mistakes are doing by many people on Facebook like broadcasting, don't put more advertisement as if you don't have many social connections. Doing advertisement on Facebook does not means just post it. You have to give the time to your social contacts. Another important mistake people are doing that is validating rates of Facebook and immediately your page will be blocked. Do that kind of work that not you but Facebook do work for you.

Twitter can be used for business purpose. Twitter is also a very important social networking sites like other websites. Say example YouTube, Whatsapp and many more. The maximum limit of character of Twitter is around one hundred and forty characteristics at a time and not more than that. Twitter allows you to share your thoughts with many people around you or those who are far away from you. In SMS the word SMS means Short Message Service is the same way in Twitter the message what you sent is known as tweet. Twitter can be used to develop a business as well as relationship with many people as you need it.

Another type of business online services can be used is Google plus. In the year Two thousand and four the Google company expanded its activities to Google plus. This is a new avenue created by the company to may online users. If anyone can use Google plus in proper way with proper guideline it will help to change the way of doing the business. No doubt Google is founder of Google plus so anyone can use the benefit which is providing by this type of organizations to many users. To do the business on this website is damn easy as compare to traditional way like the advertisement, banners for wall and many more. Many social websites are doing advertisement and earning lot of money over that. Social media is using the help of internet and is highly scalable as well as accessible to anyone mean individuals in particular and public in general. It clearly shows that social websites have many users, Television, radio are very much outdated in modern world. Many advertisement clearly showing that how the various apps are helping to read the news instead of sitting in house and watch the television. To watch the television and listen to radio is an old and traditional way, now people are reading all such kind of stuff on YouTube, times.com and many more social websites. Social media is not a monologue like radio or just a television it is dialogue between one to one and one to many. Many different sellers can contact and instantly get back of consumer on various social web site. Traditional method of advertising are not helping to build relationship with many consumers but social media is helping to build not only relationship but brand image also.

Some companies are using social media not only with other parties but internally too. As it is very cost effective of doing communication among various employees, peers so many companies are preferring nowadays even start up business and small size of business too doing this kind of communication. No doubt there are many ways to reach to various types of consumers through online companies are helping too many consumers to do brand awareness about the product and various types of services too. The research made in this regard and it shows that around seventy seven percent of marketers are using social networking sites to attract many and useful customers. Total users of Facebook are one point fifteen billions users are there and out of that around fifty five percent are females where as Forty six

percent are males. Those who are age of sixty five to hundred the users are twenty three approximately. While in case of YouTube the users are nearly eight hundred millions are there in the whole world and two hundred and thirty eight are LinkdIn and in case of Twitter it reaches to five hundred millions. There are other websites too which are using by many marketers and consumers too that is instagram , pinterest, foursquare and many more.

In modern times the role of technology in general and internet in particular is increasing day by day. Internet is source where people, community, society are connecting in different ways and allow them to share there thoughts, feelings, ideas and emotions. And the most famous way to connect with each other is social media websites. There provide users friendly platform which is going to change the mind and behavior of many consumers. According to Krishanan in the year two thousand and one now the main focus of marketing is to maintain and create the image building in the mind of consumers. With this not only brand image but brand equity is increasing everyday. We know that the behavior of consumer is ever changing and at any time he can choose his mind to purchase the goods and services. In modern world the electronic marketing is developing. This kind of marketing are focus on consumer too much. Due to increase in the value of digital age, the responsibility of marketers are increasing to much. Hoffman in the year Two thousand writes that the internet has played s very dynamic role and due of vast amount of numbers of consumers the role of business id increasing to provide good quality of not only goods but the services too.

Golden in the year Two thousand Eleven listed the following features of social media marketing which are as follows:-

TONE: Honesty is the most important feature of social media marketing. Even every business in social websites must be not only honest but more of above is authentic. Always market should remember that whatever the message is going to the audience and consumers must be reliable.

CONVERSATION: it is not a one way communication like traditional way of communication of doing the advertisement. But it is two way of communication or we can say it is a multiple way of communication.

Now a days people are spending more time on the web and the penetration of media into society has an impact on the business. Due to this impact, the

consumption trends have modified. The traditional methods of marketing such as use of magazines, catalogs, brochures are entirely replaced by email marketing, social media marketing etc., Due to the effective presence of social media, people are spending more time in the web.

Social media becomes a market place to offer products and sell the products to the customers.

Because of the social media, the consumer decision making methods have changed and the behavior of the consumer also modified, the impact of social media in the decision process and behavior of consumer is unpredictable which is big issue to the business firms to decide on the market strategies. Consumers are influenced by Social media where different users were present. The impact of social media on behavior of consumer are split into 3 groups.

Behavior which affects consumption pattern.

Behavior affected by others regarding consumption.

Behavior affected by social media.

All those factors which affects the client behavior like demographic, social, cultural, psychological and situational factors are also applicable for social media which affect the consumer. Social media users can be classified in different ways like gender, age, income , location, education ,marital status. Companies classify the users of social media using family cluster, social class, cultural variables to market the products to different segments of customer.

Changes in client behavior have altered the marketing strategies during the last ten years . Consumers normally get the product information through television, Newspapers, magazines and co-workers. But with the development of internet and its vast usage, Social media occupies lives of the consumers. The concept of branding gain importance and wide spread with the help of social media. Today most of the companies are using Social media to improve their band visibility. Social media has millions of users and there exists of thousands of social media sites which are contributing to everyday business. Social media affects the consumer choices because of the instant posting of comments, independent of time and location, availability and accessible to all users of the web.

Thus we can understand that the social media has an impact on consumer choices and buying decision process.

1.21   Problem on hand:-

Thane is a very big district lying under Mumbai city of state of Maharashtra. The total population is more than one crore of district is nearly and many languages are spoken over here. There are many big cities are there like Ulhasnagar, Ambernath, Badlapur, Wada and many power cities are there. There are a big retail stores and many different shops are there in the various cities of this district, and nowadays many changes are taking place. Research has trying to see that now social media marketing is changing the situation and taking place of traditional channels of marketing. Not only young generation but old age consumers, working women, homemakers women those who are working in various organization like Banks, Private organizations and many more industries have show their interest in social marketing. In modern world, is the world of technology where social media marketing is rising too rapidly. Study show that many consumers are shifting from traditional way to modern way of purchasing the goods and services too.

We have seen that social websites are rising day by day like Flipkart, Amazon and many more. The way of thinking of consumers and many customers are shifting i.e. changing. The perception of young as well as middle age and even old age consumers are changing and moving. Some consumers are thinking that it has low cost that means as compare to other ways means older way is relatively cheaper. So, social media and various networking sites are developing day by day and consumers are attracting towards them. Many students, housewives, working class people are changing their mind from traditional way to modern way. It is now really true that social networking which are doing the job of marketing are mean to changing the mind and thinking of many and various consumers.

So researcher trying to find out how social media has changing the thinking and way of many consumers who are living in that district for that research has collected much information about that and trying to find out in part of social networking sites or social media marketing on consumer buying behavior.

1.22   Primary 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.

1.23   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 Upstarts 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. Bloggs, Twitter, FaceBook fans, Digglinks, 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 thane district, a part from this researcher has Taken Ulhasnagar, Wada, Bhiwndi etc.

1.24 Hypothesis:

Hypothesis is a predictive statement, capable of being tasted by scientific method that relates to an independent variable to some dependent variable. Hypothesis refers to any assumption or predication made by a researcher while doing research work.

In simple words Hypothesis means "Hypothesis is a tentative proportion formulated for empirical testing it is a deductive statement combining concepts. It is a tentative answer to a research question. It is tentative because its veracity can be evaluated only after it has been checked".

The importance of hypothesis lies in their ability to bring direction, specificity and focus to research study. It clearly tell to researcher what specific information to collect, and thereby provide greater focus. Always hypothesis should be empirically testable. It must be conceptually clear. It should specific and explain the expected relationship between two variable that is independent and dependent variable. It must be logically consistent.

The important point to be considered while prepareation of hypothesis is research problem. The construction of hypothesis is not easy task. The researcher should give importance to valid investigation. The hypothesis must have great importance as it give direction, particular idea and give focal point to research study. There are many examples of hypothesis like suppose if one train is late so automatically others trains too late. Here hypothesis can be framed that trains may be late and may not be late and researcher can do the research over that. So, hypothesis are always based on certain logic and certain assumptions.

There are various features of hypothesis which are as follows:

1. It must be simple to understand.
2. It be must be specific.
3. It must be intellectually clear.
4. It must be easy to understand.
5. It must be of capable of verification.
6. It must be related to past experience.
7. It must be made on the basis of certain conclusion.
8. It must have objectivity.
9. It must be related to available technique.

10. It must have conceptual clarity.

Following is the explanation of it:

1. It must be simple to understand:-

Hypothesis must be so simple that each and everybody can understand easily.

2. It must be specific:-

Here specific means particular. Hypothesis must relates to the concerned research or study.

3. It must be intellectually clear:-

It as intellectual as clear. It must represent the problem related to current situation and gives clear idea how to solve that particular problem.

4. It must be easy to understand:-

Hypothesis must be so easy and understandable that everybody can understand without much problem.

5. It must be capable of verification:-

Here verification means result, it must give a perfect answer for a given situation.

6. It must be related to past experience:-

There are many hypothesis are of them are historical which shows that result can be obtained with the help of past information.

7. It must be made on the basis of certain conclusion:-

It should focus on the result in turn the conclusion can be drawn easily on the basis of that.

8. It must have objectively:-

Hypothesis must be objective in nature and not a subjective one. It must related with the current situation.

9. It must be related to available technique:-

Hypothesis is that tentative assumption which must related to the techniques which is easily available like some parametric test.

10. It must have conceptual clarity:-

Hypothesis is based on certain concept without proper concept the clarity of the hypothesis is not perfect one.

So, in short hypothesis are temporary solution. But here problem is that how it must be constructed. To understand this we have to see various sources of hypothesis.

1. Observation: Hypothesis can be drawn from various observations. For example why monopoly is charging different prices to different consumers that means he is following discriminating policy. On the basis of that the research can be made it.

2. Association : Another important source of hypothesis is association.

3. Sort of Knowledge: The most important source of hypothesis is knowledge. It can be accepted or rejected on the basis of knowledge.

4. Culture and sub-culture: Hypothesis can be made on the basis of culture and sub culture too. For example the hypothesis can be made on the traditional culture of india and modern india.

5. Investigation: Hypothesis can be constructed on the basis of investigation made by the researcher.

6. Small survey: The hypothesis can be made on the basis of pilot study that means small survey made the researcher.

So, it be seen that hypothesis can be made on the basis of various sources. There many functions of the hypothesis which are as follows:

1. It gives proper direction to research staff.

It gives a road map or clear image to research staff. If hypothesis are not prepared it will be very difficult for the research staff to conduct research which will be almost difficult for any one to arrive at a proper conclusion

2. It gives an idea about sense of enquiry.

It is the most important source of enquiry. Whenever any study taken place it happen only because researcher has some kind of questions are moving in his mind for example when one train is late automatically another train is also late then the researcher can find out this answer by using simple hypothesis. So it gives idea about how to make an enquiry about an any problem.

3. It gives an idea about collection of data.

From the hypothesis the data can be collected. The data may be first hand that is original data or second hand data. The research gives an idea which kind of data needed for example if a researcher has to do the field experiment

in that case he has to depend on experimental hypothesis so in short it gives an idea which kind of data can be collected for that.

4. On basis of hypothesis theory can be formulated.

It is best way to formulate any kind of theory. When it is tested the information can be collected from various sources and specific theory can be formulated and that can be applied in any form of research and future researcher can use that.

5. It gives proper focus on the study.

It is very important because the researcher can give importance to the study. It gives a clear a map of the road where exactly where researcher is now and where he has to go. That means it completely focus on the particular study of which researcher has been taken.

6. It gives important conclusion.

From the various types of hypothesis the researcher can take the important conclusion. Which gives an information to the researcher that he must follow the rules for testing of hypothesis.

7. It gives a basis of study.

Hypothesis are the main base of any particular research. Without or improper forming of hypothesis the result will not give a true picture of any research. So study cannot be completed without its using.

8. It is temporary in nature

Hypothesis are temporary means it is giving tentative solution for any particular problem. So researcher must find out first temporary solution for any specific problem.

Briefly all functions are here described:

It gives a road map or clear image to research staff. If hypothesis are not prepared it will be very difficult for the research staff to conduct research which will be almost difficult for any one to arrive at a proper conclusion.

Hypothesis are of different types which are as follows:

Types of Hypothesis

1. $\longrightarrow$ Descriptive hypothesis.
2. $\longrightarrow$ Relational Hypothesis.
3. $\longrightarrow$ Working Hypothesis.
4. $\longrightarrow$ Null Hypothesis.

5. ⟶ Statistical Hypothesis.

6. ⟶ Complex Hypothesis.

7. ⟶ Analytical Hypothesis

1. **Descriptive Hypothesis**:

These are the type of hypothesis which shows the various features of different variable on which research is going to be done. For example to find out the unemployment among young generation particularly graduates.

2. **Relational Hypothesis:**

This type of hypothesis give the idea about relationship between two or more variables. The relationship may be positive or negative. For example rich families are spending much more money on their recreation.

3. **Working Hypothesis:**

The working hypothesis provide the basis for further investigation. It is subject to modification as the investigation proceeds, it is denoted as H1.

4. **Null Hypothesis:**

These are hypothetical statement denying what are explicitly indicated in working hypothesis. They do not nor were ever intended to exit in reality. It is denoted as H0.

5. **Common sense Hypothesis:**

This type of hypothesis shows common sense of different types of ideas. Common statement mostly making confused like more using of mobile phone is creating much problem for the person specially young generations.

6. **Complex Hypothesis:**

These are the type of hypothesis which shows the aim at testing the existing of logically derived relationship between practical similarity.

So we can see that there are different types of hypothesis are there and its shows how important are these in the research area. They tell to researcher the particular information how to collect information and how to do the work. Hence, hypothesis is a concept which shows tentative generalization partially right or wrong.

As we know hypothesis are nothing but temporary solution to the problem. In every study of research hypothesis are most important part of study or that particular research. Probably these may be hypothesis or may not be. But in

most of the research articles, in research journal and in many proposal hypothesis is may be possible.

Before coming to the final conclusion of every research the tentative assumption must be checked with various tools and techniques which are available in the hands of researcher.

Following steps must be followed while tentative Generalizations are tested:-

Step-1   Preparation of Hypothesis:-

The first and foremost step in the checking of hypothesis, the research must formulate hypothesis. It must have understandable qualify. Basically the research has many tentative generalizations. He or she has to select any two that is walking or null hypothesis. The null hypothesis the innocent result while the walking hypothesis is what the researcher trying to solve the problems.

Step-2   Assessment of tentative Generalization:-

In this step it must be clear that the tentative Generalization is one tailed or two tailed. If Ha is more than or less than. In that case researcher use one tailed or another one he can use.

Step-3   Level of Significance:-

As the researcher prepared the hypothesis he must select the validity of it with the level of significance. Most probably researcher user level of significance ten percent, five percent or at the most one percent but always value must be taken into consideration in between Zero and one.

Step-4   Finalization of sample:-

Researcher must finalize the sampling. As without sampling the research could not be in position to complete it. So research must consider the sample from various alternatives. If the sample is less than sample size of thirty then T-test must be applied. otherwise other various types of tests are available.

Step-5   Analyzing and calculation of sample:-

After completion of understanding and finalization of sample the researcher must analysis and also calculates the sample that is random sampling distribution.

1.25:   Hypothesis for the present study:

1. Ho: Social media marketing is not preferred by consumers over traditional channels of marketing.

    H1: Social media marketing is preferred by consumers over traditional channels of marketing.

2. Ho: There is no positive impact of social media on consumer buying behavior

    H1: There is positive impact of social media on consumer buying behavior.

3. Ho: All social media types are not equally preferred by consumers for buying decisions.

    H1: All social media types are equally preferred by consumers for buying decisions.

4. Ho: Area of consumer and its impact are independent of each other.

    H1: Area of consumer and its impact are dependent of each other.

CHAPTER 02

REVIEW OF LITERATURE

Literature review is the most important and the second step in the process of any research. First of all literature review is to do find out and to understand the main background of the particular subject or research which is taken by the researcher. It is a record which showing what had done in this regard in the recent past. Thus it is the current trend in the selected subject when the review of literature made by the researcher. He/she will become expert in his/her subject and he/she will become Master. It shows what had already done and what type of work yet to be carried out. It shows the direction is which the research direction must go. Research work clearly showing there should not be duplication of work. It also indicated what type of methodology was adopted by various experts researcher. When review of literature is done one should remember that Textbooks and encyclopedic document must not be taken into consideration. The researcher must question from himself what kind of research he has to do. What points must be consider while preparing on studying review of literature. From the literature the researcher must percolate down specific problem to general problem.

A various types of research studies have been conducted on various aspects of on impact of social media marketing on consumer buying behavior, which is relevant for this research. Some of the terms related social media, social media marketing, social networking sites buying behavior discussed. Some worthwhile studies relating to the present study viewed here.

The researcher has done studies the review on the basis of National and International level Journals, Articles and thesis.

2.1. National publications:

The researcher has done literature review on various National Publications, Articles, Journals which are described below:

Bikhchandani et al., (1998)[01]

In their research describes whether or not shoppers shall purchase a product and whether or not they suggest product to others. These are normally used as parameters for purchase intention. The study additionally reveals the result of knowledge cascades on social media by different product attributes is unconditional with different involvement strengths by shoppers. It concludes hat the shoppers try to show totally different levels of involvement in different situations wherever they face with brand buying and recommending to others.

ManjuAhuja et al., (2003)[02]

In their article, targeted on investigating the factors that influence the shopping behavior and browsing behavior of consumers during online purchase specifically, the study has been conducted about the consumers using business-to-consumer sites. The researchers also investigated buying preferences of consumers with varied

demographic profiles which may reveal different buying approaches and consumer behaviors for a specific class of merchandise and services. Social media is the1 most effective factors that influence buying behaviour of customers.

Muhammad ShafiqGul et al., (2004)[03]

In the analysis, the researchers concentrated on finding the relationship of Social Media and buying behaviour of customer. The study involved the students of academic institutes of karachi. Around two hundred and sixty questionnaires were answered by the students. The study finds that there is no strong relationship between Customer Buying behaviour and Social Media

.Ramsunder (2011)[04]

In their study says that shoppers' decisions are influenced heavily by on-line brands. Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to Internet to get more data for their buying decision.

RaghuramIyengar et al., (2012)[05]

Investigated in Korea, how friends influence shopping through Social Network. Their study concentrate on two important questions, the first question is "Is there any influence by friends on purchases by consumers in social media network", the second question is "if there is such influence which consumers are affected". To strengthen the analysis, sample data were taken from social networking website Cyworld. Sample data of 208 users of Cyworld for ten weeks of purchase and non-purchase information was collected. The researchers build a model on the decision of buying and nonbuying and also with the amount spent. Markov chain Monte Carlo technique and Bayesian approach is used to estimate the model. The results indicated that there are three different categories of consumers with different buying behavior.

Mir et al., (2012)[06]

Thousands of web news groups and chat rooms influence the purchase decision of shoppers. The image of the brand increases when many users provide positive opinion about the brand.

Dehghani et al., (2013)[07]

Their study analyses the knowledge inheritance on customer's action and reputation of brand. Knowledge inheritance on the social media happen once a person observes behavior of others and make a similar decision that other people have already made. The knowledge cascade are often used for one amongst 2 effects on shoppers, Knowledge cascading causes the brand to appear high or low in Customer Intention on purchasing and additionally may have an effect on consumers trust on brand .The study aims at customers who have trust on brand image. These kind of customers are influenced by decision taken by others.

TeenaBagga et al., (2013)[08]

The study analyses the inner and outer factors of consumer's online buying behavior. A structured form was used and a survey was conducted with two hundred samples. Questionnaires were sent through the mail and also posted through online web pages and were answered by the respondents themselves. The statistical analysis found seven major factors that govern the consumer's buying behavior. These seven factors were: would like for Social Communication, website Attributes, on-line Advertising, Recreation, Convenience, privacy issues and data Search.

Garima Gupta (2013)[09]

In her paper analysed the influence of social media on product buying. The results proved of the actual fact that social media have an effect on product buying intentions. Particularly, there's a powerful impact of 3 factors called information about product, peer communication and the level of product involvement on shoppers purchase intentions with respect to social media. The author infers that, because the product is sold through on-line, it can't be examined; perceived data shared about the product on social media and information sharing among peer teams facilitates consumer's analysis on the product and makes decisions accordingly.

GeetanjaliNaidu et al., (2013)[10]

In their study analyses the influence of social media in purchasing behavior of customer in Raipur. According to the survey result 75% of Indian youth uses internet for sharing their opinion, views and comment in numerous websites. The analysis concludes that people use social media widely for collecting information regarding product.

Balakrishnan et al., (2014)[11]

This study finds the influence of social media towards brand image and buying opinion of younger Generation. 200 questionnaires were distributed to undergraduate students of universities in Malaysia. The response rate was 75 percent. 3 hypotheses and 2 propositions were tested using multivariate analysis and mean. The result showed that the internet communications, on-line communities, electronic word of mouth, and on-line publicity are successful in promoting the brand image and buying intention of consumers through social media platforms. These findings notify the managers to reach the younger generation customers social media is the best selling tool. This analysis provides information to international sellers in applying social media activities to market their product.

AindrilaBiswas et al., (2014)[12]

In her paper, aims to look the influence of social media on consumer selection behavior. Technology Acceptance Model was adopted to find the social media usage perceptions. The employees of the Multinational companies in India are the samples for the study. A equation modeling was used to test the eligibility of the model. The results state that users of social media inclined to have more purchase intention than the occasional users.

Dr. SourbhiChaturvedi et al., (2014)[13]

In their study indicated that there may be 100 crore members present in social media; social media sites became an important medium for firms and consumers to meet each us for the exchange of information about products. They also suggest that the influence of social media on customer buying behavior is tremendous. Buying behavior in social network is influenced by gender, education, income, age etc.,

AlirezaMohammadpour et al., (2014)[14]

The study aims to find the impact of social media marketing on online buying behavior of customers with respect to brand capital using path analysis

technique. A sample of 160 from university of Tehran were asked to fill the questionnaire on social media marketing, brand capital and online shopping behavior of consumers. The results indicated that social media had significant impact on brand name. Social media marketing had significant indirect positive impact on online shopping behavior of consumers. The results conform the role of brand marketing in concurrence with media and online buying behavior of consumers.

Marta Zembik (2014)[15]

In his study explains that Social media comprises of blogs, public forums, social media sites, that is used for communication of some information. The data provided in social media is beneficial for organization/ firms and customers. Customers benefitted from the product information posted by others, recommendations by other customers. Firms benefitted by the information provided by the customers in social media about their products, getting the feedback on their product market, information about the prospective customers, customers needs and demographic characteristics. This article emphasis on how social media information is essential for companies and customers in their decision-making process.

Prof. Assoc. Dr. ElenicaPjero et al., (2015)[16]

The researchers conducted the study in Albania reality sector. Their article targeted on Social Media and its capacity to effect buying behavior of customer. The researchers discussed the growth and adaptability of Social Media networks by numerous users in the world. The researchers made a multifaceted analysis on the impact of Social Media on consumers and buying intentions. The samples are selected from users of Social Media in all dimensions and the result depicts the significant behavior of consumers.

Tayyaba Noreen et al., (2015)[17]

The researchers conducted the study about the Social media impact in Pakistan and Korea. This study investigates the impact of social media on the buying behavior of consumers. This study focuses on e - word of mouth, social media publicity and social media. The findings indicated that consumers of Korean consumers have higher intention to buy a product using social media platforms when compared to customers in Pakistan. The results

proved that e - word of mouth have a bigger impact on buying intention when compared to publicity on social networks.

NimaBarhemmati et al., (2015)[18]

In their study found that Social Network Marketing is becoming the most successful model in advertising. This study aims at how Social Network Marketing influences the shopper buying behavior among consumers who use social networking sites. The study also analyzes the relationships between customer engagement, social media selling activities and shopper purchase behavior. A survey was conducted among fifty students of Malaysian National University. The results showed positive relationships between consumer engagement of social media and their buying behaviors.

SakkthivelAM et al., (2015)[19]

In their analysis makes an attempt to check the influence of social media sites over young woman consumer's shopping behavior from Islamic faith countries. This study employs structural equation modeling to check out the influence of young woman consumers and the results disclosed that brand, society and reference teams exert additional influence over young woman consumer's shopping behavior through social media.

2.2   International publications:

The researcher has done literature review on various International Publications, Articles, and Journals which are described below:

Williams et al., (2000)[20]

In his study reveal that Social media marketing influences perception, shopper selection behavior, buying-decision and attitude from pre-purchase data phase to post-purchase behavior.

Belch and Belch et al., (2003, p120-122)[21]

Described in their study that at some situation during the purchasing process, shoppers stop looking out and evaluating data before going to the next stage. At this stage, shoppers decide whether or not they can obtain products or not. The buying decision depends on the motivation and influence of other shoppers through reviews and recommendation.

Young Ae Kim et al., (2007)[23]

Explains in their study that buying choices are powerfully affected by people who the buyer knows and believes. Several internet buyers ask for the

opinions before buying a new product. Internet social communities allow chatting among trusting members, allow customers to share their experiences by means of writing reviews and rating others' reviews. E-commerce websites have started to obtain information on the interaction between customers in their websites, to understand and investigate social influence on purchase process, to boost CRM and improve sales.

Achille (2008)[24]

This study indicates that due to reviews and recommendations posted in various social media sites by the online buyers has increased the number of online buyers to forty percent in the past two years. As an impact of social media, through online forty one percent of consumers purchased books, thirty six percent consumers purchased clothes and shoes, twenty four percent consumers purchased video games and DVDs, twenty four percent consumers purchased airline tickets and twenty three percent consumers purchased equipment.

OTX analysis DEI Worldwide (2008)[25]

In their study, analysed the influence of social media on buying behaviour of customers and a survey was conducted among US population, which shows that buyers presently use social media as high information resource for brands, companies, or product. It additionally concludes that social media outreach by brands and firms, particularly if a private on-line representative will make this outreach, are often far more important on shopper behavior than advertisements or different promotional devices. In fact, two thirds of shoppers are doubtless to pass the knowledge they receive to others and over half are doubtless to require action on this information. There is a significant stronger impact on shopper behavior when the social media is used as a positive outreach to share information.

JiXiaofen et al., (2009)[26]

This paper has created a model of on-line spoken and opinion people have influenced on consumer's shopping intention . The study has known that the massage impression of on-line spoken and leader's comments have lot of influence on consumer's temperament of shopping garments; the data of on-line spoken influences its receiver's attitude towards bran and consumer's temperament of buying clothes completely at the end.

Gursakal (2009)[27]

This study analyses the influence of media society and the amount of time that customers spent on the net and social media. Nowadays, consumption trends have modified. The usage of magazines, interviews and catalogs by buyers and sellers are altered by searching on e-mails, internet sites and sharing information in social media. Because of the effective role of social media, the time consumed on the net increases, and consumers' withdraw from traditional searching methods. Social media have become an important place where opportunities are mentioned, products are advertised and products are commented.

Miller et al., (2010)[28]

In his study revealed that over eleven million shoppers use 70% of social networking to buy various product and services. The consumers provide useful data concerning the product and share comments with different consumers over social media.

Penn Schoen and Berland Associates LLC (2010)[29]

In their study explains how the social media can impact consumer electronics. The study was conducted by 1012 web interviews with U.S. general population aged above eighteen. The results discovered that social media network has become integrated into people's lives. Social media helps to form shopper behavior. About 30% of social media users made purchases supported by social media reviews and recommendations from friends and unknown net users, nearly sixty-eight percent of respondents believe that these recommendations are more or less closer to traditional recommendations. About, 33% believe that social media reviews and recommendations they receive are far better than they receive through other means.

Cvijikj (2010)[30]

In their study examines the Influence of Face book on buying decision making process. Consumers have confidence on opinions of different people or teams during buying decisions. This study evaluates the power of Face book on decision making method. A model Face book application was developed by researcher for sharing opinions with friends and making repositories of things. The study analyses the internet survey of thirty three participants. The survey

contained twenty queries, divided into 3 parts. The primary cluster involved data concerning the participant, like gender and age. The next cluster of questions involved the buyer's shopper behavior and the last centered on the conception, thought and model Face book. The results make sure that consumers see their friends as the most reliable supply of knowledge when compared to other things. Results also indicates that friend's opinion on a product plays a bigger role than whether or not they possesses the product.

According to McKinsey Company (2010)[31]

In his study, Social Media has a notable influence on customers particularly who are first time purchasers of a product. It has a greater influence on high-priced products because the consumers want to conduct additional analysis and to get opinions for buying the product. This indicates that Social Media has an impact on customers in their data search stage of buying a product and as a result, customers will use Social Media to get data concerning the product and services.

Hoyer et al., (2010)[32]

In his study explains that Social Media is a non-marketing factor which has a significant influence on customer buying decision process than the other sources of marketing. Social Media is platform where customers exchange much information with others via electronic word of mouth, reviews and recommendations. Social Media websites helps individuals to share and communicate each other via communities. According to the author, buyers on Social Media are ready to pay attention to others opinion and have a trust on the peers and influenced by the peer in their buying decision process.

Kozinets et al., (2010)[33]

Suggest that on-line teams make an understandable influence on the buying behavior of the consumer and also in buying decision. For instance, the public discussion forum in the websites of social media offers consumers to collect information about the product, which helps them to take the decision on purchase selections.

Pookulangaran et al., (2011)[34]

In his article states that purchasing is always an experience and social media permits the consumers to connect with people who are mostly strangers.

Cultural characteristics impacts on consumers' usage of social media and a great impact on the online buying behavior.

Haciefendioglu (2011)[35]

In his study brings to light that buyers are influenced by the opinion of their friends on social media during their purchase decision. The study also states that the opinions of their friends in social media direct the consumers to take decision for purchase a specific product or from a specific company.

MehmoodRehmani et al., (2011)[36]

In their analysis, investigated the various social media parameters that greatly affected the purchasing decision of consumers. The analysis gave importance to find the influence of social media on the consumers buying decision. The authors outlined the objectives of the studies, so as to realize the objectives, a suitable research model is predicted and research hypotheses were tested on the model.

Constantinides et al., (2011)[37]

Analysed and reported that Social Media differentiates Shopper's behaviors. Socio-cultural, Demographic, situational and psychological factors have an effect on shopper's purchasing behavior. Business people can handle up more practical social media selling activities by categorizing social media users by their age, gender, academic level, geographical location and occupation/income level. In the same way, psychological factors like learning, motivation, perception and personality, Socio-cultural factors like family, social status and family culture. These variables provide benefits for business people to find and target the consumers of social media through proper social media marketing activities.

Diffley et al., (2011)[38]

In their research investigation, it is clear that, Marketers have analyzed whether or not social media sites may be used as a good tool for selling and whether to involve buyers to participate in marketing on social media sites. They say that firms ought to undertake a distinct approach that attracts shoppers instead of loading their inbox. If more selling advertisements are pushed on to the shoppers, then shoppers will get frustrated over the product. This authors talks about developing a proper approach to use websites as advertising tool. As a conclusion the author suggests that firms has to develop

good relationship with shoppers to make social media sites a better tool for selling.

ErkanAkar et al., (2011)[39]

In their study revealed the thing that affects consumer's attitudes towards selling through social media. For a businessman, Shopper communities act as new marketplaces for businessmen. The analysis aims to spot the factors that have an effect on the consumer's attitude towards selling a product on a social media platform.

Edison (2011)[40]

In his recent analysis, on users of on-line social networks in America revealed that about 52% of United States citizens have a minimum of one or additional social network profiles. The analysis showed that one fourth of on-line social marketing users buy their favorite brands, on these on-line social networks sites, of which many users use Face book as brand pages. The result shows that on-line social networks became a source of information on products for buying decision making by consumers.

Karimov et al., (2011)[41]

In their research suggesting that purchasing of products online may be considered risky by customers because of the lack to make physical product analysis, lack of personal information contact, and in some cases the dearth of secure transactions.   The efforts towards increasing the basic issue of trust in shopper behaviour can be supported with the employment of social media channels, like Face book, YouTube, Twitter, and company blogs as they enhance the sensation of social presence additionally, shoppers may use social media as a communication tool which can facilitate them decide what to shop for. The recent addition to the capabilities of social media is the addition of mobile applications to communicate with others.

Stephen Guo et al., (2011)[42]

This paper analyses a Chinese marketplace, Taobao, which is the world's largest e-commerce site. Integrated instant electronic messaging tool makes Taobao high from its competitors. In our study, this study specializes how a person's transaction are embedded in the social media. The analyses concludes a model for purchasing a product through buyer recommendation, if an individual wants for a product, how he will act to decide the shop. The

model uses data retrieval techniques from the websites and demonstrates how social factors will help to understand client behavior.

According to Drell (2011)[43]

This study analyses the internet behavior of customers of social media and disclosed 2 main types of information shared through online. They were categorized as high information sharers and low information sharers. In this study, out of 100 percent, High information sharers of on-line shopper's were 20 percent and belong to the age of teens, they are dedicated to brands, and had several of electronic equipment to share the information. On the other hand, Low information sharers of on-line shoppers were are 80 percent, were commonly older, concentrated on quality instead of brand.

IremErenErdogmus et al., (2012)[44]

The aim of this study is to identify the impact of social media on brand trust of the customers. This study takes into account of customers following one brand on the social media and, therefore, the information were collected through the structured form with a sample of 338 folks and tested using various statistical tools. The study concludes that brand loyalty of consumers is affected when the brand was found in various applications and platforms on social media.

Khushbu Pandya (2012)[45]

This study is an effort to make awareness among Indian marketers regarding the facility of social media which is spreading at a massive rate. The study is explorative in nature and used last five years secondary data. The findings of the study answer one major question – what's the state of social media on consumer behavior in India, the study provides figures, all major facts, analysis and examples of case study.

Greenleigh, (2012)[46]

In his study, investigates the behavior of young agers in connection with social media on shopping decision. Millennials are the shoppers who are in the age group between teen to mid-30s. In step with the researcher, Millennials have the characteristics like, always connected to social media, hyper-social, looking into other people activity, shopping and enjoying, strangers as their friends. This study detailed that fifty-one percent of Millennials trust strangers for shopping the product, over relatives or friends.

The study shows that eighty-four percent of Millennials takes the opinion from social media communities before shopping for products.

Sharma et al., (2012)[47]

In their study find the advantage and disadvantage about a brand or product present on the Social Media. The study also reveals that Social Media has an overall influence on consumers shopping behavior.

Pietro et al., (2012)[48]

Explore the extend of social media, particularly Face book, influence buying decision. They find happiness in using social media for buying decision. The study reveals about consumer's suggestions and recommendations on merchandise on Face book, enjoyment in finding the information on brands and products, attitude in the usage of various tools provided by social media for the buying decision of products. The study also infers a good relationship between the views of consumer towards buying intention of customer and social media.

SaadiaNasir et al., (2012)[49]

This analysis targets on the buying behavior of women customers in Pakistan. Study has been conducted with two hundred feminine respondents from Lahore town. The results indicate that women consumers take into account traditional word of mouth to be more promising information than social media for purchase choices.

Angella J. Kim et al., (2012)[50]

This study identifies the attributes of social media activities that influence consumer purchase towards branded luxury products. The study identifies 5 apparent Social media activities of luxury brands and they are amusement, communication, fashionable, tailor made and word of mouth. The results indicate that there exists significant positive relation between social media and purchase intention of consumer.

Themba et al., (2013)[51]

Examines how the students of African University have interaction in product related e Word of mouth and the impact of their interaction on their shopping decision. The study reports that the communication in brand-related e Word of mouth through social networks is comparatively low and has an absolute positive impact on buying decision.

VordemEsche et al., (2013)[52]

Report shows that recently, social media represent one in all the foremost outstanding challenges for promoting managers. A recent study by the Marketing promoting Center at Germany, that asked 146 managers to say about the foremost vital entrepreneurial challenges over succeeding few years, finds that eighty-nine percent of the respondents name social media.

Forbes et al., (2013)[53]

Made an analysis with a study of around 240 sample consumers on their purchases in relation to the type of the product bought and its costs. The conclusion shows that the purchase decision is influenced by the suggestion of the consumers on-line friends. The study reveals that fifty-nine percent of the sample uses Face book and used public media to receive product information from contacts or friends. These result shows that there is an influence on shopping behavior by social media.

Lehmann et al., (2013)[54]

The effect of social media on customer buying behaviour was analysed in this study. Promotion strategies were used on news websites and social media websites for respiratory disease vaccination. The outcome of the study indicates that individuals responded a lot to the social media news while comparing websites news. This study concludes that social media is a important tool to influence the shopping decision of individuals.

Leerapong et al., (2013)[55]

Checked out the factors which influence the on-line buying decision of consumers through the social network, notably Face book. In their study, consumers graded the factors like risk, trust, convenience etc... That inspired or discouraged them from buying the product all the way through Face book.

Huimin et al., (2013)[56]

This study analysed the consumer buying decision method and information flows between people in social media. This study uses the consumer buying decision method as a source and analysed many research articles to check its hypothesis associated with the different types of proximity. Results and theories have proved that the publicity and information about the product in social media platforms are stricken by the various varieties of proximity plays that are making an impact in the consumer buying decision method.

AtesBayazitHayta (2013)[57]

This research aims to grasp the influence of social media in today's life and brings new view and to see the consequences of social media networks on shopping behaviors of shoppers. The sample consisted of a around 600 young shoppers between the age limit of 18-24 years who use social media marketing and have account in any of the social networks. Interview technique was used to confirm the study. The primary data collected through structured form consists of inquiries about demographic data of teenagers, the length and aim of teenagers to use net and social media. In the Questionnaire, 5-point scale was applied to confirm the link between buying behaviors of teenagers and social media. The Cronbach Alpha scale was employed to find the connection between shopping behaviors of shoppers and social media and the result was 0.965. The result of the study implies that social media technique produce a vital impact on buying behaviors of shoppers with respect to age and academic qualification.

Michel Laroche et al., (2013)[58]

In their research say that the brand communities supported by websites impact the client Centric model and brand trust. The study aimed to show the relationships between client and brand, product, company and different customers. A study was conducted on four hundred samples through survey method. The result of the study disclosed that brand communities available on social media have a positive impact on customer-brand, customer-product, customer-customer relationships and client- company . The research also concludes that brand trust plays an negotiator role in changing the consequences of relationships in brand community to brand loyalty.

Shu-Chuan Chu et al., (2013)[59]

In their analysis examines the social media user's responses for social media advertising. Consumers who are using social media as a tool of advertising to interact with others and with the brand. Due to numerous users in the age group 18-35, who are using social media, the online luxury market experienced enormous growth. Brand consciousness and awareness has an impact on user's view on social media advertising, that affects their response towards social media advertising and affects buying intention .

Grahl et al., (2013)[60]

In their study conducted an field experiment in an online site where the visibility of the product is considered as like for the product. This study investigates the casual result of social recommendations on searching behavior. During a four-week experiment with new customers, the study discovers that displaying social recommendations caused increase in revenue, compared to revenue in previous method. The display of social recommendations results in 22 percent higher probability rate of buying a product by first time consumers.

Overall, results counsel that for on-line stores social recommendations and Likes are intangible assets with vital business worth.

GhulamRasoolMadni (2014)[61]

This study was conducted in Pakistan, which analyzed the influence of social media and social networks on the shopping behavior of consumers. For the study, one thousand consumers belong to the age between 18 to 50, who are having a minimum of one account in social media was selected as sample. A questionnaire form was distributed to collect the data. The results concludes that the social media has a noticeable impact on the buying behavior of consumers in Pakistan.

Hajli et al., (2014)[62]

In his findings says that Social media contributed new opportunities to customers to interact in websites. Customers use on-line communities, to get the information and to communicate with other users. The information from the survey shows social media enables the interaction of customers, which results in increased trust and intention to shop for products. The results also encompass the intention to shop for products.

JugalKishor et al., (2014)[63]

In their study analysed the aspects that effects buying attitude on Social Networking Websites, factors that have an effect on searching attitude on social networking sites. The study also explains the various mode of payment used for purchasing through Social Networking Websites. This study disclosed that social networking sites have totally different industries and customers. The study focuses on buying through Social networking Websites. The results of the study shows that time spent on social websites that influences the disposition to yearning for things on an extended social

communication. The study shows the people who often use informal communication are tend to accept for additional offers. It's discovered from this study that people of varied age teams have association with the Social Networking Websites.

Elisabetaloanas et al., (2014)[64]

Their article is expounded to the impact of social media on shopper's behavior and is quantitative analysis in nature. A sample of one hundred and sixteen respondents was used and various statistical tools were used with the help of SPSS to arrive at the conclusion. The data were collected from the respondents using online web forms. From the analysis, one can see to extent of social media influence on shoppers behavior and also it affect consumer mind set and the consumer's thinking as customer can decide anything.

FundeYogesh et al., (2014)[65]

In their article state that Social media has reformed the ways of information sharing and communication. In India, the growth of social networking and social media websites provides businessmen a new alternative to contact customers. The researchers in this article make an attempt to find the influence of social media on shopping decision of consumers. The article analyzes the impact on different stages and usage pattern of shopping process. The research also insists that the social media is mostly used for getting information about the product and quality. The study also indicated that the reviews and opinions in social media have an effect on the buying decision process.

Felix PratamaChianasta et al., (2014)[66]

The research was conducted at Indonesia to identify the impact of social media on promotion strategies. This survey has been completed using 205 samples. The inference of the survey shows that the influence of promotion strategies used by Lenovo through social media was not positive. The results indicated that through social media, Lenovo has not employed effective promotion strategies. The past studies indicate that there exists a positive influence of social media to consumer purchasing decision with respect to other brands in Indonesia. The study concludes that marketing managers of Lenovo have to put more efforts to draw the attention of consumers toward their product through the social media.

WeerawitLerrthaitrakul et al., (2014)[67]

This study, examines the impact of e- word-of-mouth which impacts buying decision process in the airline market. The data was collected from consumers who purchased the tickets of Low-Cost Carriers by reading the information on product review from social websites. The study also reveals that social media plays a considerable role in consumers buying decision process during the purchase of tickets from Low-Cost Carriers. The study provides information to these companies to develop effective online marketing strategy through social media to get prospective customers.

Mehdi Abzari et al., (2014)[68]

The aim of this study is to analyse the influence of social media on customers views on buying intention and brand image. Sample of around 200 customers in an Iranian was taken to study and they were asked to fill the survey form. The conclusion of the study proved both social media and traditional advertising have an important impact on brand image.

Qureshi et al., (2014)[69]

This study investigates about the Consumer experiences in hotels and restaurants on Social media. Data is collected through questionnaire from various restaurants managers and customers. Totally about 191 survey forms were distributed to customers and only 161 of them were came. The data was analysed using social sciences software system. The results were helpful for restaurants managers to improve service quality.

Bilal et al., (2014)[70]

This study examines on the role of social media networks on customer buying decision in garment industry. Primary data were collected using self administered structured form with the students and faculty members of Gujrat University. Various statistical techniques were applied on the collected data. This result indicates that there exists a significant positive impact on customer buying decision by social media in garment industry. The study shows how important is the presence in social networks for earning profits in the market.

D. Anthony Miles (2014)[71]

The study aims at analyzing and finding influence level of a website on consumers and their decisions. This study also examines the impact of social media on client behavior. This study employed survey method with a sample

of 383 college students. Statistical methods like factor analysis and structural equation modeling were applied on collected data to test the factor structures and psychological factors of the data. Three hypotheses were framed and tested using AMOS software and the results notes that social media have an impact on customer behavior. The website used for the analysis is ratemyprofessor.com.

BidyanandJha et al., (2015)[72]

This study makes an analysis on how social media impacts on buying intentions on adults. This study analysed the information in 3 parts. The first part consists of exploratory study followed by factor analysis and finally with structural equation modeling. The entire study was tested with AMOS software version 21 and SPSS version 21. The study proved that the communication on social media has an impact on buying behavior with respect to the brand image.

Harshini C S (2015)[73]

This study conducts an analysis of the existing theoretical contributions on Social Media Advertisements and buying intention of the consumers. The study highlights the fact of Social Media Advertisements and its impact on intention to buy, previous studies investigated about the impact of advertisements given through website towards consumer's shopping behavior. This study provides a cluster of consumer's response towards Social Media Advertisements with reference to customer buying Intention.

S. Bion Aldo Syarief et al., (2015)[74]

This study analysed the role of social media, especially Twitter, a social networking site, in communication with friends, with respect to the buying intension for the products of students companies at president University. A sample of 140 students of President University was taken to study and was asked to fill the questionnaire. Various statistical tools like structural equation model, factor analysis, likertsacle were applied by using SPSS package. 8 hypotheses were framed and tested. Out of eight hypotheses, 6 showed positive relation and rest showed negative relation.

WaqarNadeem et al., (2015)[75]

This study was conducted on how consumers buy goods online via peer recommendations and Face book. This study also tested whether the website

service quality have an influence on shopper trust, attitudes, and loyalty intentions. A survey was conducted with Italian teenage customers who uses Face book to buy clothes .various hypothesis was framed and these hypotheses were tested by structural equation modeling. The result of the study indicate that online service quality and use of Face book for on-line buying have a great impact on consumer trust.

Nick Hajli (2015)[76]

Indicated in his paper that Social commerce could be a new technology in e-commerce and the application of social media allows the customers to communicate more in the net. The author proposes a brand new model to get a better understanding of social commerce employing a PLS-SEM methodology to check the model. Results show web applications attracts the consumer to interact with others on the web. Customers use social media constructs that successively increase the amount of trust and buying intention.

Alok R. Saboo et al., (2015)[77]

The researchers convey that, according to social identity theory, consumers work effortlessly to increase the attractiveness of the team's people in the group. In the world of music industry, the researcher proposed that consumers will involve in 3 social media activities to boost the attractiveness of their brands. First they send sample music in social media, secondly they follow the music artists in social media, and finally they put comments on the artists' social media websites. With respect to brand attachment theory, the researchers argue that these three activities on social media influence the consumer buying behavior. Statistical analysis were performed with thirty-six music artists over seventy-three weeks and the results shows how the buying behavior of consumer is influenced by social media activities.

Yichuan Wang et al., (2015)[78]

Tn their study, found that social media platforms has contributed to the growth of recent business developments in e-commerce and also modified the buyer decision making process. A survey was conducted with two hundred and seventeen active customers in the social commerce sites at pre-purchase stage and post-purchase stage. The results indicate that there exists both positive and negative opinion about the product. This affects the consumers' purchases. Word of mouth content in social media has an effect on

consumers' intention to shop for a product. The Word of mouth contents thereby increasing the chance of actual shopping for products and also helps in information sharing of product with others on social commerce sites.

NugzarTodua et al., (2015)[79]

This article highlights on the attitude toward social media marketing, in Georgia. The article aims to investigate the usage of social media for small business in Georgia. The influence of the research have unconcealed that social media are largely used by customers, however, there is an only little impact on the consumer buying decision. The Conclusions of the study provide more insight for higher understandings of demand of customers in Georgia and also provides the information for implementation of the various strategy for marketing the products through social media.

2.3 Thesis

John Fotis (2010)[80]

In his study analysed the influence of Social Media on buying Behavior specialize in tourism services. The most important analysis question was - what's the importance of social media on buying behaviour with reference to travel before and after the trip. The author had employed qualitative and quantitative ways with focus teams and 3 structured questionnaires to a similar sample at totally different periods – before the trip, at the vacation destination and after the trip. Results showed that Social Media platforms are used at all the stages of the vacation planning. Social media is used in taking decision for selecting, for changing of vacation plans before the ultimate choices were taken. Results additionally showed that friends and relatives proved to be the best level of trust among the data sources, followed from different travelers in numerous websites.

Leslie Martinka (2012)[81]

In her study examines how Social Media Communities Impact shopper behaviour and helps to form cultural norms and ideologies. This analysis was conducted with Facebook and Twitter communities, which influence consumers' on-line purchasing behavior. Using 3 point Likert-scale, a survey was conducted to answer numerous questions about the use of social media. The results showed that the communities inside social media dominate what the customers purchase on-line. The study reveals that Face book have

influenced consumer's much on-line buying behavior and Twitter communities had nearly no influence.

Ethel Lee (2013)[82]

The study aims at clarifying why, when and how the social media affected the consumer buying behavior. The study was conducted during May 2013 in Turku. Quantitative analysis technique is tailored for the aim of this analysis. Primary data was collected through questionnaire. This analysis offers clarification on how consumers are involved in the process of gathering required information through social media before procuring a product. The findings provide that consumers actively take part in the search of information for a product on social media when compared to mass media, the search is more subjective and selective and subjective.

Al-Dhuhli et al., (2013)[83]

In their research paper states that Social Media have given lots of opportunities to customers in adapting completely different aspects in life. Face book, Twitter and Instagram have contend vital roles in increasing consumers' on-line purchases. Though Asian nation and alternative Arabian countries face shortage in utilizing these sites with efficiency, we tend to still have substantial proof of its use. This paper aims to know that customers are principally influenced by on-line buying; reasons that tempt client to get on-line, styles of product that are principally purchased using Social Media and kinds of Social Media that are principally employed by customers in Oman. To realize these objectives, we tend to conducted 2 primary analysis ways, form and interview to analyze the impact of Social Media sites on users' dynamical behavior who aim to get on-line. The findings show that Instagram has created vital change in consumers' purchasing decisions towards selecting product. This study has several implications on each theory and observe.

Charles-Henri et al., (2012)[84]

The study explains how social media influence on the buying decision process of consumer and also how it differ at each stage of buying decision process. A structure form and two semi-structured interviews is used to gather data for the study. The study finds that Social Media varies at every stage of buying decision. As the buyer dig deep to get more information about the product, the influence of Social Media is reduced. The study highlights that there are

possibilities for the sellers to hold the influence of Social Media in buying decision.

The researchers had found that the consumers who are using facebook, twitter, whats up are maintain their attitude towards social websites. We know that advertising is a paid form but non personal communication are using by various types of traditional marketing. Based on the various studies as compare to offline traditional marketing now many business community are using the help of various social websites. Research shows that social websites are viral and carrying very important message and information and also creating brand building and brand equity too. The study shows social websites different from old traditional methods of marketing. Social websites are not only attracting consumers but also the various business community also using the various social websites.

In modern time to stay in competition is a challenge for many business community and social media is one gift for them to stay in the competition by attracting consumers. The research shows that still many consumers are using electronic mail still but as research shows that its not giving immediate response which is possible in social websites like facebook, whats up. So many consumers are attracting towards social websites.

Various experts like Rajesh Lalwani the promoter of blogwork says that every business man have various commercial opportunities are available the marketers can take the advantage of social websites.

Many researchers found out that social media marketing promotes various services like:

a. Audit of social media.

b. More blog development.

c. Monitoring of social media.

d. Advertisement on face book.

e. Tweet on twitters.

f. Sharing on whats up.

g. Uploading on you tube.

Many research articles, surveys shows that social websites are new domain for many consumers. Since, last twelve years the internet has changed the life of millions consumers. Internet has transformed the life of consumers

from traditional to modern and to electronic. Due to rise in applicability of internet day by day every walk of life, consumers are influenced by these social websites. Before introduction of social networking sites people were talking over phone, sending inland letters which is now completely changed due to introduction of social websites, Now it's very easy for consumers to contact with any one of their friend within millions of second part.

Now social networking sites are using by many consumers as also business purposes when both are communication with each other. With introduction of social media marketing such blogs, online forums, social networks etc. social media provides an extra ordinary floor for many consumers who want to purchase the goods as also services too. Due to introduction of social media marketing business community are taking advantage over those who are using traditional marketing. In modern era the choice of consumers has changed, they want quality goods at low price without much wasting of time and social networking sites are the best way to follow that understand the behavior of consumers. No doubt to understand behavior of consumers are not an easy task, but social media has certain features which are changing the mind of the consumers like sharing information, discussion on net, sharing of images and many more things.

The research shows that social media has offered many ways to attract the customers. The research studies done by many experts and shown that there are many business communities are there who are now creating web pages and these web pages are changing minds of consumers. Now traditional consumers want to become internet consumers. Not only the business community but also consumers are taking the advantage of social media. Study shows that in olden days traditional marketing like pamphlets were using as medium of advertising the product, which is taking place by social media marketing.

The review of literature has shown that research for the last two decades was undertaken on impact of social media marketing on various angles and parameters viz., purchase intention, perception, attitude, buying-decision, demographic profiles, reviews and recommendations, Web-based social communities, Soci-cultural factors, e Word of mouth. The review shows that social networking sites are following transformation process.

Various studies were conducted on different age groups about their thinking on social networking sites. The research provides useful information to the companies which conveys that companies should not disturb the customers during their privacy and should find ways of advertising the products by engaging the customers. Companies should get the feedback from the consumers and those positive feedbacks can be passed on to others by way of social media. The social media tools can be effectively utilised as for marketing the products by bringing in consumers to participate in the marketing activity. Instead of pulling the consumer alternatively companies can push the messages to the consumer through social media tools. With the presence of internet, sellers and buyers are connected round the clock and round the world.

There are various researches who investigating about consumer satisfaction from Social Media Marketing. For that Social Media is doing Loyalty Programmes too. Some studies say that companies should take advantage of social networking sites by involving the audience too. The researcher have done study about ten weeks and so and build a model as buying decision of the customer through online. Everyday millions of chat rooms are opening and that affect the behavior of customer. The Research Statistical analysis shows that how these web pages are changing the mind of consumers.

The survey shows every day many people join Facebook, Twitter, Bloggs and Marketing are doing advertisement and that also to attract Consumers. Nowadays Social networking sites are very successful tool available in the hands of Marketing. Study also says that before buying any product by the Consumer he is always doing survey. It depends upon the product like if he wants to buy from his relatives, friends etc. where when he wants to buy routine product like breads he does not ask anything is known as routine response.

There are different types of Internet customer are there who are always doing survey before buying any product. They are reading the reviews which are written by various users on Social networking sites.

Research was conducted on time that how much time consumer is spending on net to buy the product. There are various tools available to Social networking sites which find center at of traction customers. Some research

studies and explained that Social networking sites are non-marketing factor which influence the customers. Reviews also suggest that not only Internet but various other agencies like Family with whom consumers are living, Peers with whom they are working moving here and there, Friends with they are spending much time that affecting consumer Behavior too.

Reviews shows that aim of every businessmen is to attract the customer by providing consumer delight and traditional marketing is now getting outdated and Social Networking are taking rising due to that. Study shows that information provided by various customers are revealed by the Marketers on Social Networking Sites as the potential customer can buy the product without hesitations. In India Millions of Customers are using everyday Social Networking Sites not only for buying but for sharing Ideas, thoughts and many more things they are sharing with each other.

The World has now become global village. There are changing the demographics and expert rams of the consumers, Nowadays a good and easy way of using the Social Networking Sites is local language too. Social Networking Sites result into earned advertising rather than paid advertising.

Social Media Marketing provides prowled new Opportunities to customers to interact with each other.

There are various definitions given by many experts regarding social media marketing one of them is Bureau of Interactive advertising in the year 2009 which clearly indicated that it shows continuous mapping of advertisement of social websites. The report showing that various features like imbibed importance that helping the exchanging of information between those who are sharing information with each other. The main importance of social media is to share within and even exchanging of information various parties involved in it. The network clearly shows the size of representation of media by frequent using of various consumers. This definition clearly indicated the exact meaning of social media for all that for consumers, shoppers, marketers and for various sellers too.

According to Scoble R. which is showing social media is a starfish with the help of it the number of consumers are increasing day by day. It has tried to show how speedly the networking system is increasing for various tools which are using the service of social websites and networks. It trying to explain there

are many different ways with that people can share ideas, thoughts as the various websites.

Yet another new report introduced on social media in the year 2007. He categorized and behavior of social networking using consumers. It prepares the staircase of six levels which can be participated in various levels. He says, web networks, brands and any other company must understand the behavior of consumers before analyzing anything else. The various six staircases are Creators, Critics, Joiners, Inactives Spectators, and Collectors. The study made in US based consumers who are using online producing to understand the behavior of there consumers. It clearly indicated how online consumers can be attracted by using of social media.

In the present research the personalities of consumers are divided into seven different categories which are not following any particular order. Anything can follow any type of order. The first type are sponage which common are over the world over social websites. They are the consumers who are searching information more deeply, if they not satisfied with one way they will never stop will find another way. Whereas in second category personalities are the drain, these types of consumers are accepting the important and good content, but not in a positive ways they always searching the critical point that is negative that is draining. The third type are given, who are mostly present everywhere. They are searching social media all over and also continuously. The fourth type are all rounder. These consumers are very much smart, very sharp. They cannot accept anything without knowing the fact clearly. They are very good and nice consumers. In the fifth category is chemeloon. They are very tricky persons or in other words we can say consumers. They are not purchasing or buying any good and services too without much knowledge. They never ask question but if they get doubt they never stop. In the position of sixth the observer. Whereas in the last category that is seventh are mavacrick. They are highly creative and always using their own mind. They will never stop or ask questions.

It is a digital technology marketing firm which published emerging digital channels, the behavior of consumers and adoption. It shows how the behavior of consumers can be molded towards the modern technology. In his report it shows with the help of repetitive messages, electronic mails are the various

different types of platforms which can change the mind as well as behavior of consumers. According to him there are five increasing technologies are there that is Blogs, Messaging, Boards of Messages adverting and podcasting. This report clearly indicated various offers made by companies and how these offers are changing the minds of consumers towards social media. Consumers are now aware but they are not fully aware of everything.

The study shown by Singh Abhijeet that to maintain customer is a very important technology must be adopted which is initiative must be created by various organizations, to maintain customer thorough marketing is an art which helping various functions like sales, service and marketing. The report further elaborate that it is not a product that is goods and services which attract customers it is the policy of marketing how marketing attract customers. The report displayed that if customers are maintained properly the profitability of company must be increased.

The article shown that the internet has a great advantage to attract the customers and maintain too. It is the new avanue for various business house and for various customers too to keep relation with business class people. In modern world E-service is also an important concept which is introduced like if customers are unwilling with the product to buy than companies are giving refunding within fortnight days.

It has given the idea about present situation that it passes through Privatization, Globalization and Liberalization whereas the role of marketing has changed immensely. Now the role of marketing is going to change with changing the concept of customer as well as electronic customers.

The researcher Bojra in the year 2008 published research on social media a new frontier for retailers. In that research it shows that in last ten years the changes made in retailing industry drastically. It explain how globalization, mergers and various technological development have made powerful changes now retailers mostly depends on use of social media. The internet had changed the life of millions of retailers. Now social media identifies the powerful information which can be transmitted through viral marketing. This article clearly explains the importance of strategic marketing techniques and tools which are using by various alternative retailers.

In the words of Sashi C.M. which explain the seller buyer relationship engagement with customers. It tries to explain how customer engagement can be examining practice views of customer engagement. In the research paper opportunities shown by how social media is going to help build a relationship with customer engagement. This paper perfectly explains addressing of some issues like relation of customer engagement with interaction, connection retention, loyalty, advocacy and many more. A retailer can use the mix blending of digital and Non-digital technologies can be used by retailers which develop. The model of engagement of consumers.

March and Quinton in the year 2010 made research and explored the importance to discussion and relationship between social websites which are doing the job of marketing and posters in their study "Relationships in online communities: The potential for marketers". The current research paper studied social networking sites through approach of xerographic. The research shows how relationship work between trusted members. Such informative relationship are shown and can develop strong bonds between them. In that research marketers should consider the content of forum which is available for discussion as very important resource available for various consumers and various goods and services.

Sarda Pawan the CMO of future group is having opinion which was published in the year 2012 which clearly showing that the any organization must do loyalty programmes. Every organization must start walk with loyalty which attracts many and various customers. It explain today marketing is a very specialized and very complicated process which is not possible for any organization. Every company must build a strong relationship with its customers.

Infoanalytica a KPO in India has made survey in India. The data collected from nearly forty marketers to understanding and exposure of social media and the target behavior of consumers through viral marketing through social media. The result collected as from many marketers and result indicated that nearly seventy five percent respondents are shifting their views from traditional to social media marketing. Now various organizations has great impact towards buying decision of consumers. In the light of internet era, social marketing has changing the life of not only marketers but sellers too. So

finally it indicated that sellers have good opportunity to make promotion do through social media marketing.

Yadav in the year 2012 has made very clear that importance of social marketing is increasing day by day. Modern advertising is social media advertising and not traditional media advertising. He explained via various case studies that social media marketing is not just an advertising but it is way of communication of various parties like buyers, sellers and many parties who are involved in it.

In olden days business was very easy and marketer can buy or sell goods and services very easily but in today's competitive world due to complaints in various types of communication the system has changed. Introduction of social media marketing has changed the way of thinking of many consumers. In previous days to attract the customers were so easy which is now very difficult task made the research by various experts.

Various another important books published by various experts which clearly indicated the importance of social media, how social media has most significant factor which is going to change the way of thinking of consumers. Research shows that now Branded goods are purchased by many consumers through online process. Social media in that case is a great tool to help to business in expanding process. It increases the confidence of the public at large in general and many consumers in particular.

The research made and pointed out that when goods which are branded has its ultimately personality. A branded goods provided a sense of security and survey shows that customers are now ready to purchase the goods online too. In modern world where market is full of competition. Traditional marketing is now out of date. The major feature of consumer is that he needs goods quality based even online too.

The book which is published by Lovelock which is pressure on service marketing. The particular book provide the role of consumer in designing services, the book give importance to understanding the behavior of consumer and now social websites are attracting to consumers.

The research made by His. Penglu. In his research motivation they applied to understand how to use social websites which are doing job of marketing among various college students. This researcher is based on empirical

studies collected from four hundred and two students' samples. The final result shows that how social websites and networking sites are increasing the usage by college students.

The other research made in Nigeria where how social websites are using by not only college students but also by many people. The importance given to five features that is Complexity, Compatibility, Reliability, compliance and Relative advantage and it is concluded that attitude of various students towards social websites are positively affected.

The another research made by Heim Jan in few years ago which indicated that there are many reasons why people are using social websites which are doing marketing job that is due to adoption, use and many more reasons are there due to that people and students are using that and for this reason he took response from one thousand two hundred responses.

A more research made in this area are made by Ellison which shows that nearly 85% of the respondents are mostly using one or the other social websites which are networking business. He collected data from the age of Eighteen and Nineteen years of age as well as above of the thirty years. The result shows that nearly fifty percent of the respondents are not using all websites only some of them are using two or three whereas in other case users are using only one type of social websites.

And the other research made by Vitak. He described why people using social websites that means he is suggesting various reasons for using social websites. Some of the respondents that means consumers who are using social media as some of their friends are having online account and they are suggesting to purchase goods online while others are having due to maintaining the relationship with each other as a friend. Some of them replies that this is best way to communicate with each other. Some of them share that they are using social websites for purchasing of various services and they never felt wrong or got any wrong product, goods as well as services too. That's why they are happy to stick with that social websites which is mostly doing the job of marketing.

No doubt that social websites which is the best way of doing marketing has created a long lasting image in the mind of consumers. Some research made to describe that many people are using social websites are using to keep

relationship with their family members who are living out of the country as they can maintain healthy relationship.

It is very important for retailers as well as for consumers to always aware before buying and selling of goods and services. The research shows that facebook, twitter, Whatsapp are using by many consumers and retailers for buying and selling of goods and it suggest that not only many consumers but many college students are now using Whatsapp to do buying of various services as they can make group and online campaign can do by them and it also shows that age and behavior of consumers also fond of using of these kinds of websites too. Research also indicated that though services and goods are purchased online must be it is duty of retailers to give education to their consumers to buy the goods like computer printer, laptop as there are many consumers are there who cannot understand the use of proper handling of that product.

A review of various literature are also related to advertisement made through online that with the use of social websites like various types of advertisement can giving information, reminding. For Example: facebook is sending the information relative to birth date which is the most important way to keep relationship with their customers.

Other research made which is showing that key issues relating with E-marketing. It shows how to attract and also win the minds of consumers through online advertisement. It understands and informs the various factors that study the online behavior of the consumers. And it also examines how electronic marketing affects and can change the mind of consumers by using web experience. How physical clients attitude and perceptions are changing and how traditional sales made outlets are now using very less as of online marketing. Nowadays to do the promotion has a great challenge for various sellers to sell the product. In order to attract the customers the businessmen must increase the awareness of brand image in the mind of consumers. Survey shows that almost 96% media used in Indonesia where research has been carried out.

Another important research shows that which was conducted in the year two thousand by Mehta which clearly indicated in general way advertisement is playing a very crucial role to attract customers. It shows that advertisement

and behavior of consumer have a direct relationship and have a positive correlation in it. It clearly shows that advertisement is changing the attitude of many consumers. It is multi-dimensional in nature. There are five important factors are there which are changing the minds of consumers that is information, entertainment, creditability value and above all is economy. The way of thinking by consumer is above of its perceptions which are mostly informative.

Another made research by sun and were which shows that how online advertisement is changing the thinking of consumers. With the increasing and developing of technology many consumers are believing that online goods are easy to purchase and even without much wasting of time.

Other investigation made in this regard by liu in the year 2010 which is showing that younger generation have more impact of social networking sites. These attitudes, beliefs have great impact. For example Wikipedia, Linkdin, youtube, Virtual world, twitter and many more the survey was conducted from two hundred and twenty one students and result showed that on the basis of Likert scale. From one to four and rate on the basis of the information they are having. It shows that around 82% are having good knowledge about social websites which are doing the marketing whereas in case of only knowledge having are near to 70% whereas almost 39% are having somehow knowledge. So it clearly shows that nowadays the impact of these websites are increasing day by day and increasing much more.

A research made on undergraduate students how they are focused on social media and data taken from Black college. The total respondents were 261 and collected information according to that and findings came that around 87% users of respondents are using either facebook or Myspace whereas around 13% are using Blogs which are showing in various websites. And another report about frequent using of these websites indicates 53% are using mostly Myspace or facebook whereas rest is using other websites of marketing for the advertisement.

In the year 2011 Survey made by Smith, took which is based on social media and consumer. It describe that social media is great platform and playing a very important role in receiving, giving and transferring information from one place to rest of the world. Since flow of communication is not only the way to

attract and give idea to customers but it must information based must be there. No doubt consumer have various several opportunities as well as alternatives are there so they can choose anyone or mixture of media marketing.

In olden days, in traditional way of doing advertisement and to increase more number of consumers was very difficult as there was only one way of communication was there. But now time has changed a lot. Mass media has taken place of traditional media. It is also processing very important and necessary information to the various marketers. It can be rightly said that social media has put customer as central focal part and without them nothing is possible to sell the product. In this regard he can say that goods news travel very slow as compare to bad news. Means bad news are traveling very fast.

Research made in Nepal which showed that many literacy programmed did by many online agencies which show that how does websites are working. These studies clearly indicated that how traditional way of purchasing medicines has converted online purchasing of goods and services.

Many report published in the year 2010 which described how online news experience has increasing mostly. Data collected from many respondent in America and it shows that nearly sixty percent of people are more interest in online marketing whereas 75% of respondents are accepting news through forwarded online media like Whatsapp whereas 37% of people are getting messages through social websites like and 81% of messages are transmitted through few survey. In the research many respondents participated and almost all the respondents are the age of Eighteen years or more. Experience show that many consumers are using facebook and twitter. Other project survey conducted from nearly Eight hundred respondents which indicate that around ages between twelve and nineteen go to online websites and most of the respondents are purchasing goods online. Survey conducted in Australia people is using `WILB` i.e. work place internet leisure browsing.

Barbara has made research in the year 2007 which is qualitative in nature. It explain how social websites advertising attract the not only teenage customers but also to other ages of consumers. Various responses are

recorded and various respondents participants who participated given advice that consumer use product cultural has great impact of buying behavior.

Research made as the list of factors which is showing either positive or negative impact on propensity of consumers how do they shop the goods and services. They are often changes from online consumers. No doubt they respond that also they worried about the product which they are getting are worth while or not. It depends upon the trust of the various websites which are providing various goods and services to many consumers too. Some respondents shows that the purchase process of online buying is very easy and not complicated are but some respondents denies with that as many consumers need account on E-Mail. Having knowledge of operating computers which is not possible for all types of consumers.

Many research made and tried to slove and understand that how social websites which are doing the job of marketing has trying to modified and completely change the thinking of consumers. Not only consumers but also many research reproduced that social networking companies are taken social media seriously and trying to make a strategy to change the sales pattern by selling most of the products online. It is also considered that Indian market is very huge market and research trying to show that only how to increase the numbers of buyers by using recent advanced technology in the marketing terms. Research also clearly defined that nowadays consumers are in need of brand perception and for that many companies provide good quality goods and services at very cheaper rate.

Another research made on many international students that these websites are changing the purchase decision during the buying course and for that the researcher has taken one hundred and sixty seven students from various different universities.

The research shows that why foreign and international students are shifting as it will be very difficult now to take admission in colleges and to study is very easy and time saving too. Many online communities like youtube, Mimeos are providing various types of uploaded video and from that many students are getting the benefit of proper education.

The research made in US by Duran in the year Two thousand and seven indicated that there are many schools in California are there who are

accessing to modern technology too much. Many students are more frequently using the help of modern technology related to online videos, online solving of problems with teachers instead of wasting their time for waiting of teacher in the classroom. The above study helpful to not only to one school but to many students who understand the dimension of social networking sites.

Research made in the area of online marketing where many companies and firms are in touches and do communicate with their relative partners and many consumers too. These websites are also used to send and receive information related to likes and dislikes of many consumers. The concept of offline market is also do not vanish yet as customers can see and purchase the product but as research clearly showing that it is much taking time like business to business and many electronic type of commerce. Taking an example of OLX is providing various types of services to purchase and sell the goods without any charging of fees.

Did research in the year Two thousand by Shang which shows marketers have now available various opportunities to affect the behavior of consumers through proper online marketing strategy. It is not so easy but maketive effects must be taken into consideration before build a consumer relationship and attract the consumer. It is the duty of marketers how he is following various marketing activities and take proper decision to attract consumers in different areas of life. Many participants like society including business house too are the consumers. Marketers need to engage the target market. Markets should with to consumer about marketing mix used in the various types of goods and services.

There are various research did which shows the importance of customer relationship management like Ravi Kumar did in this regard research in the year Two thousand and eleven which shows that corporate section has to play a very important role to avoid the competition that means to cut out the competition and attract not only consumers in particular but society at large in general. In the presence of digital technology where cost of data is too costly the marketer must play a very important role in this regard. Whereas Alok Kumar made another research in this regard about customer relationship between company and its consumers. Every company must provide variety of

services and choices to consumers that consumers must think and rethink to purchase goods online only. Brand awareness is mostly are the focal and important point of brand strategy and refers to power of the brand presence is the various market places. It provides a sense of security to consumer before buying any product online. Brand perception can create brand image and communication shows appeal to consumers, positive image, thoughts, feelings and many more activities must be done by companies.

Many researches done on consumer behavior. And in modern times It clearly shows that modern consumers are no longer interested and depend only on information which is provided through traditional way of marketing. Joseph defines the touch points as an important opportunity available to many marketers to build image via online marketing too. The most important point to remember in this regard is how the consumer is thinking about the brand of the product.

Count et al shows that awareness is the first step in the purchase decision of the consumer. When consumer wants to purchase the goods and any type of services he must aware what he want to buy. Here the role of marketer is much increasing to show the importance of brand of the product. In his steps the second one is famicity, the buyer must be famiter with the product which he want to purchase. Yet, another important point to remember is this regard is consideration. Always consumers must consider the relation importance of any of the branded product which he wants to purchase. Fourth step in that is purchase now the consumer is ready to purchase the product and at same he is going to see the internal and external variable which affecting his purchase behavior.

Important research did in this area and clearly described that nearly fifty millions tweets are sent daily as per March Two thousand and ten data. It clearly indicated how technology had made the progress in this area. There are many companies to see how opportunity in this regard for that. Report says that in Two thousand and ten the user of twitter was around 65% whereas in case of facebook the user were 54% and youtube downloader it is nearly 50% where it goes to the year Two thousand and twelve Twitter users are 82% in the same year it accounted for 74% and in case of youtube it risen to 79%.

This research made by Marsteller and bursen in the year Two thousand and twelve. The raising and consumption of online consumers and marketers too are increasing nearly every day and every movement. In research some experts are saying it is one way communication but rather some other experts clearly shown in their research that it is not a one way but two way communication which is going to change the behavior of consumers.

Literature shows that there are many social media available to many consumers and people to connect with each other. The list cannot be termed as completed as still many websites are increasing more or less everyday.

Eunju and Angerlla made a great research in this regard in the year Two thousand twelve which describes that in modern times luxury and even branded items of goods are attracted by many consumers and which has five important characteristics like value equity, relationship equity and brand equity.

Nilson time has explained the important benefit of consumers. She explained how customers are very important for business and how to keep good and in proper way the relation can be maintained. They will give benefit to the business firm. She described that if customer relationship are maintained than customer will do repeat purchase to which we are calling as brand loyalty. So, in short she explained how much important is that to attract and retain customers in the business.

The article published in the year Two thousand nine which tried to explain that how social networking sites used by various political parties are used to do various types of advertisement. The political parties are exchanging information to that area also where they cannot reach personally. The result clearly indicated that interaction among users helped faster transmission of message. The survey was conducted by utz. Soneja showing how social networking sites are benefitted during political campaigns.

Research made by Lampe seen how social websites that is facebook is beneficial to various college students. Use of Facebook benefitted to various students. Here researcher buy to make difference between how bending social capital and bridging social capital. The former has strong relationship with social networking sites while after have very weak relationship. Final

conclusion drown that not only affective messages but online messages do also benefitted with that.

Research made by Surkee sinthu pinyo in the year Two thousand and fifteen how facebook is going to change the mind of various friends through case study in Thailand. She taken the sample of many students in the range of seventeen to twenty two students and research made on the basis of personal interest, tendency to change the mind of other friend. The result find out that in sample of 452 respondents shown that facebook is used by several times to 256 whereas on the basis of notification it is 116 whereas once in a week is only 3. Final result clearly indicated that ultimately Facebook is changing the mind of many consumers who are friend in nature.

Social media report submitted in the year two thousand fourteen which explain clearly the following things:- Data collected from around Two thousand and Eight hundred marketers. Collected information from those marketers who are using one or other social media. The result shows that around 92% are showing interest that they are benefited from the using of social media. In two thousand thirteen it was 86% around 89% of marketers to know that which social websites is best for marketers and consumers too. Around 68% of marketers are in plan to increase their use of blogging. Data clearly showing that 54% of marketers are in position to use best of Google plus around 65% want to learn more about how to use Google plus. It described 65% are using Podcasting. Many marketers are in belief that facebook and Linkdin are the two best sites for doing the fantastic business.

The Lin, Millier and Febian show report in Two thousand and nine. They show that social networking sites are the central part of any business activity. It clearly showed that social networking sites allow not only individuals but many others to connect with each other. Data clearly shown that social networking sites are increasing and everyday updating their records too.

Important research made by Saluja in the year Two thousand and fourteen which shows that nearly eighty four thousand active users are there who are using internet every day in the urban part of the country India. And nearly seventy two percentage of the population among them are using social networking site in one way or the other. Some of them are using the social websites through Mobile Phones. Even report published in the leading

newspaper Times of India. In the year two thousand and thirteen which shows that India as a very huge market and many consumers are using the social networking site to do reservation of air line ticket for that one or the other app they are using. It is to be noticed in this regard that many businessmen are earning there income through online from the Facebook. Other article made published in the Hindustan times which shows that social media marketing is not only fast spreading of news but also it is very cheap and easy way of using and molding the mind of consumers.

Report published in the year Two thousand and thirteen by Marinan which indicated that which the advent of smart phone whether android enabled or Microsoft consumers are increasing online and even customer are ready to purchases the goods and services too with the use of social media marketing.

Another report submitted by Business India in the year Two thousand and Twelve which shows traditional media marketing are now in the decreasing trend because of Digital mode of Advertising are increasing. In this regard, many seminars, workshops conducted by many experts which clearly indicated that in the present digital world slowly and gradually many companies are doing promotion through online communication even now not only goods and services are purchased and sold but many companies are taking the help of online marketing for recruitment and selection too.

Submitted reported by many experts regarding to social networking sites which are assessing in India are as follows the lowest part is of ibibo which is just newly six percent, then Orkurt which occupied the second last that is Eleven percent, Twitter nearly fourteen percent, Google plus at the second position with Thirty four percent and at the first place the number one is Facebook which almost ninety seven percentage users are there.

Research made in this regard of when and how consumers are buying the product. What are the expectations of consumers? We have seen that in traditional way of purchasing the goods when consumer not satisfied he has waste his time and money by returning it by personally going out there. It is not in a case of social media marketing where consumer complaints are solved through online only. The result shows that consumers finally satisfied to that effort. Another important issue in the case of the social marketing is safety which is a major issue in this regard.

The researcher has done various reviews and try to understand how social media marketing has changed the out look of consumer. How traditional marketing has taken place of social media marketing. In earlier days traditional media like Television, Radio communication were used to do advertising by the marketer. Now a days online marketing that is social media marketing which is one part of digital marketing communication is spreading world wide. No doubt Internet is used widely for social media marketing. There are many reviews done the researcher and has seen that social media marketing has certain extra ordinary benefit like low cost, wide accessibility and a new platforms for the marketers. The reviews shows that now a days day by day online users are increasing.

The most challenging area for researcher was to show that how social media marketing has changed the behavior of consumer.

Various articles published in the leading newspapers and various types of journals done by researcher shows that, in today's scenario social media has changed the inner and outer thinking of not only of marketer but also of the consumers too. Now a days ecommerce like business to business, business to consumers, consumers to consumers, consumers to business are also growing faster.

The study shows that shoppers trust, loyalty intentions are increasing day by day about social media. The survey done and it clearly shows that marketer can reach without much hindrances to a large of exponential consumers without paying anything extra to any one for advertising. Social networks enables business to grow and exam consumers list. The extra ordinary feature of social media marketing is its popularity. In recent times consumer is influenced by various social networking sites. The various previous research shows that social networking sites given choice to consumers to select the various product on internet.

The research shows that various number of social networking sites that can used for marketing which is doing the job of advertising. The facebook, twitter, skype, linkdin, and many more social networking sites can be used by marketers.

Now a days consumers are moving from traditional to online marketing. Various organizations are getting expert opinion about online marketing. The

reviews shows that these social networking sites creates various brand images, customer value, customer relationship management too.

Various research indicates that social networking sites are raising day by day which is showing how the importance of these sites are increasing very rapidly.

In many literature shows that nowadays online system has much increased as we have already seen that various researcher clearly study done that customer service cost has been come down too much, where as personalized marketing services has increased, Most customer opportunities has increased.

Nowadays online Marketing getting super response as trust of customers has almost increased. Social Networking Sites helping to customers not only giving variety of goods and services but as they are now giving exchange that means back which is most important Significance of Social Networking Sites. Branding, buying packing and packaging has increased as well as brand family too increased for Marketers.

In various literary articles shows that there is much increased the number of end users. There exists powerful way of Social Media Marketing to marketers and end-users but at the same time there are many challenges are also there for Marketers and Consumers too. Nowadays Social Networking Sites are getting viral too much among consumers.

In current situation that means in the current time as we can say about today's Scenario Social Networking Site has gaining too much importance. Nowadays Youth are sharing their feelings, thoughts and tagging their ideas on Social Media. Research shows like Whatsapp, twitter, Facebook are changing the behavior of Consumers.

The survey conducted by various research scholars shows that now a days transformation process is going on. Customers want goods and services and at the same time they want to save the time. Traditional customer now want to become online customer. Now a days even marketers are generating more revenue from online marketing. Most of the days marketers are using various techniques to build and maintain relationship with customers. Even he is taking the advantage of integrating marketing.

Researcher has tried to find out the gap between research has already taken and what researcher is going to do. Researcher has made the objectives clearly. Findings of various articles clearly seen that now a days consumers like to purchase the goods online. That means consumer prefer online purchasing as compare to Traditional way of purchasing. The reviews of various experts saying that there are many consumers are there who are using internet maximum. The research shows that more than eighty percent of the consumers who are using internet are spending five hours or more than that in a week where as nearly thirty percent of the consumers who are using internet are spending twenty hours or more in a week and so on. There are many Social Media Marketing which are available for free of charge. The most important thing is that it is affecting consumers too. Consumer behavior is affecting many factors which clearly shows the various reviews and Social Media Marketing affecting too much to the consumer behavior.

In modern days social websites platforms to take advantages of viral messages. New technology has introduced which is freely available for the general public. There are many studies shows that role of social websites like whatsup has increased using many friends to share their ideas, thoughts and many more things.

In todays world social websites are not only using by the common man but also but also by business class too. Even with the help of social websites business people can take advantage of advertising the product.

The many studies did in the past which is an example which neatly indicate a various parameters of social websites which affects purchase intention. Socio culture factors even social websites have created lot of opportunities for the consumers. There are certain reviews which showing that there are million of consumers who are using internet which is showing that how many numbers of hours are spending by consumers on net. In earlier days kids were playing on the street with friends but in today they are playing game with the help of networking sites like chess and many more games are available on net, for doing time pass people were on the streets listening radio but now situation has changed a lot. But now many consumers are using modern websites which is increasing day by day. Many past records shows that there is correlation between attitude and age and it shows that social websites are

using by many consumers and it has changed the mind of consumers behavior. Even business class investigated the net behavior of consumer and social websites which is showing that there are many consumers who are using electronic equipment like google digital diary etc. there are many sound surveys did by many students are there the results indicate that there exists most powerful relation between social media and purchase intention of consumer.

Now a days online marketing has increased too much. Indication of various articles that still transformation is going on like people are sharing inviting and every for every occasion. Study says every day nearly sixty million people are sending messages on whats up and they are sharing not only messages but images and many more activities are doing by them.

There are some study which shows Classified virtual communities as either being originated online or offline. The examples of on-line originated virtual communities are newsgroups, game sites, and various e-commerce sites while the examples of off-line originated virtual communities are class forums in universities, on-line alumni associations. The intra organizational or within that organizational communities those who are using practice whose members knew one other and participated in face to face interactions before the virtual community came into existence. They did the analysis of one seventy respondents which clearly shows that related members of forty four virtual communities and found that the sense of virtual community is going to effect by the power of the community's leaders, off-line activities available to members, and enjoy ability. These features had a stronger effect for members of virtual communities that originally online than for those in communities that originally traditionally.

With the changes which are going to take place in marketing are globally accepted by consumers all over the world. With respect to global market social marketing is an emerging tool in the hands of modern consumers and sellers too. The increasing expectations of the consumers and shortage of time they are demanding more then that of efficiency. We know that social media is completely different from traditional media. In current situation the social media is giving variety of products which having different features like

good quality, frequent frequency and that advantage is taking by all participants of the market.

Social media has a great impact of bringing together not only the sellers but the consumers are also taking benefit of mixing with seller too.

In traditional mode of communication like written or oral many people were writing letters to their relatives, parents and many other people but here every one is busy too much and they need to quick decision without much wasting of time. Like in social media, naaptol is emerging website which is providing variety of goods as well as services to the consumers. Now a consumer can sit or while doing the work can order any type of goods which is required by him. The best examples are mobile phones, LED television and many more services and goods too which consumer can purchase from online store. Study says the shopclues is the another mega online store where the shoppers can buy many types of consumer durables too.

Inupdated world internet has links the millions of people at a time and they can take the service of internet twenty four hours with minimum cost. It allows anyone at any time can contact with each other without much hindrances.

There are many studies had already done which neatly emphasis on the social networking sites. Many popular websites like instrgram, youtube and many more providing various types information and services too to the consumers at their fingertips.

In today's competitive world the role of social media cannot be ignored. There are many changes taken place since last decade and one of them is social media marketing. Since last decade the importance of social media marketing has grown much faster.

The another person malhotra which shows that provides guideline for the designing of Virtual Community. The community was studied through initiation, adoption, and continuous design changes. Various problems and issues that was arising in the course of life of a virtual community were also traced. The result of the study led to the creation of a leading website that has attracted more than three lac visitors since it's started.

Consumer is very important person in any area. Without consumer the value of seller is zero. The consumer is giving a chance to seller to sell the goods and seller selling the goods to consumer. To understand the thinking and

behavior of consumer is not an easy task. It requires a perfect skill which is not possible for every seller. The seller should understand the behavior of consumer as the thinking of consumers are always going on changing and its not static. He is the main or focal point of any product, goods or services. Every seller that must of traditional media or social media should understand that who is the consumer, what are his likes and dislikes, what type of goods he want to buy or he is ready to buy. When consumer is ready to purchase the goods. As compare to traditional media social media has changed too much to understand the behavior of consumer. Social media marketing is gaining importance too much now a days.

In journal important publications many research scholars put their views it can be seen that social networking is playing a very important. Now a days online doctors are available and any one can put their question on the website related problem can checked online at the immediate time without wasting much efforts and money too. Online marketing is a kind of tool in the hands of the various businessmen too as many businessmen are getting ready made reface for the business houses too. We are living in the modern world which is completely of connected with the world through internet. If we can see that then it clearly shows that in modern era the social networking sites have changed the mind and way of thinking of many people and many communities too.

Various studies have taken place on the importance of social media like study on. Social networking sites are of great helpful for the society too as it give various types of ideas for sharing thoughts, images, information etc.

Research study shows that many business organization those started business of online. They have to give the time and money to flourish the business organization. As this word is very big and huge but because of online system now the whole world can talk, share and do many things in fraction of seconds.

There are many studies taken place which shows that how to use social websites in a proper way. The big problem of social networking site is not maintenance of pricing. As we can see that in facebook each and anybody can see that who is in the friend list and anybody can share anything with the related friends. We have to understand that in social networking forget about

the word private as anybody can see you profile, pictures, share any information and much more. Now many agencies are taken the help of social media networking by asking many questions and using of various social websites and many more social websites in that matter.

As our Government is also knows the importance of social media the best example is in our case PM. Saying that we should follow in the path of digital India.

There are many users of social media are there because it has cost cutting and also it is convenient media of exchanging and sharing various thoughts and ideas too. In modern world we are living in the edge of globalization where we all are living under one roof known as global village. With the introduction of various social websites like Skype, You tube the life of a person is become damn easy. Field study shows that in olden days people were using letters as a medium of communication but in modern time the electronic mail and many more gadgets has proved like a blessing where anybody can show anything at any time.

Social media sites are any body can operate around clock and they can do like for many hours and even days.

In current situation the security of women is a major concern. In this case social media had proved a best solution by providing various applications in the mobile phones. The most convenience of social networking sites are immediate transfer of message. A survey conducted on use of social media marketing with mobile phones the many respondent observed that nowadays social media is necessary thing and not a luxury.

India is divided into two different part that is urban areas and rural areas. Social networking site like google map is amazing thing used by any person belonging to urban are or rural area to problem in that.

Down the age, there are many book lovers who are always going to read the book and many articles in this case the kindle which is a modern gadget used by many consumers by reading book online with the help of social networking site. Modern world is a world of information and communication technology. So even there are many business companies are there who are getting tenders with the help of online. They can fill the online information and can get the tender with that.

Social networking sites not only helpful to businessmen but also to many students as many students are preparing projects with the help of social networking sites They are getting full on various social websites which are giving most important information to them.

Now a days many women and many ladies who are either home maker are doing the work somewhere are using online shopping with the help of Flipkart, Amazon and many more websites. Tupper ware is the best example of that as this company is allowing only giving product to those ladies who are in a need of job and they are really getting extra service from that.

Already much has been written on social media marketing by many eminent personalities meanwhile some still are in the process and some will in the process and some will in the future. This survey shows that social media is gaining importance too much nowadays. One should understand how there is emerging growth of social media and how increasing the curiosity of consumers. In the traditional days the wishes of consumers were small and even goods and services were produced upto the limit but now in modern world the way of thinking and life which will affect their personal life too and in that social networking sites has played an extra ordinary role in that.

There are many   changes taken place which flashes the light that in spite of changing structure of technology some businessmen are reluctant to involve in social media because of open network and still there are many more reasons behind that.

Study of many experts shows Social Media is considered as marketing tool. Social Media now providing a new platform to various individual and business firms too. In this regards he should understand virtual based community VBC. The VBC shows that consumers should interact with each other before purchasing any goods and services. Study shows that the various VBC is now considered as new form not only consumers goods but consumers are purchasing electronic and electrical goods too. It should be borne in mind that marketers should understand the behavior of consumers. Now a days there is too much online boom since two thousand. Data clearly shows that almost every day many consumers are purchasing goods with the help of computers using internet. The only thing is that to purchase online goods and services consumers must be alert while he going to do so. Since, companies are giving

guarantee of money back still customers must aware of that. Modern world is of consumers. Many consumers are purchasing goods like durable goods, books, magazines, air fair tickets and many more. In modern technological world which is sophisticated affecting both consumers and sellers too. In past there were many channels which were of indirect in nature but modern world there is direct selling and that is also at minimum cost. Many companies like Eurka forbes are selling goods directly to consumers. Current market is consumers dominating marketing. Various studies shows that india is third largest country in which internet users are many. So internet is playing a very important role in this connection. There are millions of internet surfing consumers. Every marketer must understand that consumer is a one part of environment. So in short study showing that in current scenario the social media marketing and social networking sites are increasing very fast that is rapidly. The modern time is a time of advertising. Then now a days advertising can be made or evolved from a time where seller has to do the different types of advertisement not only in traditional channel but in the modern that social media too. Social media has now completely emerging concept which is now changing the thinking of consumers and many marketers too. Consumer have with variety of choice to purchase the goods as services too from many sources and nowadays online shopping is a common concept applicable to all consumers. In other words social media has created an open a new door for many consumers as well as for marketers too. The data clearly shows that those who are using online system now increasing day by day. No doubt in this process technology has played a greatest role in the field of marketing. Many organizations are using the virtual communication that is use of online marketing in simple words social media. Many surveys conducted and represented that it is new platform introduced by modern technology which is using by many users and survey also shows that how this create a new market for many people.

We can also see that pattern of consuming the goods is now going to change from traditional to social networking sites brought new and many challenges for the consumers and society too. It plays a vital role in the life of consumers and many others too. Many eminent personalities and researchers found that social media has changed the thinking of many people. Traditional channels

are just like monolog where as modern that is traditional media are playing like a dialogue. In simple way one can describe it as a two way communication. Like many marketers are now doing advertisement on modern techniques like Whatsapp, twitter and many more social networking sites are applying by many consumers and many marketers. The various types online marketing are facebook, youtube, Blogs, sharing through Multimedia, Book marketing on social websites and various others.

In modern world to create a brand image is very difficult one, social media has make the way very easy as anybody can use the path and can build the image. Not only the garment, electronic, electrical but many industries are associated with social networking sites. We are living the globalized era where everything is very easy and any consumer can buy any services and goods too within very short span of time. In last some years the way of shopping has changed as well improved too. In olden days consumers were buying goods and services with the help of moving here and there. But in today's world this has changed the imagination and thinking of many end users. And the reason is online buying of goods and many different types of services. At present everywhere consumers are purchasing wide variety of products and other things through online purchasing. Many online users are active for twenty four hours like many users who are using facebook and Whatsapp are updating their status in few minutes every day and they are showing that social media really is now active.

There are many end users are there who are updating their images, photograph on instagram every day or in other words in fractions of seconds.

The researcher has made an a complete study to bring out what the earlier researcher has done and what the researcher want to do and to find out gap in between that. Hence the researcher has taken up this study with reference to thane district.

CHAPTER 03

RESEARCH METHODOLOGY AND RESEARCH DESIGN

3.1 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 scenario 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 businessman 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.

3.2 Procedure for research methodology for the current study of impact of social media on consumer buying behavior with reference to thane district

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.

3.3. Research area 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 are as follows:

Location: Researcher has selected area related to district of thane that is Bhinwadi, wada, Ulhasnagar, city of thane and near by 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 teen agers 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.

3.4: Methods of collection of data:

A technique of data collection refers to tools/methods of selecting the units for data. In the broader sense, there are two techniques for selection of units in the process of collecting data they are :

1. Census technique
2. Sample technique.

Data plays an important role in research. Facts, information or premises properly collected and formally presented for the coming and for the purpose of drawing conclusions may be called data. Statistical information collected, formatted and presented for the purpose of establishing relationships between variables can be included in the data.

Mostly there are two way to collect data as popularly known as primary and secondary data. So data can be collected through two different sources that is Primary that is first hand and Secondary data which is already published

1. Primary Data:

Primary data is know as first hand information in order to find out the solution of a specific problem. Primary data is collected from its primary sources i.e. source of its origin, where the data is generated. It is first time collected by its investigator for statistical analysis.

2. Secondary data:

Secondary data are the data 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 taken by the researcher while collecting the data from the various sources.

3.5   Period of study

Last Twenty Years up to 2016

3.6   Sampling technique / size

The survey will be conducted on the basis of sampling method. The total population Is 2000 customers. The researcher is going to develop sample design, the researcher will be collecting the information from 600 customers that is 30% of the population were selected for the present study in Thane city, Other than thane city and village areas in the Thane city.

3.7   Statistical methods

There are millions of people who are researchers are using various statistical methods. For calculation of whether hypothesis are giving correct result or not. Many researchers are preparing many hypothesis even many of them

don't know how to do proper test applicable and due to that improper and invalid result is coming. In simple language hypothesis means testing of two variables with each other and one will be treated as alternative hypothesis whereas other will null. For example a coin when through in air two possibilities will come that 0.50 chances are coming head and 0.5 chance at tale. In short everybody knows what probability in general and particularly in stats. Everywhere normality testing is a mandatory steps to be followed in hypothesis testing. No doubt hypothesis is a mathematical temporary solution which is not proved yet and it is like a mathematical expectations based on the variance. Hypotheses are based on amount of information collected by the researcher. It has a proper validity and reliability too.

It is based on certain assumption which cannot be accurate. If respondents have not given proper response the result will be inaccurate. May be the hypothesis is working for someone and for other it may be null and vice versa. Hypothesis can be tested on the basis of parametric and non-parametric test like z-test, t-test, one way anova are the type of parametric test whereas wilcoxon mann whithney test, Krushal wallies test are non-parametric. It depends upon the researcher which of test he will apply for the testing of hypothesis.

In case of parametric test population parametric must be taken into consideration. It is always based on many assumptions. Whereas in case of non-parametric it does not involve population parametric, it can be calculated on the basis of measured on any scale, it can be used with all types of scale, it is very easy to calculate or compute these kinds of test. It may be noted in this regard that it may be exact procedure adopted like in case of parametric. But it has many problem in testing of hypothesis like it require larger amount of data in under to arrive at conclusion.

For the purpose of various analyses simple data descriptive statistics methods will used. Charts and diagrams will be used to emphasis and highlight growth of impact of social media. In addition to this, the statistical tools such as tabulation, charts, measures of dispersion, ANOVA, Chi-square tests will be used by the researcher.

3.8   Hypothesis testing

The hypothesis will be tested by the following techniques:

1. CHI-SQUARE TEST
2. ANOVA
3. Multi-variate analysis
4. Factor analysis.

3.8.1   Chi-square test

Chi-square is the measure which checks or evaluates extent to which a set of the observed frequencies of a sample of deviates from the corresponding set of expected frequencies of the samples. It is the measure of aggregate discrepancies actual and expected frequencies. This distribution is called χ^2 distribution. It was first introduced by helmet in 1875. It is also known as " goodness for fit". It is used as test static in testing hypothesis that provides the theoretical frequencies with which observed frequencies are observed.

It is denoted as χ^2 =   (F0-Fe)^2

$$\Sigma \quad \frac{}{Fe}$$

3.8.2   Anova (analasis of variance)

In stats we mostly want to get an information if the mean of two popular are equal. To answer this, we need to use Anova (analasis of variance). It is a particular type of statistical hypothesis testing mostly used in the analysis of experimental data. In the typical application of Anova (analasis of variance), the Hypothesis which is Null is that all groups are simply random samples of the same population. The wordings of Anova (analasis of variance) is the synthesis of different types   ideas and it is always used for various purposes and implement it.

3.8.3   Multi-variate analysis

The importance of Multi-variate analysis is to show the related structure and meaning clearly showing within these sets of variables through application and inferences of many statistical method. It is showing richer original design, it can help control for the error.

3.8.4   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 variable. It allows to use gain insight to categories, it is also useful in regression. It helps us to explain various variables using few factors.

3.9   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, Bhinwdi, wada, Ulhasnagar.

3.10   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 pre coded and pre tested near by area; where as secondary data collected among various Social Websites, various Literature Review, National, International Journals and various Thesis.

3.11   Interview questions design for consumers

The questionnaire is sub divided into four parts which are as follows:

First part:

The questions which are designed for customers is starting with the personal information of the customers that is Name of customer, Age, Gender, Education, Occupation etc.

Second part:

The second part of the questions are related with the internet users or mobile users who are using internet on mobile.

Third Part:

The third part of the questions are related with the information about social media marketing and how consumer are using social websites which are doing marketing for buying purpose.

Fourth Part:

The last that is fourth part shows the suggestions given by the customers.

3.12   Utility of the research

1. Checking of there is positive or negative impact of co-relation between social websites   which is doing marketing and consumer Buying behavior.

2. Understanding the concept of Social Media Marketing.

3. Understanding the concept of Consumer behavior and various different

types factors affecting it

4. Understanding of various Social Media Marketing tools like Face Book, twitter, Skype and their importance for consumer.

5. Understand the concept of Social Media Marketing and it impact on consumer Buying behavior.

6. How Traditional Marketing is different from Social Media Marketing.

7. Need to understand why Social websites which are doing marketing has changed the outlook of customer towards buying behavior.

CHAPTER
04

RESULTS AND DISCUSSIONS

Comparison of rating of various social websites :

We have considered various social websites which are used very frequently by the many people like Facebook, Twitter, LinkedIn and other comprising other sites.

Basic data distribution:

4.0   Social networking site wise percentage distribution:

	Very Rarely		Rarely		Average use		Frequently		Very Frequently	
	Count In num.	Row in perc.	Count In num.	Row in perc.	Count In num.	Row in perc.	Count In num.	Row in perc.	Count In num.	Row in perc.
Facebook	16	2.7%	41	6.8%	118	19.7%	247	41.2%	178	29.7%
Twitter	27	5.3%	77	15.0%	109	21.2%	153	29.8%	147	28.7%
LinkedIn	34	8.3%	86	20.9%	134	32.5%	106	25.7%	52	12.6%
Others	7	4.7%	2	1.3%	35	23.3%	41	27.3%	65	43.3%

The above table shows the social networking sites as percentage basis as follows:-

facebook users are sixteen is very rarely, forty one rarely, one hundred and eighteen average use, two hundred forty seven frequently, one hundred seventy eight very frequently.

Twitter accountholder are twenty seven very rarely, seventy seven rarely, one hundred nine average use, one hundred fifty three frequently, one hundred forty seven very frequently.

linkedln is used most thirty four very rarely, eighty six rarely, one hundred thirty four average use, one hundred six frequently, fifty two very frequently.

Others was very low seven is very rarely, two rarely, thirty five average use, forty one frequently, sixty five very frequently.

4.1   Response wise percentage distribution:

	Very Rarely	Rarely	Average use	Frequently	Very Frequently

	Count In num.	Row in perc.	Count In num.	Row in perc.	Count In num.	Row in perc.	Count In num.	Row in perc.	Count In num.	Row in perc.
Facebook	16	19.0%	41	19.9%	118	29.8%	247	45.2%	178	40.3%
Twitter	27	32.1%	77	37.4%	109	27.5%	153	28.0%	147	33.3%
LinkedIn	34	40.5%	86	41.7%	134	33.8%	106	19.4%	52	11.8%
Others	7	8.3%	2	1.0%	35	8.8%	41	7.5%	65	14.7%

The above table clearly indicated that these are users of facebook, twitter, linkdin and others, whereas the features like very rarely, rarely, average use, frequently and very frequently are used. Facebook total numbers are used. Facebook total numbers are 178 which shows 40.3% whereas in case of frequently users the numbers are 247 and the percentage is 45.2% those who are with rarely are 41 are 19.9% and in case of very rarely the number is 16 and the percentage is 19.0%. if we see at twitter the very rarely users are 27 while in case of percentage is 32.1%, rarely users are 77 and percentage 37.4%, if we understand the concept of these users the rank is 109 whereas perdcentage in that case is 27.5%, 153 users are with frequently percentage in that is case is 28.0% while in very frequently case the number is 147 and in case of percentage is 33.3%. Now we see about linkedln it totals to 86 rarely and shows 41.7 percentage, very rarely case shows 34 totalnand 40.5% percentage. Number 134 is average use, percentage is 33.8% and also the frequently users of linkeldn is about 106 number with a percentage of 19.4 percent. And atlast the very frequently case is having 11.8 percentage with a total figure of 52. Now we move towards other social networking sites it shows about 65 number is very frequently has a total percentage is 14.7%. But in case of frequently total number is nearby 41 and only 7.5% users are there. Average use users are about 35 in total and its percentage is 8.8% whereas people are using rarely this site, its number is only 2 and percentage is 1.0%which is very lower as compared to other sites. Now very rarely users is also not more, about 7 total number are using this site and about 8.3% are its percentage.

4.1 Response wise distribution
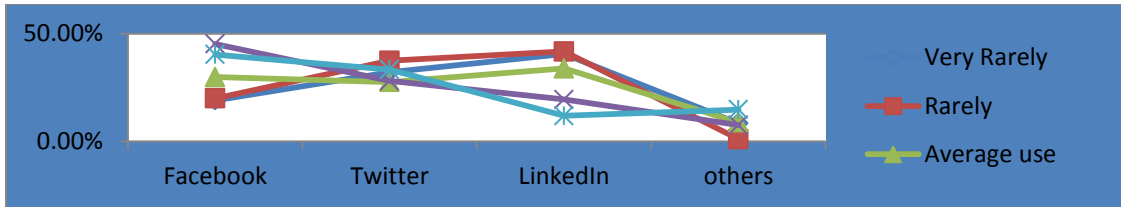
Ho: All social media types are not equally preferred by consumers for buying decisions.

H1: All social media types are equally preferred by consumers for buying decisions.

4.2 Mean Rank Table: Comparison of social networking sites

SNS	N	Mean Rank
Facebook	600	936.72
Twitter	513	837.28
LinkedIn	412	632.09
Others	150	1011.15
Total	1675	

This table shows number of users among different social networking sites:-

No. of users of twitter is Five hundred thirteen and rank is eight hundred thirty seven point twenty eight.

linkedln used by four hundred twelve and it carries six hundred thirty two point zero nine.

Facebook covers six hundred and have nine hundred thirty six point seventy two.

Rest of people use other social networking sites that is one hundred fifty and should be one thousand eleven point fifteen.

4.2 Comparison of Facebook, Twitter, LinkedIn and others
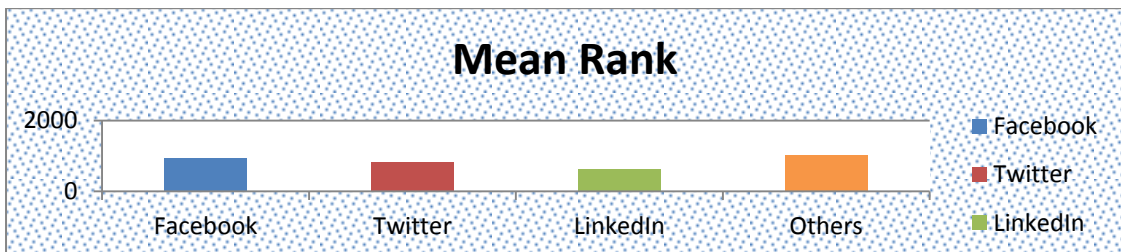
Kruskal Wallis test result:

Test Statistics[a]

	Value
Chi-Square	127.615
Df	3
p-value	.000
a. Kruskal Wallis Test	

Kruskal wallis test result showing that the test statitics and its value. The chi square result showing 127.615 where as Df showing three, p-value is 000. So that is the result.

Interpretation: Since p-value for the Kruskal-Wallis test is less than that of 0.05, one should reject null hypothesis and conclude that all social networking sites are not equally used by respondent but some sites are used very frequently than others. It can be confirmed from Mean rank table that the mean rank score is highest for the Others ( ) so we consider that the respondents are using these sites very frequently than other, the next highest is for the Face book then twitter and the last is for LinkedIn. We also tried to find out significance of difference when these sites are compared independently with each other using Mann-Whitney U test.

Comparison of Facebook against Twitter:

4.3 The Mann-Whitney Test

	N	Mean Rank	Sum of Ranks
Facebook	600	586.07	351642.00
Twitter	513	523.00	268299.00
Total	1113		

Evaluation of Twitter and facebook among them can be explained below:-

Twitter users are five hundred and thirteen and it ranked five hundred twenty three and total of this was two lakhs sixty eight thousand two hundred ninety nine.

facebook consists six hundred and ranks five hundred eighty six point zero seven, addition of these rank is three lakhs fifty one thousand six hundred forty two.

4.3 Comparison of Facebook and Twitter

Mean Rank
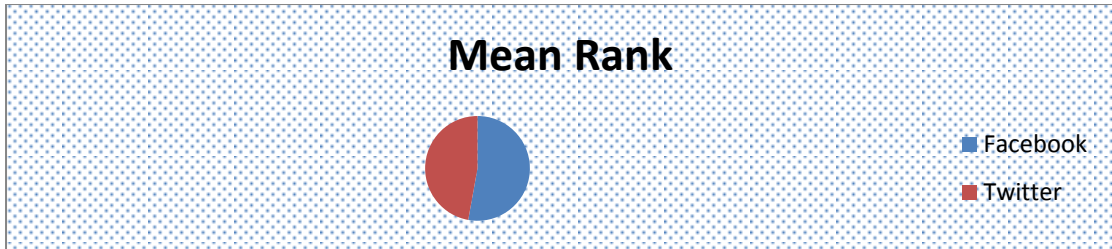
Result of The Mann-Whitney U test :

	Value
Mann-Whitney U	136458.000
Wilcoxon W	268299.000
Z	-3.404
p-value	.001

Result of Mann- Whitney U test which is showing value of Mann-Whitney U with value of 136458.000, where as Wilcoxon W showing 268299.000, Z values shows in negative that is minus -3.404 where as P-Value is .001.

Interpretation: Since p-value for test of Mann-Whitney U is below than that of 0.05 indicates that there exists a significance of difference between use of facebook and twitter. As the mean rank is higher for the facebook one can conclude that the facebook is used significantly than that of twitter.

Comparison of Facebook against LinkedIn:

4.4 Mean rank table:

	N	Mean Rank	Sum of Ranks
Facebook	600	583.89	350332.00
LinkedIn	412	393.80	162246.00

LinkedIn and facebook is compared and shows that which social networking site is more popular and user friendly.

Comparatively facebook is used by more users than linkedln. Facebook users are six hundred and comparison rank is five hundred eighty three point eighty nine also its aggregate is three lakhs fifty thousand three hundred and thirty two whereas linkedln users are four hundred and twelve and ranks three hundred and ninty three point eighty, its computation is one lakh sixty two thousand two hundred forty six.

4.4 Comparison of Facebook and LinkedIn

Mean Rank

Facebook
LinkedIn
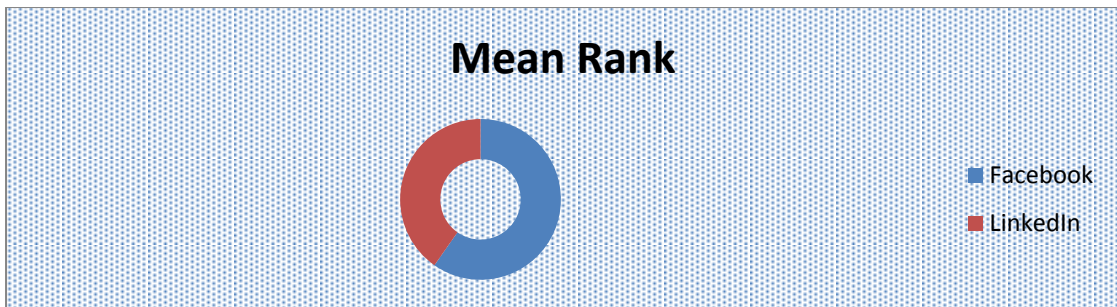
Result of The Mann-Whitney U test:

Test Statistics[a]	
	Value
The Mann-Whitney U	77168.000
Wilcoxon W	162246.000
Z	-10.550
p-value	.000

The Mann –whitney U test result is 77168.000, Wilcoxon W is 162246.000 and Z shows the value of minus 10.550, p-value shows .000 (point zero zero zero)

Interpretation: Since p-value for test of Mann-Whitney U is below than that of 0.05 indicates that there exists a significance of difference between use of facebook and LinkedIn. As the mean rank is higher for the facebook one can conclude that the facebook is used significantly than that of LinkedIn.

Comparison of Facebook against others:

4.5 Mean rank table:

	N	Mean Rank	Sum of Ranks
Facebook	600	367.76	220657.50
Others	150	406.45	60967.50

There are many other sites also which is not so common but some people are using that sites. Here, other sites are put side by side with facebook.

Facebook utilizers are moderately large than that of others. Facebook is used by six hundred and its grade are three hundred and sixty seven point seventy six, two lakhs twenty thousand six hundred fifty seven point fifty are combination of level.

Others sites have low status only one hundred fifty are using this sites. It has small position of one hundred fifty and place is four hundred and six point fortyfive and summation of this is only sixty thousand nine hundred sixty seven point fifty.

4.5 Comparision of Face book and Others

Mean Rank
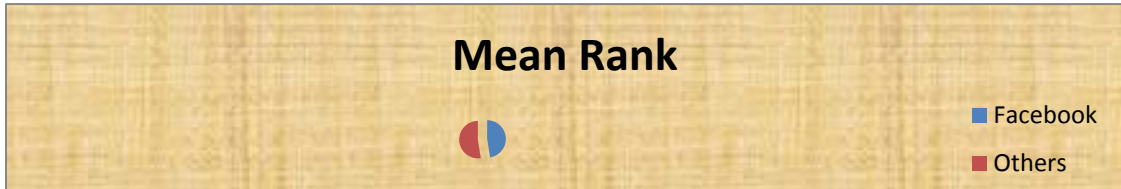
■ Facebook
■ Others

Result of the Mann-Whitney U test:

Test Statistics[a]	
	Value
The Mann Whitney U	40357.500
Wilcoxon W	220657.500
Z	-2.061
p-value	.039

Comparison of facebook and others in mann-whitney U result indicates the mann-whitney U 40357.500 value and Wilcoxon W has value of 220657.500 also Z shows -2.061 with P-Value .039

Interpretation: Since p-value for test of Mann-Whitney U is below than that of 0.05 indicates that there exists a significance of difference between use of facebook and others. As the mean rank is higher for the sites other than facebook, LinkedIn and twitter, one can conclude that the sites other than facebook, LinkedIn and twitter are used significantly than that of facebook.

Comparison of twitter against LinkedIn:

4.6   Mean rank table:

	N	Mean Rank	Sum of Ranks
Twitter	513	511.35	262325.00
LinkedIn	412	402.79	165950.00

Here, judgement between twitter and linkedln is shown in this table. There is not a vast gap between this two sites.

Twitter users are five hundred and thirteen its significant rank is five hundred and eleven point thirty five, it has total of two lakhs sixty two thousand three hundred twenty five. LinkedIn is used four hundred and twelve and it stand for four hundred and two point seventy nine. Also addition is one lakh sixty five thousand nine hundred and fifty.

4.6 Comparison of Twitter and LinkedIn

Result of the Mann-Whitney U test:

Test Statistics[a]	
	Value
The Mann Whitney U	80872.000
Wilcoxon W	165950.000
Z	-6.321
p-value	.000

The test statistics now shows the mann whitney U has a value of 80872.000 its Wilcoxon W value shows the 165950.000; the value of Z also shows value in negative that is -6.321 and also have its P-value is .000

Interpretation: Since p-value for test of Mann-Whitney U is below than that of 0.05 indicates that there exists a significance of difference between use of twitter and LinkedIn. As the mean rank is higher for the twitter one can conclude that the twitter is used significantly than that of LinkedIn.

Comparison of twitter against others:

4.7 Mean rank table:

	N	Mean Rank	Sum of Ranks
Twitter	513	316.92	162581.00
Others	150	383.57	57535.00

Twitter and other networking sites are compared on the basis of their usage. There is a huge gap between them.

Twitter users are more as compared to other site users that is five hundred and thirteen and it represent three hundred and sixteen point ninety two, its consists one lakh sixty two thousand five hundred and eighty one.

Other sites are not used more frequently. Its usage is one hundred and fifty, it suggest three hundred and eighty three point fifty seven, total of ranks is fifty seven thousand five hundred and thirty five.

4.7 Comparison of Twitter and others
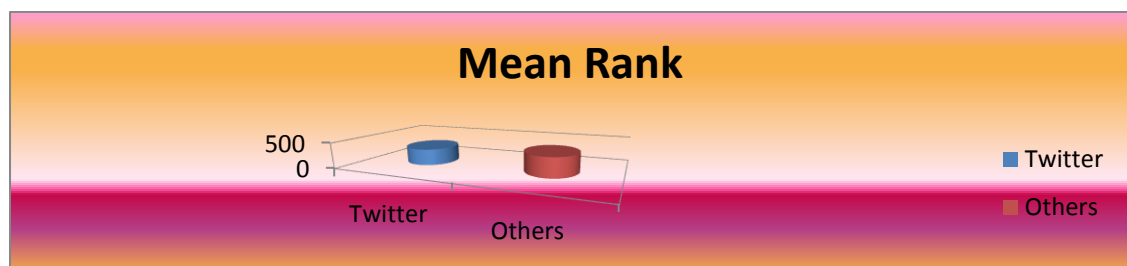
Result of Mann-Whitney U test:

Test Statistics[a]	
	Value
The Mann Whitney U	30740.000
Wilcoxon W	162581.000
Z	-3.887
p-value	.000

The above table shows the result of comparison between twitter and others according to mann-whitney U test. The mann whitney U test shows the value of 30740.000 and the Wilcoxon W shows 162581.000, Z indicates the negative value -3.887 also the p-value is .000

Interpretation: Since p-value for result of Mann-Whitney U is below than that of 0.05 indicates that there exists a significance of difference between use of twitter and others. As the mean rank is higher for the sites other than facebook, LinkedIn and twitter, one can conclude that the sites other than facebook, LinkedIn and twitter are used significantly than that of twitter.

Comparison of LinkedIn against others:

4.8 Mean rank table:

	N	Mean Rank	Sum of Ranks
LinkedIn	412	248.50	102383.00
Others	150	372.13	55820.00

Now, the table explain about linkedln and others. Other sites are not well liked by users so it has less demand in the market.

LinkedIn holds four hundred and twelve and it connote two hundred and forty eight point fifty, the accumulation of this is about one lakh two thousand three hundred and eighty three.

Very few people uses other sites as compared to linkedln. Only one hundred and fifty uses this site. It ranks three hundred and seventy two point thirteen and also totaling of this is fifty five thousand eight hundred and twenty.

4.8 Comparison of LinkedIn and others
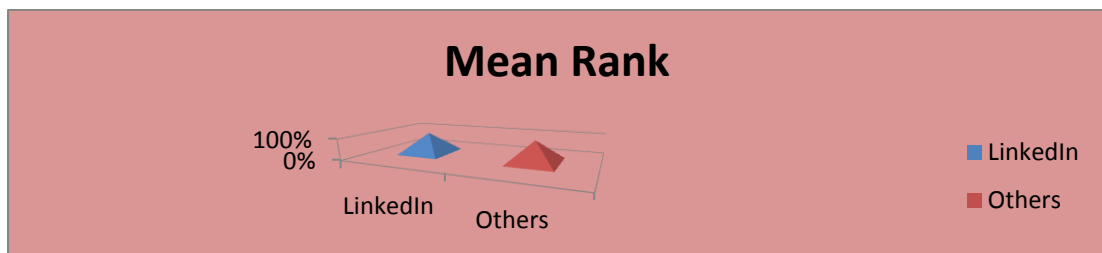
Result of Mann-Whitney U test:

Test Statistics[a]	
	Value
The Mann Whitney U	17305.000
Wilcoxon W	102383.000
Z	-8.228
p-value	.000

The table tells that the result according to mann-whitney U test. Mann-whitney U test gives the value of 17305.000 and Wilcoxon W shows 102383.000, Z indicates the value -8.228which is in negative, the p-value is .000

Interpretation: Since p-value for test of Mann-Whitney U is below than that of 0.05 indicates that there exists a significance of difference between use of LinkedIn and others. As the mean rank is higher for the sites other than

facebook, LinkedIn and twitter, one can conclude that the sites other than facebook, LinkedIn and twitter are used significantly than that of LinkedIn.

The use of social networking is also compared against some demographic parameters like Age, Gender, Income, occupation, education and participation in decision making.

Facebook comparison:

4.9   Age group-wise comparison:

	Facebook use									
	VR		R		Avg. Use		Frequent		VF	
	Count	%	Count	%	Count	%	Count	%	Count	%
below 25 years of age	6	37.5%	9	22.5%	42	36.2%	110	44.5%	102	57.3%
25 years - 35 years of age	0	.0%	12	30.0%	47	40.5%	101	40.9%	64	36.0%
more than 35 years of age	10	62.5%	19	47.5%	27	23.3%	36	14.6%	12	6.7%

This table demonstrate about evaluation of facebook depends on age based on percentage. People under twenty five years of age is six is very rarely, nine is rarely, forty two is average use, one hundred and ten is frequent and one hundred and two is very frequently.

Persons between twenty five years and thirty five years of age is zero very rarely, twelve very rarely, forty seven average use, one hundred and one frequent, sixty four is very frequently.

Users above thirty five years of age is ten very rarely, nineteen rarely, twenty seven average use, thirty six frequently and twelve very frequently.

4.9   Age wise comparison -Facebook
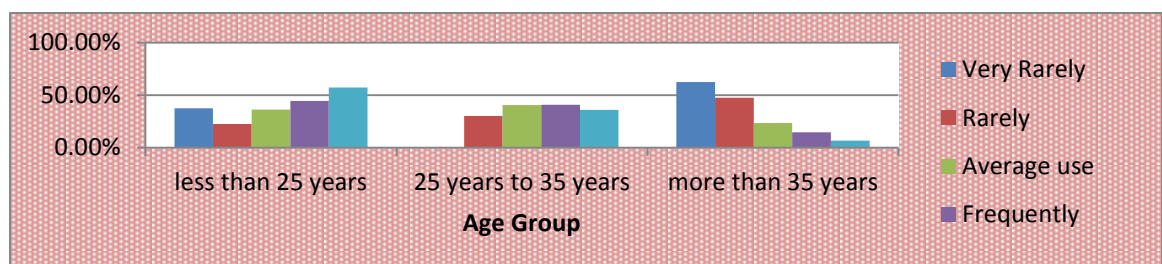
Chi square test result:

Pearson Chi-Square Tests		
		Values
Age groups	Chi-square	74.947
	df	8
	P-value	.000*

Table shows result of usage of facebook in accordance with age depending on chi square test. The value of chi square is 74.947, their value of df is 8 and the p-value is .000

Interpretation: p-value less than that of 0.05 indicates significant association between the age group and use of facebook. Respondents belonging in age group of below than 25 years of age are very frequent user of the facebook.

4.10 Comparison against Gender:

	Response									
	VR		R		Avg. Use		Frequent		VF	
	Count	%	Count	%	Count		Count	%	Count	%
MALE	7	43.8%	21	52.5%	49	41.5%	126	51.9%	96	53.9%
FEMALE	9	56.2%	19	47.5%	69	58.5%	117	48.1%	82	46.1%

The above table gives an idea about men and women facebook users.

Male facebook users are seven very rarely, twenty one rarely, forty nine average use, one hundred and twenty six frequently and ninety six very frequently.

Female facebook users are nine very rarely, nineteen rarely, sixty nine average use, one hundred and seventeen frequently and eighty two very frequently.

4.10 Gender wise comparison - Facebook
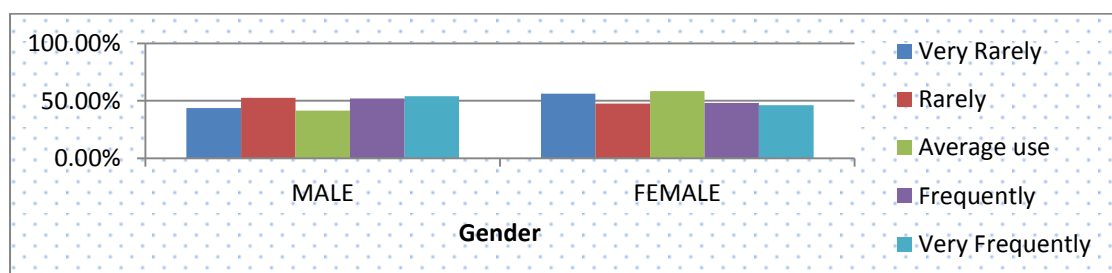
Chi square test result:

Pearson Chi-Square Tests		
		Values
Gender	Chi-square	5.159
	df	4
	P-value	.271

Result of chi square test has shown above on gender wise comparison of facebook. The value of chi square test is 5.159 whereas the value of df is 4 and .271 is the p-value.

Interpretation: p-value greater than that of 0.05 indicates no significant association between the gender and use of facebook. It means the users do not vary on using the facebook according to gender.

4.11 Comparison against education:

	Response									
	VR		R		Avg. Use		Frequent		VF	
	Count in num	In %	Count	Count in num	In %	Count in num	In %	Count in num	In %	Count in num
Up to 10th	6	42.9%	1	2.6%	3	2.6%	1	.4%	2	1.1%
12th	1	7.1%	4	10.3%	11	9.6%	9	3.8%	5	2.8%
Plain graduation	0	.0%	17	43.6%	59	51.8%	96	40.2%	88	49.7%
Professional Graduation	4	28.6%	9	23.1%	20	17.5%	56	23.4%	34	19.2%
Plain PG	3	21.4%	5	12.8%	15	13.2%	44	18.4%	29	16.4%
Professional PG	0	.0%	3	7.7%	6	5.3%	33	13.8%	19	10.7%

This chart shows that usage of facebook depends upon education. Person who educated upto tenth uses six very rarely, one rarely, three average use, one frequently, two very frequently.

Public who have educated upto twelfth has one very rarely, four rarely, eleven average use, nine frequently, five very frequently.

Plain graduate individuals users are zero very rarely, seventeen rarely, fifty nine average use, ninety six frequently, eighty eight very frequently.

Professional graduate population uses four very rarely, nine rarely, twenty average use, fifty six frequently, thirty four very frequently.

Plain PG users uses three very rarely, five rarely, fifteen average use, forty four frequently, twenty nine very frequently.

Professional PG uses zero very rarely, three rarely, six average use, thirty three frequently, nineteen very frequently.

Chi square test result:

Pearson Chi-Square Tests		
		Values
Education	Chi-square	138.320
	df	20
	P-value	.000[*]

This shows the result depending on the users of facebook on the basis of education, who is the using maximum times of facebook is divided on their education. Chi square value is 138.320, the value of df is 20 and p-value is .000

Interpretation: p-value less than that of 0.05 indicates significant association between the education and use of facebook. Respondents belonging to the plain graduate group and higher education seems to be very frequent user of the facebook.

4.12 Comparison against income:

	Response									
	VR		R		Avg. Use		Frequent		VF	
	Count	%	Count	%	Count	%	Count	%	Count	%
Less than 3.0 lacs	1	16.7%	7	28.0%	16	22.9%	31	20.7%	25	27.5%

3 lacs - 6 lacs	5	83.3%	8	32.0%	21	30.0%	71	47.3%	50	54.9%
6 lacs - 10 lac	0	.0%	3	12.0%	14	20.0%	23	15.3%	7	7.7%
More than 10 lac	0	.0%	7	28.0%	19	27.1%	25	16.7%	9	9.9%

This table shows using facebook depending on the income based on the percentage are as follows

People who have income lower than the three lakhs are one very rarely, seven rarely, sixteen average use thirty one frequently, twenty five very frequently.

Persons who have income between three lakhs and six lakhs are five very rarely, eight rarely, twenty one average use, seventy one frequently, fifty very frequently.

Individuals who have income between six lakhs and ten lakhs are zero very rarely, three rarely, fourteen average use, twenty three frequently, seven very frequently.

Higher income group people uses zero very rarely, seven rarely, nineteen average use, twenty five frequently, nine very frequently.

4.11   Comparison against income- Facebook
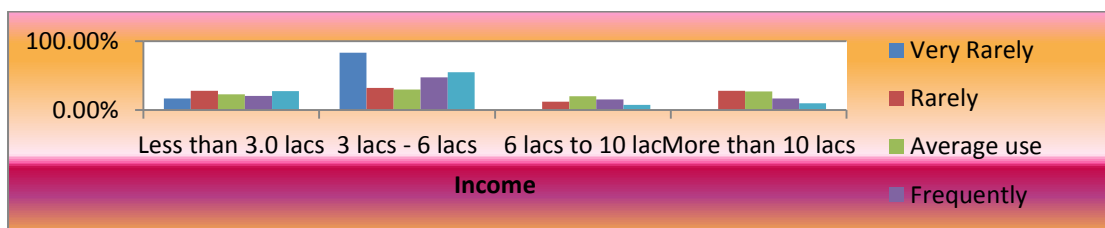
 Chi square test result:

Pearson Chi-Square Tests		
		Values
Income	Chi-square	24.952
	Df	12
	P-value	.015[*]

This result shows the higher income group persons are using more facebook or the lower income persons. Pearson chi square test shows the value 24.952 which is chi square value, 12 is the df value while .015 is p-value

Interpretation: p-value less than that of 0.05 indicates significant association between the income and use of facebook. Respondents with higher income are frequent user of the facebook.

4.13 Comparison against Profession:

	Response								
	VR		R		Avg. Use		Frequent		VF	
	Count	%	Count	%	Count	%	Count	%	Count	%
Student	2	13.3%	5	12.8%	12	10.4%	61	25.3%	67	41.6%
Service	8	53.3%	31	79.5%	72	62.6%	138	57.3%	76	47.2%
Housewife	3	20.0%	0	.0%	17	14.8%	12	5.0%	5	3.1%
Professional	2	13.3%	3	7.7%	14	12.2%	30	12.4%	13	8.1%

The above distribution shows usage of facebook based on profession on percentage basis are as follows:

Students using facebook are as follows two very rarely, five rarely, twelve average use, sixty one frequently, sixty seven very frequently.

Service crowd uses eight very rarely, thirty one rarely, seventy two average use, one hundred and thirty eight frequently, seventy six very frequently.

Housewife uses three very rarely, zero rarely, seventeen average use, twelve frequently, five very frequently.

Professionals using facebook are as follows two very rarely, three rarely, fourteen average use, thirty frequently, thirteen very frequently.

4.12 Comparison against profession - Facebook
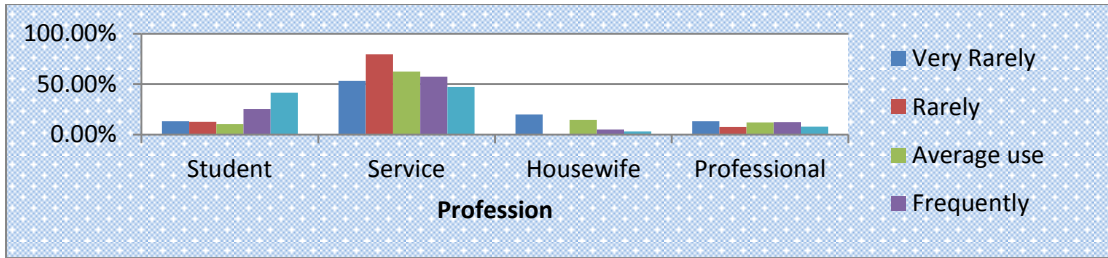
Chi square test result:

Pearson Chi-Square Tests		
		Values
Profession	Chi-square	61.516
	Df	12
	P-value	.000[*]

According to profession the chi square result shows that 61.516 is the value of chi square and 12 is the value of df, whereas the p-value is .000. this result is according to the profession of various people and chi square test shows this result.

Interpretation: p-value less than that of 0.05 indicates significant association between the profession and use of facebook. Students and service sector respondents are frequent users of the facebook

Twitter comparison:

4.14 Age group-wise comparison:

	Facebook use									
	VR		R		Avg. Use		Frequent		VF	
	Count	%	Count	%	Count	%	Count	%	Count	%
below 25 years of age	20	74.1%	20	26.3%	46	42.6%	74	48.4%	80	54.4%
25 years of age - 35 years of age	4	14.8%	26	34.2%	42	38.9%	59	38.6%	55	37.4%

more than 35 years of years of age	3	11.1 %	30	39.5 %	20	18.5 %	20	13.1 %	12	8.2%

This table bifurcates use of twitter depends upon age group

Person lower than twenty five years of age is twenty is very rarely, twenty is rarely, forty six is average use, seventy four frequent and eighty very frequently.

Individuals between twenty five years and thirty five years of age is four very rarely, twenty six very rarely, forty two average use, fifty nine frequent, fifty five very frequently.

People above thirty five years of age is three very rarely, thirty rarely, twenty average use, twenty frequently and twelve very frequently.

4.13 Comparison of Age group - Twitter
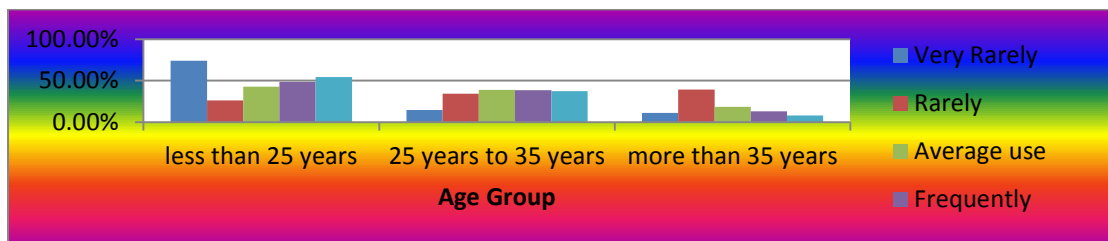
 Chi square test result:

Pearson Chi-Square Tests		
		Values
Age groups	Chi-square	49.414
	df	8
	P-value	.000[*]

Now the result shows the twitter users according to age wise distribution. People of different age use the twitter and its result are 49.414 is chi square value, 8 is df value, .000 is the P- Value

Interpretation p-value less than that of 0.05 indicates significant association between the age group and use of Twitter. Respondents belonging in age group of below 25 years are very frequent user of the twitter.

4.15   Comparison against Gender:

	Response

	VR		R		Avg. Use		Frequent		VF	
	Count	%	Count	%	Count	%	Count	%	Count	%
MALE	8	29.6%	35	46.1%	47	43.5%	84	55.6%	81	55.1%
FEMALE	19	70.4%	41	53.9%	61	56.5%	67	44.4%	66	44.9%

The above table gives an idea about women and men twitter users.

Male twitter users are eight very rarely, thirty five rarely, forty seven average use, eighty four frequently and eighty one very frequently.

Female twitter users are nineteen very rarely, forty one rarely, sixty one average use, sixty seven frequently and sixty six very frequently.

4.14   Comparison against Gender - Twitter
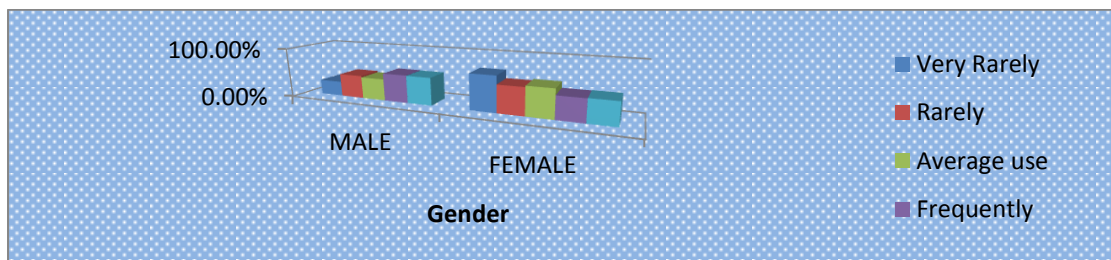
 Chi square test result:

Pearson Chi-Square Tests		
		Values
Gender	Chi-square	10.213
	Df	4
	P-value	.037[*]

People using twitter is according to gender category that is male users and female users. The result shows that chi square value is 10.213, df value is 4, and the p- value is .037

Interpretation: p-value less than that of 0.05 indicates significant association between the gender and use of twitter. It means the users vary on using the twitter according to gender.

4.16   Comparison against education:

	Response								
	VR		R		Avg. Use	Frequent	VF		

	Count in num	In %	Count	Count in num	In %	Count in num	In %	Count in num	In %	Count in num
Up to 10th	1	4.2%	0	.0%	1	.9%	1	.7%	1	.7%
12th	2	8.3%	2	2.7%	5	4.7%	4	2.6%	2	1.4%
Plain graduation	3	12.5%	41	55.4%	50	46.7%	65	43.0%	75	51.4%
Professional Graduation	7	29.2%	17	23.0%	15	14.0%	46	30.5%	27	18.5%
Plain PG	11	45.8%	9	12.2%	21	19.6%	24	15.9%	23	15.8%
Professional PG	0	.0%	5	6.8%	15	14.0%	11	7.3%	18	12.3%

This chart shows of twitter users depends on education. Person who educated upto tenth uses one very rarely, zero rarely, one average use, one frequently, one very frequently.

Public who have educated upto twelfth has two very rarely, two rarely, five average use, four frequently, two very frequently.

Plain graduate individuals users are three very rarely, forty one rarely, fifty average use, sixty five frequently, seventy five very frequently.

Professional graduate population uses seven very rarely, seventeen rarely, fifteen average use, forty six frequently, twenty seven very frequently.

Plain PG users uses eleven very rarely, nine rarely, twenty one average use, twenty four frequently, twenty three very frequently.

Professional PG uses zero very rarely, five rarely, fifteen average use, eleven frequently, eighteen very frequently.

4.15   Comparison against education – Twitter
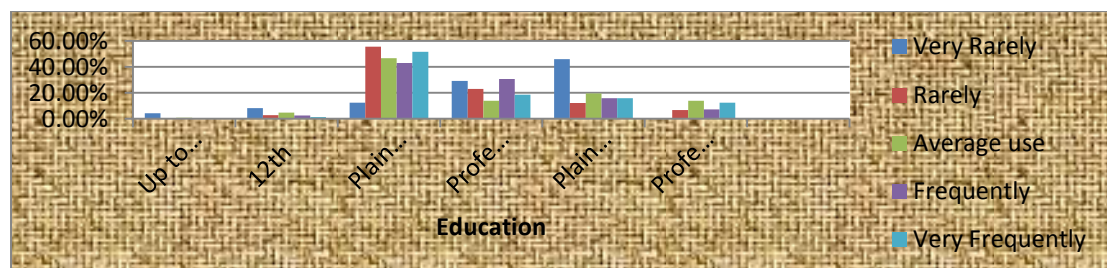
Chi square test result:

Pearson Chi-Square Tests		
		Values
Education	Chi-square	46.266
	df	20
	P-value	.001[*]

Distribution is done as per the education of the people means twitter users are distributed according to their education. Its chi square value 46.266 whereas the df value is 20 and the p-value is .001

Interpretation: p-value less than that of 0.05 indicates significant association between the education and use of twitter. Respondents belonging to the plain graduate group and higher education seems to be very frequent user of the twitter.

4.17 Comparison against income:

	Response									
	VR		R		Avg. Use		Frequent		VF	
	Count	%	Count	%	Count	%	Count	%	Count	%
Less than 3.0 lac	11	52.4%	15	25.0%	13	16.0%	18	20.5%	21	24.1%
3 lac - 6 lac	10	47.6%	18	30.0%	31	38.3%	44	50.0%	49	56.3%
6 lac - 10 lac	0	.0%	13	21.7%	15	18.5%	10	11.4%	9	10.3%
More than 10 lac	0	.0%	14	23.3%	22	27.2%	16	18.2%	8	9.2%

This table shows using twitter depending on the income based on the percentage are explained below:

Individuals who have income lower than the three lakhs are eleven very rarely, fifteen rarely, thirteen average use, eighteen frequently, twenty one very frequently.

People who have income between three lakhs and six lakhs are ten very rarely, eighteen rarely, thirty one average use, forty four frequently, forty nine very frequently.

Persons who have income between six lakhs and ten lakhs are zero very rarely, thirteen rarely, fifteen average use, ten frequently, nine very frequently. Higher income group people uses zero very rarely, fourteen rarely, twenty two average use, sixteen frequently, eight very frequently.

Chi square test result:

Pearson Chi-Square Tests		
		Values
Income	Chi-square	37.033
	Df	12
	P-value	.000[*]

Chi square test result shows the value of 37.033 is chi square value Df has 12 value and the P-value is .000. it shows the comparison regarding income of the people. Hence, the above result is found.

Interpretation: p-value less than that of 0.05 indicates significant association between the income and use of twitter. Respondents with higher income are frequent user of the twitter.

4.18   Comparison against Profession:

	Response									
	VR		R		Avg. Use		Frequent		VF	
	Count in num	In %	Count	Count in num	In %	Count in num	In %	Count in num	In %	Count in num
Student	3	11.5%	7	9.5%	13	12.6%	52	34.4%	48	35.6%
Service	17	65.4%	57	77.0%	67	65.0%	69	45.7%	70	51.9%
Housewife	2	7.7%	3	4.1%	8	7.8%	8	5.3%	5	3.7%

	Response									
	VR		R		Avg. Use		Frequent		VF	
	Count in num	In %	Count	Count in num	In %	Count in num	In %	Count in num	In %	Count in num
Student	3	11.5%	7	9.5%	13	12.6%	52	34.4%	48	35.6%
Service	17	65.4%	57	77.0%	67	65.0%	69	45.7%	70	51.9%
Housewife	2	7.7%	3	4.1%	8	7.8%	8	5.3%	5	3.7%
Professional	4	15.4%	7	9.5%	15	14.6%	22	14.6%	12	8.9%

The above division shows twitter user based on profession on percentage basis are:

Students using twitter are three very rarely, seven rarely, thirteen average use, fifty two frequently, forty eight very frequently.

People who doing service uses seventeen very rarely, fifty seven rarely, sixty seven average use, sixty nine frequently, seventy very frequently.

Housewife uses two very rarely, three rarely, eight average use, eight frequently, five very frequently.

Professionals users are four very rarely, seven rarely, fifteen average use, twenty two frequently, twelve very frequently.

4.16   Comparison against Profession
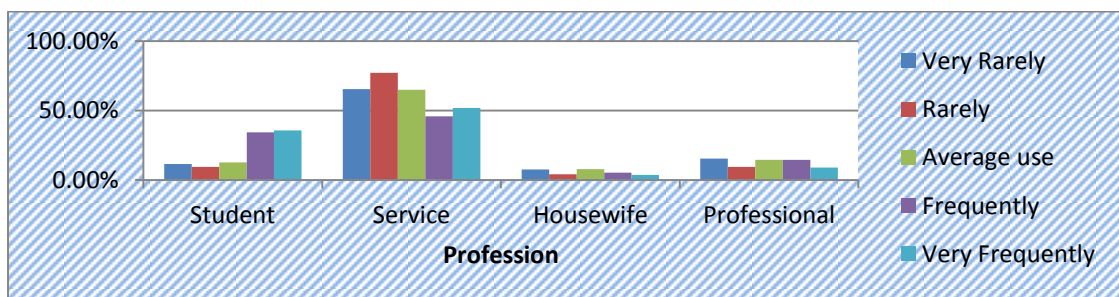
Chi square test result:

Pearson Chi-Square Tests		
		Values

Profession	Chi-square	42.585
	Df	12
	P-value	.000[*]

Pearson chi square test shows the chi square value 42.585, Df value is 12 and the p-value is .000. this result is distributed on the basis if the profession that is housewife, service, professional and student

Interpretation: p-value less than that of 0.05 indicates significant association between the profession and use of twitter. Students and service sector respondents are frequent users of the twitter.

LinkedIn comparison:

4.19   Age group:

	VR		R		Avg. Use		F		VF	
	Count	%	Count	%	Count	%	Count	%	Count	%
below 25 years	22	64.7%	22	25.6%	72	54.1%	44	41.5%	31	59.6%
25 years of age - 35 years of age	8	23.5%	31	36.0%	42	31.6%	50	47.2%	19	36.5%
more than 35 years	4	11.8%	33	38.4%	19	14.3%	12	11.3%	2	3.8%

This table express about assessment of linkedln depends upon age based on percentage. People under twenty five years of age is twenty two is very rarely, twenty two is rarely, seventy two is average use, forty four frequent and thirty one very frequently.

Users between twenty five years and thirty five years of age is eight very rarely, thirty one very rarely, forty two average use, fifty frequent, nineteen is very frequently.

Persons above thirty five years of age is four very rarely, thirty three rarely, nineteen average use, twelve frequently and two very frequently.

 Fig. 4.17   Comparison against age – LinkedIn
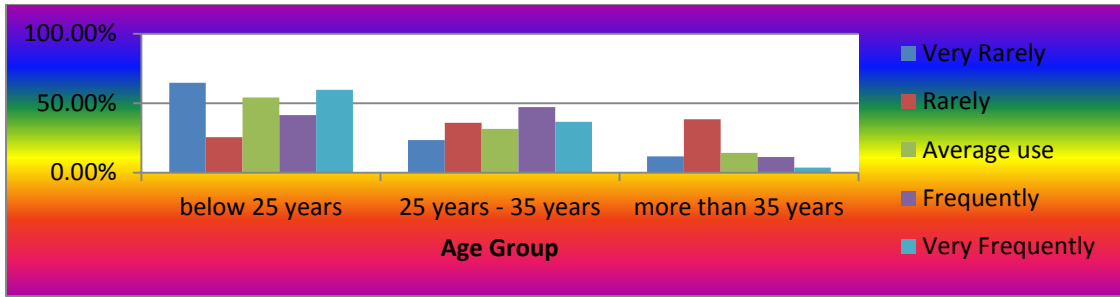
Chi-square test result:

Pearson Chi-Square Tests		
		Values
Age groups	Chi-square	51.922
	Df	8
	P-value	.000*

The result is found on the basis of age wise that is lower than 25 years, higher than 35 years and between 25 and 35 years. The chi square test result is 51.900, df value is 8 and p-value is .000

Interpretation: p-value less than that of 0.05 indicates significant association between the age group and use of LinkedIn. Respondents belonging in age group of below 25 years are very frequent user of the LinkedIn.

4.20   Gender:

	VR		R		Avg. Use		F		VF	
	Count	%	Count	%	Count	%	Count	%	Count	%
MALE	10	30.3%	40	47.1%	61	45.5%	66	62.9%	30	57.7%
FEMALE	23	69.7%	45	52.9%	73	54.5%	39	37.1%	22	42.3%

The above table gives an idea about men and women linkedln users.

Female linkedln users are twenty three very rarely, forty five rarely, seventy three average use, thirty nine frequently and twenty two very frequently.

Male linkedln users are ten very rarely, forty rarely, sixty one average use, sixty six frequently and thirty very frequently.

Fig. 4.18   Comparison against Gender - LinkedIn
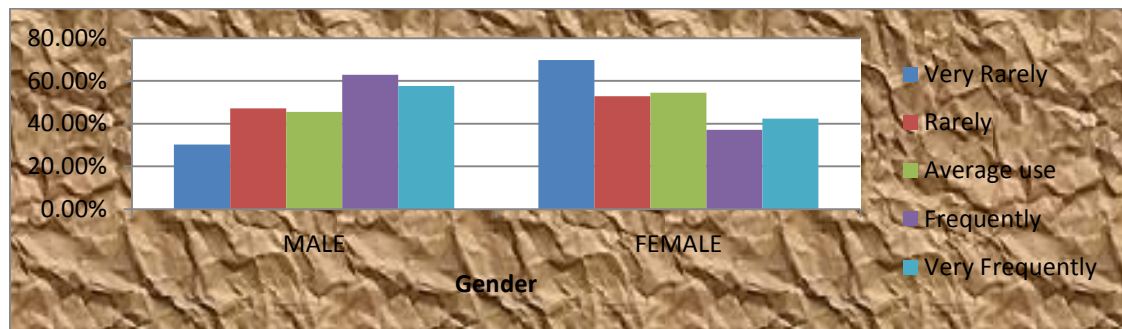
Chi-square test result:

Pearson Chi-Square Tests		
		Values
Gender	Chi-square	14.605
	Df	4
	P-value	.006[*]

Result of chi square test is shown depending upon the gender. The result are as follows chi square value is 14.605, the value of df is 4 and the p- value is .006. this is the result of the chi square test of linkedln users according to the male and female basis.

Interpretation: p-value less than that of 0.05 indicates significant association between the gender and use of LinkedIn. It means the users vary on using the LinkedIn according to gender.

4.21   Against education:

	VR		R		Avg. Use		F		VF	
	Count in num	In %	Count	Count in num	In %	Count in num	In %	Count in num	In %	Count in num
Up to 10th	1	3.3%	0	.0%	2	1.5%	2	1.9%	0	.0%
12th	3	10.0%	2	2.4%	1	.8%	0	.0%	3	5.8%

		Very Rarely		Rarely		Average use		Frequently		Very Frequently
Plain graduation	8	26.7%	41	48.8%	53	40.2%	51	48.6%	28	53.8%
Professional Graduation	7	23.3%	24	28.6%	30	22.7%	22	21.0%	11	21.2%
Plain PG	11	36.7%	11	13.1%	28	21.2%	14	13.3%	6	11.5%
Professional PG	0	.0%	6	7.1%	18	13.6%	16	15.2%	4	7.7%

This table shows linkedln users based on education. Person who educated upto tenth uses one very rarely, zero rarely, two average use, two frequently, zero very frequently.

Persons who have educated upto twelfth has three very rarely, two rarely, one average use, zero frequently, three very frequently.

Plain graduate uses eight very rarely, forty one rarely, fifty three average use, fifty one frequently, twenty eight very frequently.

Professional graduate people uses seven very rarely, twenty four rarely, thirty average use, twenty two frequently, eleven very frequently.

Plain PG uses eleven very rarely, eleven rarely, twenty eight average use, fourteen frequently, six very frequently.

Professional PG users uses zero very rarely, six rarely, eighteen average use, sixteen frequently, four very frequently.

Fig. 4.19   Comparison against Education - LinkedIn
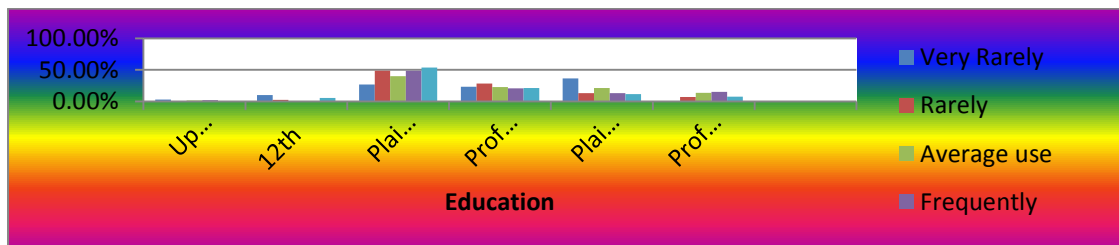
 Chi-square test result:

Pearson Chi-Square Tests		
		Values
Education	Chi-square	41.631

	Df	20
	P-value	.003[*]

Result of educationwise distribution according to the chi square test on the basis of education of the people is shown in the table that is chi square value is 41.631, Df value is 20 and the p-value is .003

Interpretation: p-value less than that of 0.05 indicates significant association between the education and use of LinkedIn. Respondents belonging to the plain graduate group and higher education seems to be very frequent user of the LinkedIn.

4.22   Against Income:

	VR		R		Avg. Use		F		VF	
	Count	%	Count	%	Count	%	Count	%	Count	%
below 3.0 lac	15	57.7%	15	22.7%	21	21.2%	15	19.0%	11	28.2%
3 lac - 6 lac	11	42.3%	20	30.3%	38	38.4%	40	50.6%	19	48.7%
6 lac - 10 lac	0	.0%	15	22.7%	15	15.2%	8	10.1%	6	15.4%
More than 10 lac	0	.0%	16	24.2%	25	25.3%	16	20.3%	3	7.7%

This table shows using linkeldn depending on the income are as follows

People who have income less than the three lakhs are fifteen very rarely, fifteen rarely, twenty one average use, fifteen frequently, eleven very frequently.

Persons who have income between three lakhs and six lakhs are eleven very rarely, twenty rarely, thirty eight average use, forty frequently, nineteen very frequently.

Group of community who have income between six lakhs and ten lakhs are zero very rarely, fifteen rarely, fifteen average use, eight frequently, six very frequently.

Maximum income group people uses zero very rarely, sixteen rarely, twenty five average use, sixteen frequently, three very frequently.

Fig. 4.20   Comparison against Income - LinkedIn
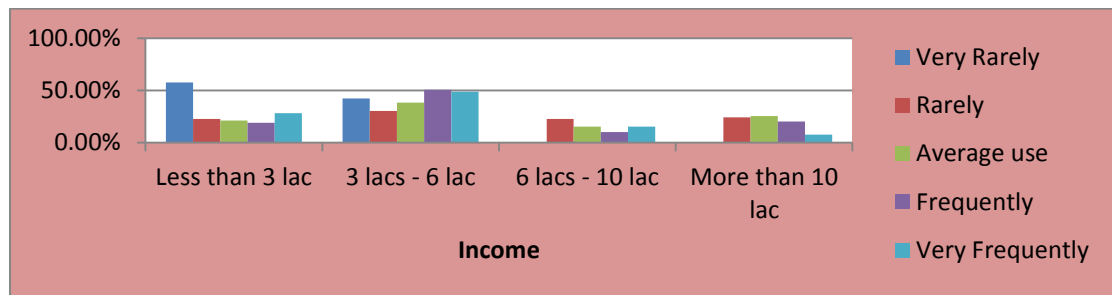
Chi-square test result:

Pearson Chi-Square Tests		
		Values
Income	Chi-square	35.918
	Df	12
	P-value	.000[*]

LinkedIn users is distributed according to the income of the people. The result is given on the basis of income of the person with the help of chi square test that is chi square value is 35.918, Df has a value of 12 and the p-value is .000

Interpretation: p-value below that of 0.05 indicates significant association between the income and use of LinkedIn. Respondents with 3 lac to 6 lac income are frequent user of the LinkedIn.

4.23   Against Profession:

	VR		R		Avg. Use		F		VF	
	Count in num	In %	Count	Count in num	In %	Count in num	In %	Count in num	In %	Count in num
Student	3	9.7%	11	13.1%	28	21.7%	19	18.6%	9	20.5%
Service	20	64.5%	63	75.0%	84	65.1%	61	59.8%	30	68.2%
Housewife	3	9.7%	4	4.8%	2	1.6%	3	2.9%	0	.0%

	VR		R		Avg. Use		F		VF	
	Count in num	In %	Count	Count in num	In %	Count in num	In %	Count in num	In %	Count in num
Student	3	9.7%	11	13.1%	28	21.7%	19	18.6%	9	20.5%
Service	20	64.5%	63	75.0%	84	65.1%	61	59.8%	30	68.2%
Housewife	3	9.7%	4	4.8%	2	1.6%	3	2.9%	0	.0%
Professional	5	16.1%	6	7.1%	15	11.6%	19	18.6%	5	11.4%

The above distribution shows linkeldn user on the basis of profession on percentage basis are:

Students using linkeldn are three very rarely, eleven rarely, twenty eight, average use, nineteen frequently, nine very frequently.

serviceman uses twenty very rarely, sixty three rarely, eighty four average use, sixty one frequently, thirty very frequently.

Housewife uses three very rarely, four rarely, two average use, three frequently, zero very frequently.

Professionals users are five very rarely, six rarely, fifteen average use, nineteen frequently, five very frequently.

Fig.4.21   Comparison against Profession – LinkedIn
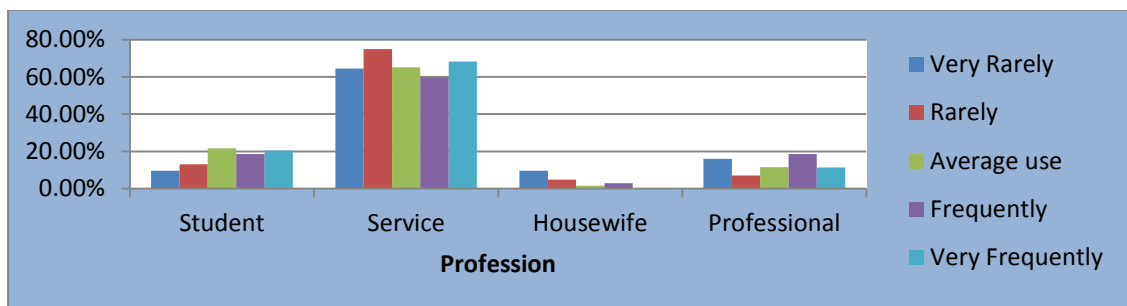
Chi-square test result:

Pearson Chi-Square Tests	
	Values

Profession	Chi-square	17.932
	Df	12
	P-value	.118

Many profession are there. According to that profession the above result is found out by using the chi square test professionals, housewifes, service student are the various categories. The chi square result is 17.932, the value for Df is 12 and the value for p-value is .118

Interpretation: p-value greater than that of 0.05 indicates no significant association between the profession and use of LinkedIn.

Other SNS comparison:

4.24 Against Age group:

	Other SNS use									
	VR		R		Avg. Use		F		VF	
	Count	%	Count	%	Count	%	Count	%	Count	%
less than 25 years	4	57.1%	0	.0%	20	57.1%	23	56.1%	44	68.8%
25 years to 35 years	1	14.3%	2	100.0%	13	37.1%	16	39.0%	19	29.7%
more than 35 years	2	28.6%	0	.0%	2	5.7%	2	4.9%	1	1.6%

The apportionment gives review of other SNS depending upon age based on percentage. Public beneath twenty five years of age is four very rarely, zero rarely, twenty average use, twenty three frequent and forty four very frequently.

Community between twenty five years and thirty five years of age is one very rarely, two rarely, thirteen average use, sixteen frequent, nineteen is very frequently.

Citizens above thirty five years of age two very rarely, zero rarely, two average use, two frequently and one very frequently.

 Chi-square test result:

Pearson Chi-Square Tests		
		Values
Age groups	Chi-square	16.206
	df	8
	P-value	.040[*]

The above values are shown as per the age group of the population who uses the other social networking sites. Here also chi square test is used to know the result. Chi square result is the 16.206 value, Df has 8 value and p-value is .040. So, this is the result of chi square test as per the age

Interpretation: p-value less than that of 0.05 indicates significant association between the age group and use of other SNS. Respondents belonging in age group of below 25 years are very frequent user of the other SNS.

4.25 Against Gender

	VR		R		Avg. Use		F		VF	
	Count in num	In %	Count	Count in num	In %	Count in num	In %	Count in num	In %	Count in num
MALE	1.0	16.7%	0	.0%	20	57.1%	23	57.5%	36	55.4%
FEMALE	5	83.3%	2	100.0%	15	42.9%	17	42.5%	29	44.6%

This table illustrates with reference to men and women other SNS users.

Men users are one very rarely, zero rarely, twenty average use, twenty three frequently and thirty six very frequently.

Women other SNS users are five very rarely, two rarely, fifteen average use, seventeen frequently and twenty nine very frequently.

Fig.4.22 Comparison against Gender - other SNS
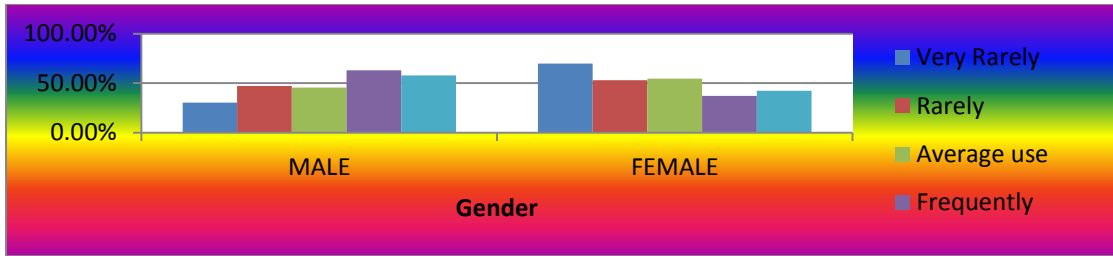
Chi-square test result:

		Values
Gender	Chi-square	6.102
	df	4
	P-value	.192

Other social networking sites users are less comparatively but some people are using other sites also and also the test is conducted on other sns so that the result can be made. The value of chi square is 6.102, the value of Df is 4 and p-value is .192

Interpretation: p-value greater than that of 0.05 indicates no significant association between the Gender and use of other SNS. Respondents belonging to different gender do not differ in the user of the other SNS.

4.26 Against Education:

	VR		R		Avg. Use		F		VF	
	Count in num	In %	Count	Count in num	In %	Count in num	In %	Count in num	In %	Count in num
Up to 10th	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%
12th	1	14.3%	1	50.0%	0	.0%	0	.0%	2	3.1%
Plain graduation	4	57.1%	1	50.0%	13	39.4%	18	43.9%	35	53.8%
Professional Graduation	2	28.6%	0	.0%	6	18.2%	10	24.4%	10	15.4%

Plain PG	0	.0%	0	.0%	9	27.3 %	6	14.6 %	12	18.5%
Professional PG	0	.0%	0	.0%	5	15.2 %	6	14.6 %	6	9.2%

This table provides information on qualification. Person who has knowledge about upto tenth uses zero very rarely, zero rarely, zero average use, one frequently, and zero very frequently.

Persons who have educated upto twelfth has one very rarely, one rarely, zero average use, zero frequently, two very frequently.

Plain graduate uses four very rarely, one rarely, thirteen average use, eighteen frequently, thirty five very frequently.

Professional graduate people uses two very rarely, zero rarely, six average use, ten frequently, ten very frequently.

Plain PG uses zero very rarely, zero rarely, nine average use, six frequently, twelve very frequently.

Professional PG users uses zero very rarely, zero rarely, five average use, six frequently, six very frequently.

Fig. 4.23   Comparison against Education - other SNS
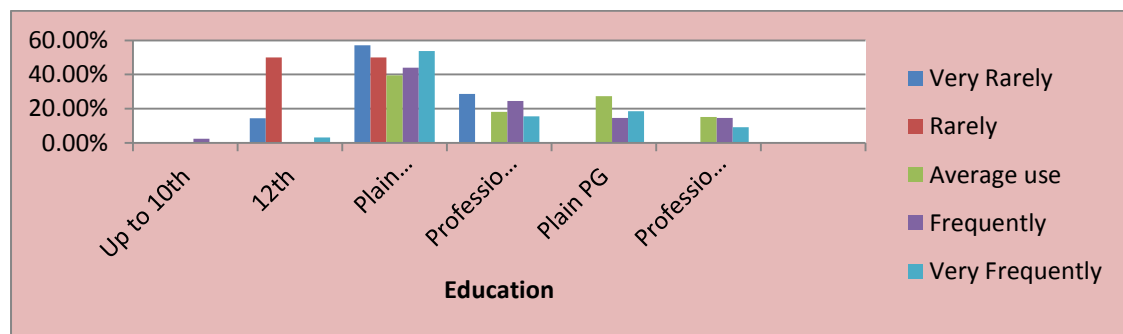
Chi-square test result:

		Values
Education	Chi-square	33.195
	df	20
	P-value	.032[*]

The chi square test is made on other SNS according to the people's education. Education also matters while using the sites. It divided on the basis of tenth, twelth, graduation, post graduation, also professionals. Chi square test result is 33.195 value, df has 20 value and p- value is .032

Interpretation: p-value less than that of 0.05 indicates significant association between the education and use of other SNS. Higher the education more the frequency of using of the other SNS.

4.27 Against Income:

	VR		R		Avg. Use		F		VF	
	Count	%	Count	%	Count	%	Count	%	Count	%
Less than 3.0 lacs	1	50.0%	0	.0%	8	26.7%	4	13.3%	21	46.7%
3 lacs to 6 lacs	1	50.0%	0	.0%	18	60.0%	22	73.3%	21	46.7%
6 lacs to 10 lac	0	.0%	0	.0%	3	10.0%	1	3.3%	1	2.2%
More than 10 lacs	0	.0%	0	.0%	1	3.3%	3	10.0%	2	4.4%

The division told usage of other SNS depends on the income are as follows

Less income people that is less than the three lakhs are one very rarely, zero rarely, eight average use, four frequently, twenty one very frequently.

Three lakhs and six lakhs income people are one very rarely, zero rarely, eighteen average use, twenty two frequently, twenty one very frequently.

Between six lakhs and ten lakhs income group are zero very rarely, zero rarely, three average use, one frequently, one very frequently.

Higher income people are zero very rarely, zero rarely, one average use, three frequently, two very frequently.

Fig. 4.24   Comparison against Income - other SNS
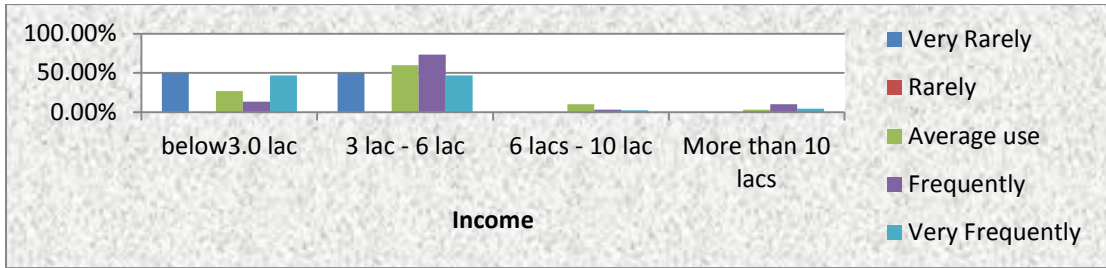
Chi-square test result:

		Values
Income	Chi-square	13.203
	df	9
	P-value	.154

Users also differs on their income low income, medium income and high income, so here the result is shown on the basis of the income who uses the other networking sites. Its chi square result is about 13.203, its Df value is 9 and its p- value is .154

Interpretation: p-value greater than that of 0.05 indicates no significant association between the income and use of other SNS. Respondents belonging to different income do not differ in the user of the other SNS.

4.28 Against profession:

	VR		R		Avg. Use		F		VF	
	Count	%	Count	%	Count	%	Count	%	Count	%
Student	4	57.1%	0	.0%	5	14.7%	9	23.7%	14	25.0%
Service	1	14.3%	0	.0%	27	79.4%	25	65.8%	39	69.6%
Housewife	1	14.3%	0	.0%	0	.0%	0	.0%	0	.0%
Professional	1	14.3%	1	100.0%	2	5.9%	4	10.5%	3	5.4%

This table shows other SNS user based on profession are explain below:

Four very rarely, zero rarely, five, average use, nine frequently, fourteen very frequently are students.

Service people are one very rarely, zero rarely, twenty seven average use, twenty five frequently, thirty nine very frequently.

One very rarely, zero rarely, zero average use, zero frequently, zero very frequently used by housewife.

Professionals users are one very rarely, one rarely, two average use, four frequently, three very frequently.

Fig. 4.25   Comparison against Profession - other SNS
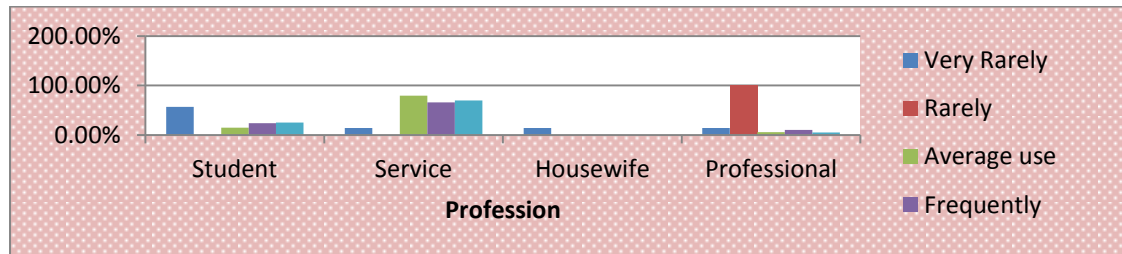
Chi-square test result:

		Values
Profession	Chi-square	39.350
	Df	12
	P-value	.000*

Different professionals like service, housewifes, professionals, student are using various other sites. On the base of the profession this result is find. On that the test is made and chi square test result is came. The chi square test value is 39.350, the value for Df is 12 and the p-value is .000

Interpretation: p-value less than that of 0.05 indicates significant association between the profession and use of other SNS. Respondents belonging to the service group are the frequent user of the other SNS.

4.29   Different sites used and Involvement in the Decision:

		Involvement in decision making							
		Completely		To great extent		To moderate extent		Never	
		Count	%	Count	%	Count	%	Count	%
Facebook	Very Rarely	3	1.5%	4	1.5%	7	6.9%	1	3.1%

	Rarely	21	10.7%	14	5.3%	5	5.0%	1	3.1%
	Average use	20	10.2%	62	23.3%	29	28.7%	4	12.5%
	Frequently	69	35.0%	117	44.0%	42	41.6%	19	59.4%
	Very Frequently	84	42.6%	69	25.9%	18	17.8%	7	21.9%
Twitter	Very Rarely	8	5.0%	9	3.9%	9	10.3%	1	3.4%
	Rarely	25	15.5%	37	15.9%	9	10.3%	5	17.2%
	Average use	15	9.3%	60	25.8%	24	27.6%	8	27.6%
	Frequently	38	23.6%	72	30.9%	34	39.1%	9	31.0%
	Very Frequently	75	46.6%	55	23.6%	11	12.6%	6	20.7%
LinkedIn	Very Rarely	8	6.0%	14	7.9%	11	15.1%	1	4.0%
	Rarely	23	17.2%	44	24.9%	11	15.1%	6	24.0%
	Average use	34	25.4%	61	34.5%	28	38.4%	10	40.0%
	Frequently	39	29.1%	46	26.0%	16	21.9%	5	20.0%
	Very Frequently	30	22.4%	12	6.8%	7	9.6%	3	12.0%
Others	Very Rarely	1	1.4%	4	8.3%	2	7.7%	0	.0%
	Rarely	0	.0%	1	2.1%	1	3.8%	0	.0%
	Average use	18	24.7%	15	31.2%	1	3.8%	1	33.3%
	Frequently	20	27.4%	9	18.8%	12	46.2%	0	.0%
	Very Frequently	34	46.6%	19	39.6%	10	38.5%	2	66.7%

In this table, different sites also involved in decision making process are as follows:

Facebook very rarely three are completely involved, four are involved to great extent, seven to the moderate extent and one never involved. Twenty one are completely involved, fourteen to the great extent, five to the moderate involved in rare case. Twenty complete involve, sixty two to the great extent, twenty nine moderate extent, four never in average use. Sixty nine involve, one hundred and seventeen upto great extent, forty two moderate extent, nineteen never in frequently basis. Eighty four complete involve in very frequently, sixty nine to great extent, eighteen moderate extent, seven never.

In case of twitter, very rare eight is completely, nine to the great extent, nine to the moderate extent, one never. Rarely twenty five is completely, thirty seven to the great extent, nine to moderate extent, five never. Average use is fifteen complete, sixty to great extent, twenty four moderate extent, eight never. Frequently thirty eight completely, seventy two great extent, thirty four moderate extent, nine never. Very frequently seventy five complete fifty five great extent, eleven moderate extent, six never.

Linkeldn very rarely eight completely involved, fourteen great extent, eleven moderate extent, one never. Rarely twenty three complete, fourty four great extent, eleven moderately, six is never. Average use thirty four comp,lete, sixty one great extent, twenty eight moderate extent and ten never. Frequently thirty nine complete involved in decision making, forty six great extent, sixteen moderate extent, five never. Very frequently thirty complete, twelve great extent, seven moderate extent, three never involved.

In others very rarely one is completely involved, four great extent, two moderate extent, zero never. Rarely zero completely, one great extent, one moderate extent, zero never. Average use is eighteen completely, fifteen great extent, one moderate extent, one never. Frequently twenty completely, nine great extent, twelve moderate extent, zero never. Very frequently thirty four complete, nineteen great extent, ten moderate extent, and two never involves

Chi-square test result:

		Value

Facebook	Chi-square	54.773
	d.f.	12
	p-value	.000[*]
Twitter	Chi-square	55.252
	d.f.	12
	p-value	.000[*]
LinkedIn	Chi-square	29.203
	d.f.	12
	p-value	.004[*]
Others	Chi-square	18.220
	d.f.	12
	p-value	.109

Here, various sites are used and involves in decision making to certain extent and for getting the result chi square test is used so that to find clear effect of using of social networking sites. First of all we see linkedln, it has a chi square value about 29.203 with df value of 12 and p-value of .004. linkedln is used more than other SNS but less than twitter and facebook. These two sites are very popular among the people. People of every age group, every profession, every income group are using these sites for one or the other reason. Very famous persons also uses this sites and like to use and also chat on these sites. Most of the people gives their views on these sites only so that awareness can be created because this sites are socially used. Many old age people also use these sites so for these reasons chi square test is made on these sites also. Now we see the twitter users result, it has chi square value of 55.252, Df value is 12 and p-Value is .000. Now a days this site is become a most popular site as compared to many other sites. Facebook has a 54.773 chi square test value, it has 12Df value with .000p-value. There are amny other SNS but some are not as popular as the above sites. It has 18.220 chi square value, 12 is df value and .109 is p-value,, if we see the above table then we found out that the df value is same of allthe social networking sites,

but the chi square value and the p-value is not same, it is different from each other.

Interpretation: Since p-value for the Facebook, Twitter and LinkedIn is less than that of 0.05 indicates that there exists significant association between these use of the sites and involvement in decisions. But the p-value for the Other category is greater than that of 0.05 indicates no association. We used spearman's correlation coefficient to test the type and degree of association.

Spearman's Correlation result:

			Value
Spearman's rho	Facebook	Correlation Coefficient	-.166**
		p-value	.000
		N	596
	Twitter	Correlation Coefficient	-.196**
		p-value	.000
		N	510
	LinkedIn	Correlation Coefficient	-.156**
		p-value	.002
		N	409
**. Co-relation is significant at the 0.01 level (2-tailed).			

Now we see the result of spearman's correlation table in which correlation is made between facebook, twitter and linkedln. The correlation coefficient value is in negative in the case of all three sites. P-value is same in case of facebook and twitter, but it is different for linkedln and number s different in all three sites. Spearman's correlation shows the correlation among them. In case of facebook the value for correlation coefficient is minus -.166, the p-value is .000 and the number is 596 which is higher number than the two others. Twitter has -.196 (in minus) correlation coefficient, its p-value is .000as in facebook and the number is 510. LinkedIn has correlation coefficient -.156 (minus) its p-value is .002 and its number is 409 which lower than the other

two sites. Correlation coefficient is in negative in all the sites which shows the increment of usage of social networking sites by the people. It shows people are fond of social networking sites. And also it has a significant co-relation at 0.01 level. Through this we came to know that twitter is strong in correlation coefficient than facebook and linkedln.

Interpretation: The correlation coefficients are significant negative which indicates that the use of social networking increases as the involvement in decisions increases (As the value for involvement in decision making 1 for completely involved and 4 for never).

- The observed relationship is strong for the Twitter than that of other social networking sites.

4.30 Use of the above mentioned social networking sites for the purpose of searching the product of interest.

	Count	Column N %
Yes	528	89.6%
No	61	10.4%

This table shows how the social networking sites are operated for searching the information also it explains in percentage basis. Count five hundred and twenty eight is using the social networking sites it comes eighty nine point six percentage.

And sixty one are not using social networking sites for searching purpose its percentage is tent point four.

Fig. 4.26 Overall Product of Interest
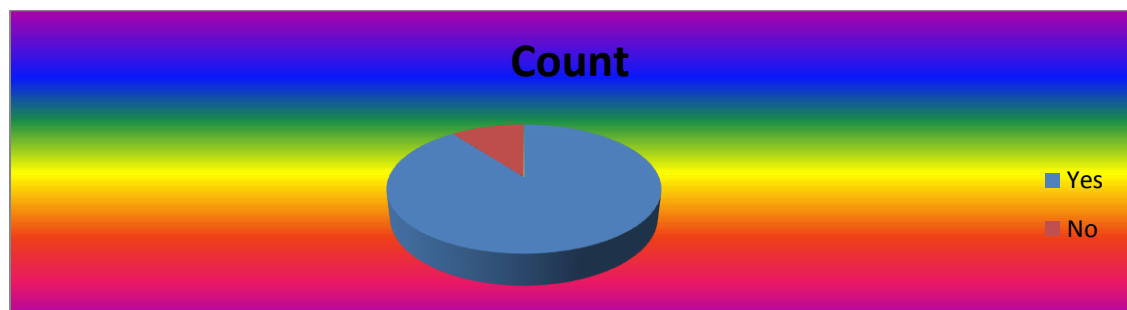
4.31 Gender wise distribution of use of above mentioned social networking sites for the purpose of searching the product of interest.

Gender

	Observed N	Expected N	Residual
MALE	264	262.0	2.0
FEMALE	260	262.0	-2.0
Total	524		

In the above distribution, there are gender wise division is expected and actually observed between males and females. It is expected that two hundred and sixty two males are using social networking sites but actually two hundred and sixty four is observed. Two is more than expected. But in case of females the expectation is same as two hundred and sixty two but actual observation is two hundred and sixty that is two less than expected.

Chi-Square test results:

	Value
Chi-Square	.031
Df	1
p-value	.861

Chi square test result shows the social networking sites for product of interest. It is divided into two category that is male category and female category. In this chi square value is .031 whereas df value is 1 with p-value is .861. The number of expected is same in case of males and females but the number of observed is different.

Interpretation: Since p-value for chi-square test is more than that of 0.05 indicates that the proportion of respondent those use social websites for the purpose of searching the product of interest do not differ significantly.

4.32 Education wise distribution of use of above mentioned social networking sites for the purpose of searching the product of interest.

Education			
	Observed N	Expected N	Residual
Up to 10th	7	86.0	-79.0
12th	23	86.0	-63.0
Plain graduation	231	86.0	145.0
Professional Graduation	112	86.0	26.0

Plain PG	87	86.0	1.0
Professional PG	56	86.0	-30.0
Total	516		

In this table, distribution is sown on this twenty six more basis of education for usage of social networking sites expected and observed. Te expectation is same for all whether the users are less educated or more educated that is eighty six.

Person educated only upto tenth then expected id eighty six but observation is only seven and minus seventy nine is residual.

Individual educated upto twelfth is observed that twenty three means sixty three less.

Plain graduates users are two hundred and thirty one that is one hundred and forty five more than expected.

Professional graduates uses one hundred and twelve which is twenty six more.

Plain Post graduates are eigty seven, only one is more than expected.

But professional post graduates are fifty six is thirty less than expected.

Fig. 4.27 Education with product of Interest

Chi-Square test results:

	Value
Chi-Square	381.535
Df	5
p-value	.000

The above result is shown on the basis of product of interest in respect with the education. Chi square value is 381.535 where as Df value is 5 and P-Value is .000. This is depending upon the observed number of educated people upto 10th and educated upto 12th. So that the proper result was found of chi square test result.

Interpretation: Since p-value for the chi-square test is below that of 0.05 indicates that the proportion of respondent those use social websites for the purpose of searching the product of interest differ drastically in respect of education. The residual value for the plain graduate is very high indicating that the respondents who are plain graduate use internet for the purpose of searching product of interest.

4.33 Income wise distribution of use of above mentioned social networking sites for the purpose of searching the product of interest.

Income			
	Observed N	Expected N	Residual
below 3.0 lacs	67	75.5	-8.5
3 lacs - 6 lacs	143	75.5	67.5
6 lacs - 10 lac	46	75.5	-29.5
More than 10 lacs	46	75.5	-29.5
Total	302		

Now, the above division shows that how the users are categorized on the basis of their income for getting the useful information.

Group of people who have their income lower than three lakhs their expectations is seventy five point five but sixty seven is observed. Here, persons who has income between three lakhs and six lakhs there is one hundred and forty three in observation whereas only seventy five is expected. So, sixty seven point five is residual.

Community having income between six lakhs and ten lakhs they use forty six and expectation is almost seventy six. That means residual is minus twenty nine point five. And who have income higher than ten lakhs their observation and expectation is exactly in case of income from six lakhs to ten lakhs.

Fig. 4.28   Income wise product of interest
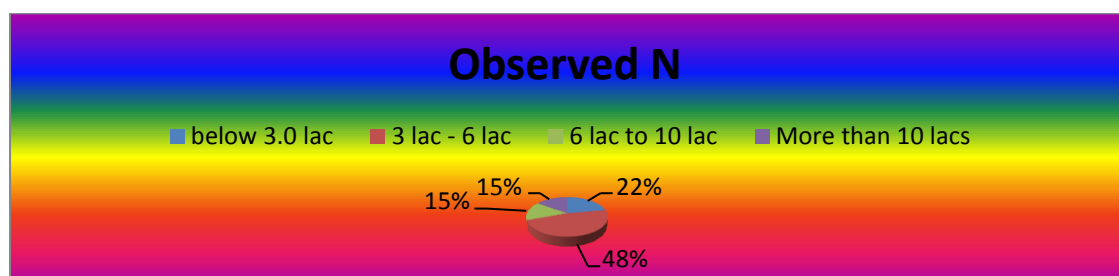
Chi-Square test results:

	Value
Chi-Square	84.358
Df	3
p-value	.000

The above distribution is based on the product of interest on the basis of income of the various persons and the result is chi square value is 84.358, df value is 3 and the p-value is .000. There are various categories of income but people of all class comes under product of interest.

Interpretation: Since p-value for the chi-square test is below that of 0.05 indicates that the proportion of respondent those use social networking sites for the purpose of searching the product of interest differ drastically in respect of income. The residual value for the income category 3 lacs to 6 lacs is very high indicating that the respondents who has income of 3 lacs to 6 lacs use internet for the purpose of searching product of interest.

4.34   Profession wise distribution of use of above mentioned social networking sites for the purpose of searching the product of interest.

Profession			
	Observed N	Expected N	Residual
Student	135	125.2	9.8
Service	278	125.2	152.8
Housewife	30	125.2	-95.2
Professional	58	125.2	-67.2
Total	501		

Here, the table divided based on the profession that is the use of social networking sites according to their profession. Here also the expectation is same in all cases and it is one hundred and twenty five point two.

Firstly explained about students users their observation is one hundred and thirty five and nine point eight is residual. After that service persons users are more if comparison is made. There are two hundred and seventy eight is observed and the one hundred and fifty two point eight is residual. Housewifes are least users of social networking sites only thirty are there but

expectation was very high, minus ninety five point two is about residual. Now last but not the least that is professional users of SNS is fifty eight observed and its residual is about minus sixty seven point two.

Fig. 4.29   Profession wise product of interest
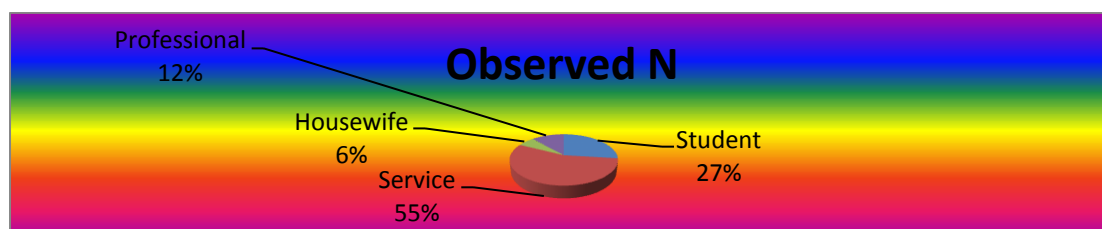
Chi-Square test results:

	Value
Chi-Square	295.591
Df	3
p-value	.000

The chi square test result is shown in the above table which shows the product of interest on the basis of profession. Chi square test value is 295.591, its Df value is 3 and its P-value is .000. This shows that people from different profession have different product of interest.

Interpretation: Since p-value for the chi-square test is below that of 0.05 indicates that the proportion of respondent those use social websites for the purpose of searching product of interest differ drastically in respect of type of profession. The residual value for the service profession is very high indicating that the respondents who are in service profession use internet for the purpose of searching product of interest.

4.35   Age group wise distribution of use of above mentioned social networking sites for the purpose of searching the product of interest.

Age groups			
	Observed N	Expected N	Residual
less than 25 years	237	175.0	62.0
25 years to 35 years	203	175.0	28.0
more than 35 years	85	175.0	-90.0
Total	525		

The above allocation shows use of social networking sites depending upon the age. Here the age is categorised in three different ages.

First is lower than the twenty five years of age the expected is one hundred and seventy five and two hundred and thirty seven is observed.

Now the age not lower than twenty five years but note more than thirty five years of age expectation is one hundred and seventy five and observation is two hundred and three and twenty eight is residual.

People having age higher than thirty five years only eighty five is observed and one hundred seventy five is expected so, residual is about minus ninety.

Fig.4.30   Age wise product of interest
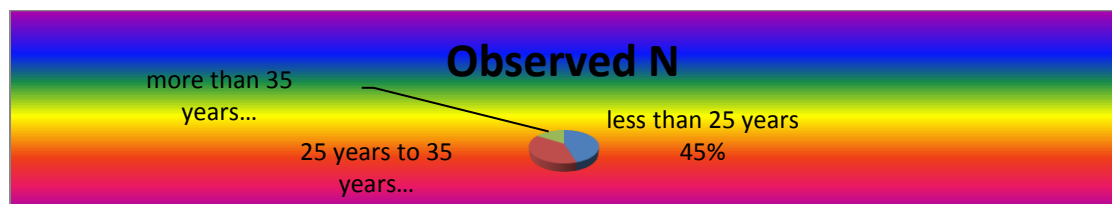
Chi-Square test results:

	Gender
Chi-Square	72.731
Df	2
p-value	.000

This result shows that the number of observation of people having age within 25years and 35 years, less than 35 years and more than 35 years of age. This gives product of interest depends upon age of the peo. The result indicates 72.731 chi square test result, Df shows the 2 value and p- value is .000

Interpretation: Since p-value for the chi-square test is less than that of 0.05 indicates that the proportion of respondent those use social website sites for the purpose of searching the product of interest differ drastically in respect of age group. The residual value for the plain graduate is very high indicating that the respondents who are less than 25 years use internet for the purpose of searching product of interest more frequently.

HYPOTHESIS OF STUDY:

Impact of social Media on consumer buying behavior:

4.36 Response distribution for the parameter defining consumer buying behavior:

Q. No.	Statements
Q5.1	I read blogs on Internet regularly.
Q5.2	I employ social media to write blogs very frequently.
Q5.3	I share the information about product or service by writing reviews or blogs.
Q5.4	I bring up to number of likes/ dislikes while considering any goods or service.
Q5.5	Myself use social media to seek opinions about product/services
Q5.6	Read net scan or blog about that particular product which I want to buy.
Q5.7	I visit company website and provide score for a particular goods or service used by me.
Q5.8	I share the links of my favourite brands with friends and relatives using social networking sites.
Q5.9	I read the opinions shared by friends through social networking sites before buying the product.
Q5.10	I share feedback about a product or service bought/used from some organization in recent past.
Q5.11	I look for the advertisement of the different products of the category before buying the products on social networking sites.
Q5.12	I use social media to see net Advertisement.
Q5.13	I reply of questions and promotional offers received through social networking sites.

There are some questions asked to the people to know about the consumer buying behaviour of social media. The some of the statements are asked which is as follows. Question number column and statements columns is given in the above table is explained here in detail. Question number 5.1 states that regular reading of blogs on the internet. It means how many people are reading the blogs so as to know information. There are many different blogs on which anyone can get information. Blogs are updated regularly by an

individual or by a small group but to know usage of blog this question has asked. Question number 5.2 says about frequently writing if blogs on social media. Some people is very fond of social media and they can occupy a person for updating a blogs in a regular manner. So that they can connected with the social media and in this way most of the people gets employment opportunities also. Question number 5.3 is about sharing of any of the information of any product or service on blogs. This question says that can anyone share their views and ideas of any product or give review on any of the product. The information should be shared on these blogs so that maximum persons can come to know about the views of any of the particular product. Question number 5.4 tells about the good or bad of product and service. Most of the people see that how much the product is favourable or unfavourable to the society or the environment. Through social media awareness can be created and many people can know about any of the fraud by using the internet. Question number 5.5 states that to get information of any service or product can they use social media. Social media is very useful to get any information of any goods or services. Now-a-days most of the people do online shopping and get all the information on the internet. Many people post their comments, opinions on the internet so views of people can be know through social media sites. Question number 5.6 explains that can anyone is searching information about the particular goods and services which they are thinking to buy. There are many blogs which tells about a particular product. And there are different peoples having different views so some people can do searching on the internet and some cannot. But to explore on the internet of any information is useful, we can stop or avoid any of the frauds if we are aware. Question number 5.7 says about the feedback of any of the product or service. Some companies is providing or requesting to fill up a feedback form. And tell the truth about the product whether it is good or bad so that if any unnecessary thing arise then they will stop that unuseful work. If any variation needs in the product and consumer gives this information in the company's feedback form then the company can focus on the views and can come up with the variety of product. So iot is needed to visit on website and give score or feedback to company about the product that is already used by a consumer. Question number 5.8 social networking sites

is also useful for sharing the opinions, views comments with our relatives, friends, family members and colleagues. If we like any of the brand then can share the link to suggest other for usage of a particular brand. Social media is now very developed to use these type of information. Some of the people can do this thing and share their comments with other people. Question number 5.9 is about sharing of information with friends about the product on social media. If anyone send us any information regarding any commodity then how concentrately we are reading that information before making any purchases. If someone is sending this type of information then our duty is also to see and read carefully. Many different persons may have different opinions foe a same product so, we have to see our likes and dislikes also while make a purchase and budget is a very important factor to buy any of the product. Question number 5.10 states that can anyone had shared any of the information or gave any suggestion about any of the product used in recent days. Many people do this kind of blogs because through this practice they can create awareness among the people. Feedback of a customer is very much important for any of the company for their good image. So, customer also have to give proper feedback about the product used. Question number 5.11 the above question is asked about the advertisement on the website. Now-a-days internet is the good source of advertisement. Many a people when uses internet then automatically any advertisement is displayed and every time one or the other advertisement of a product is shown. Some of the people can watch the advertisement regularly if they are interested in purchasing a product but most of the persons are not interested in watching any of advertisement. But interested people are searching for the advertisement to get proper knowledge and clear instructions about the product. Question number 5.12 states usage of social media for the purpose of net advertisement. Anyone can easily see advertisement on the internet. Internet is the main source of advertisement like television, radio and newspaper. On the internet newspaper can also read by downloading some applications. Internet advertisement is very much high profit then for that company, it is preferable. Question number 5.13 some companies also do promotions on the social media sites. Some of the persons are taking interest in social networking sites and also gives the answer of question asked. Through using

the social media many companies gives offer to buy a product. And in respect to that offer many interested buyer are purchasing a product or using a product, then they came to know that how the product is useful or harmful whatever it may be so to use of social media is very important in day to day life.

4.37 Basic response distribution regarding different product and services:

	SD		D		NAND		A		SA	
	Count in num	In %	Count in num	In %	Count in num	In %	Count in num	In %	Count in num	In %
Q5.1	25	4.2%	87	14.5%	148	24.7%	274	45.7%	65	10.9%
Q5.2	35	5.9%	95	16.0%	142	23.9%	242	40.8%	79	13.3%
Q5.3	23	3.8%	97	16.2%	175	29.2%	228	38.0%	77	12.8%
Q5.4	23	3.9%	67	11.2%	131	22.0%	266	44.6%	109	18.3%
Q5.5	17	2.9%	47	8.1%	136	23.4%	257	44.2%	125	21.5%
Q5.6	22	3.7%	82	13.7%	139	23.2%	244	40.8%	111	18.6%
Q5.7	38	6.3%	57	9.5%	137	22.8%	234	39.0%	134	22.3%
Q5.8	19	3.2%	64	10.7%	149	24.9%	249	41.6%	118	19.7%
Q5.9	43	7.2%	54	9.0%	116	19.4%	279	46.6%	107	17.9%
Q5.10	13	2.2%	46	7.7%	126	21.0%	269	44.9%	145	24.2%
Q5.11	16	2.7%	79	13.3%	137	23.0%	279	46.8%	85	14.3%
Q5.12	41	6.9%	50	8.4%	123	20.6%	261	43.7%	122	20.4%
Q5.13	18	3.0%	50	8.4%	139	23.3%	275	46.1%	115	19.3%

The above table shows about the distribution of various services and goods. There are counting in numbers and also in percentage. Question number 51 says that SD is 25 in numbers and it has 4.2 percentage, its D is 87 in numbers and 14.5 percentage, NAND has 148 in number and has 24.7 percentage. SA has a percentage of 10.9 percent and has 65 in number. Question number 52 has SD 5.9 percentage and 35 is counting in numbers and D is 95 in number and 16.0 is in percentage. NAND has 142 number

counting and 23.9%. A has 242 in numbers and 40.8 is in percentage. SA has a count number 79 and has a percentage value is 13.3.question number 53 it sattes that SD number count is in 23 and has 3.8 %. D s in 16.2 percentage and has 97 as a count in number. NAND has 175 number and has 29.2 percentage. A has a 228 number and it is narby 38.0 percentage whereas SA has a 77 count in number and it ha a 12.8 percentage. Question number 54 SD has a 23 number and 3.9 percentage and incase od D number is 67 and has a percentage value 11.2 percent. NAND has a 131 number count and has 22.0% whereas A has number count f 266 and its percentage is 44.6. in the case of SA the number is 109 and the percentage is 18.3 percentage. Question number 55 the count number of SD is 17 and its percentage value is 2.9 percentage, D has a number count of 47 and percentage is 8.1%. NAND has 136 number count with its 23.4 percentage and A has 257 in number but it has a percentage of 44.2 %. SA has a percentage value of 21.5% and number count is 125. Question number 56 this shows that there are 22 number count and 3.7 is the percentage in SD whereas D has 82 number count and 13.7 percentage. NAND has 139 number count and 23.2 Percentage basis. A means 244 number and has 40.8% SA has a count in number of 111 and has 18.6 percentage. Question number 57 has a complete number of 38 and has 6.3 percentage in SD and D has 57 in numbers and 9.5 in percentage. 137 is the number count of NAND and its percentage is 22.8% whereas A has a number value of 234 and percentage value is 39.0%. 134 has a number of SA and has a percentage of 22.3 percentage. Question number 58 means total number is 19 and has a 64 in number and 10.7 is a percentage, NAND has a 149 in number and has a 24.9 percentage whereas the number of A is 249 with a 41.6 percentage. The number for SA has 118 and its percentage is 19.7 percentage. Question number 59 it shows the number value is 43 and 7.2 is percentage of SD, in case of D 54 is the number count whereas as 9.0 is the percentage. In NAND the number is 116 and percentage is 19.4%. but the A has 279 number and 46.6 percentage SA had a 107 number whereas 17.9% percentage. Question number 510 It has SD value in number is 13 with 2.2 percentage, 46 number count with 7.7 % in d, whereas 126 is number count of NAND with its percentage 21.0%. the number count is 269 in A with a percentage of 44.9% and SA has a number

count of 145 and percentage value is 24.2% Question number 511 has 16 number count with 2.7 percentage in SD category, D category has a 79 number count with 13.3 percentage and 137 has number count of NAND with its 23.0 percent value. A has a 279 number value and has 46.8 % in percentage, SA of this question is 85 in number and 14.3 is in percentage form. Question number 512 has a 41 in number count and 6.9% is in percentage. NAND has a 123 in number count and has 20.6 percentage, A has a value of 261 with a percentage of 43.7% and in umber 122 has a number count and 20.4 is in a percentage of SA.question number 513 has a number count of 18 and percentage is 3.0 in SD whereas D has a 50 number count and 8.4% is in percentage form. NAND has a 139 in count in number and 23.3 is in percentage. There are A is 275 in number and 46.1 is in percentage whereas SA is 115 in number and 19.3 is in percentage.

Fig. 4.31 Basic Response of Customers
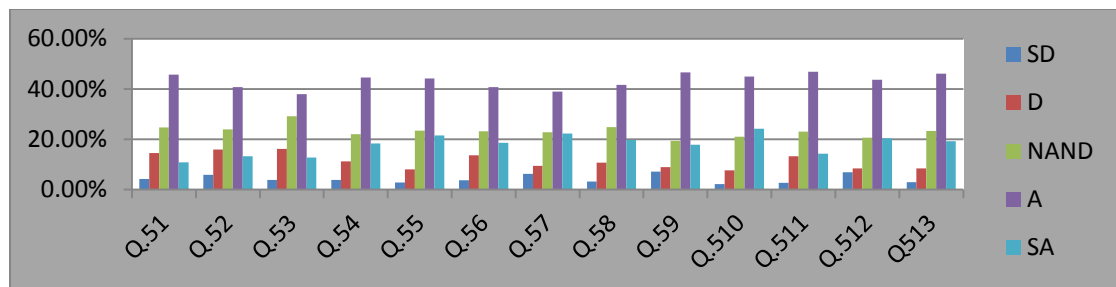
4.38 Comparison of the parameters of the consumer buying behavior:

Parameters	N	Mean Rank
Q5.1	599	3548.78
Q5.2	593	3490.43
Q5.3	600	3432.00
Q5.4	596	3938.38
Q5.5	582	4144.64
Q5.6	598	3823.72
Q5.7	600	3968.81
Q5.8	599	3950.12
Q5.9	599	3932.83
Q5.10	599	4318.99

Q5.11	596	3791.08
Q5.12	597	4001.11
Q5.13	597	4078.25

There are three columns which shows the comparison of buying behaviour of consumer. There are different parameters which as a various numbers with a proper mean rank. Question number 5.1 shows that the number is five hundred and ninety nine which has a mean rank of three thousand five hundred and fifty eight point seventy eight. Question number5.2 has five hundred and ninety three which shows a rank of three thousand four hundred ninety point forty three whereas question number5.3 has a number of exactly six hundred with a rank of three thousand four hundred thirty two point zero zero. Question number5.4 has a five hundred and ninety six number and three thousand nine hundred thirty eight point thirty eight is rank. Question number5.5 has five hundred and eighty two in number and has four thousand one hundred and forty four point sixty four is in mean rank. Question number5.6 has a five hundred and ninety eight in number and rank is three thousand eight hundred and twenty three. Seventy two. Question number 5.7 indicates again six hundred in numbers and three thousand nine hundred and sixty eight point eighty one in mean rank. Question number5.8 shows five hundred and ninety nine as in question number 5.1 and it shows three thousand nine hundred and fifty point twelve. The number is same but the mean rank is different for all the parameters. Question number5.9 again the number is similar that is five hundred and ninety nine and the rank is three thousand nine hundred and thirty two point eighty three. Question number 5.10 also has a same number of five hundred and ninety nine but the mran rank is four thousand three hundred and eighteen point ninety nine which shows the difference in mean ran but not difference in number. It proves that whether the number of different parameters is same or different but the mean rank is always a different. Question number 5.11 has a number five hundred and ninety six with a rank of three thousand seven hundred and ninety one point zero eight and the question number 5.12 has a number is five hundred and ninety seven with a mean rank of four thousand one point elevenand last but not the least question number 5.13 has a same value as in question

number5.12 that is five hundred and ninety seven but mean rank is four thousand seventy eight point twenty five. It again shows that the number may be same or may not be same but the mean rank is always different.

Fig. 4.32 Comparison of Parameters of consumer buying behaviour
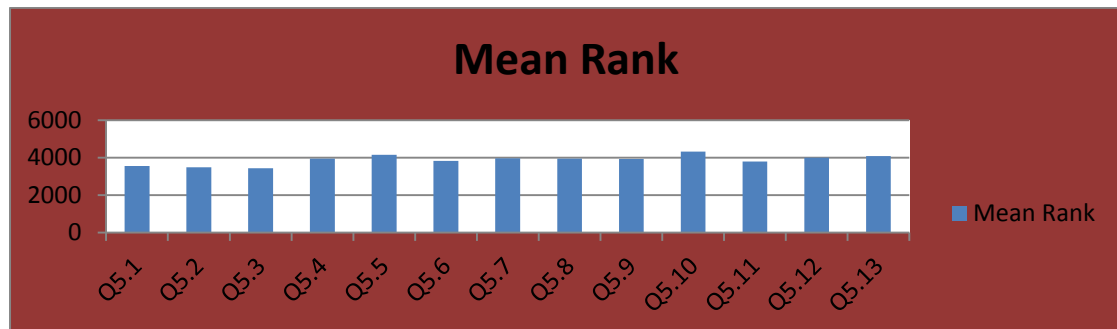
Kruskal-Wallis test results:

Test Statistics[a]

	Value
Chi-Square	107.064
Df	12
p-value	.000
a. Kruskal Wallis Test	

The result of kruskal wallis test on buying behaviour of consumer and its comparison on cerain parameters are shown in the result table. The value of chi square is 107.064 whereas the value of Df is 12 and the P-value is .000. this is a kruskal wallis test.

Interpretation: Since p-value for the Kruskal-Wallis is less than that of 0.05 indicates that there exists a significance of difference between the average ratings of the parameters of the about products and services (parameters of customer buying behaviour). The higher mean rank value indicates higher rating. The parameters are also independently compared using Mann-Whitney u test. After comparing parameters independently we tried to extract the factors which represent these parameters on the basis of common variance using factor analysis.

Factor Analysis: The factor analysis is carried to extract the important parameters to understand the consumer buying behavior.

KMO and Bartlett's Test:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.912
Bartlett's Test of Sphericity	Approx. Chi-Square	4065.452
	d.f.	78
	p-value	.000

The above test shows depending upon the KMO and Bartlett's test. The sampling adequacy measurement of Kaiser-Meyer-Olkin is .912. According to Bartlett's test of sphericity the chi square is approximately four thousand sixty five point four hundred and fifty two. Df value is seventy eight and P-value is point zero zero zero.

Interpretation: The high value of KMO test (0.912) indicates that the factor analysis is suitable for this data set and Bartlett's test of Sphericity confirms the assumption of spherecity.

4.39 Communalities:

	Initial	Extraction
I read blogs on Internet regularly.	1.000	.729
I use social media to write blogs very frequently.	1.000	.672
I share the information about product or service by writing reviews or blogs.	1.000	.535
Myself use social media to seek opinions about product/services	1.000	.592
I use social media to seek opinions about product/services	1.000	.705
I share feedback about a product or service bought/used from some organization in recent past.	1.000	.692

I visit company website and provide score for a particular goods or service used by me.	1.000	.652
I share the links of my favourite brands with friends and relatives using social networking sites.	1.000	.643
I read the opinions shared by friends through social networking sites before buying the product.	1.000	.684
Read net scan or blog about that particular product which I want to buy.	1.000	.581
I look for the advertisement of the different products of the category before buying the products on social networking sites.	1.000	.763
I bring up to number of likes/ dislikes while considering any goods or service.	1.000	.758
I respond to queries and promotional offers received through social networking sites.	1.000	.673
Extraction Method: Principal Component Analysis.		

The table also states the extraction and initial on different communalities are as follows. The first question is about regular use of blog for reading purpose its initial is 1.0000and extraction is .729. some people wrote their blogs on frequent basis on the website, initial is 1.000 and extraction is .672. some people are sharing their views about goods or services which they already used and extraction of this question is .535 and initial is 1.000. many people find out the opinions of other people so that better info can be pursue about the product which we have to buy. And extraction of this is .592 and initial is 1.000. many people find of to take ideas, views from other people. The usage of social media is increasing day by day ad social media is spreading all over the world and initial of this is 1.000ans extraction is .705. the above sixth

question is about giving reaction about any of the product used of any organization in the past. Sharing of view is totally a very sincere thing. Sharing makes people aware its extraction is .692 and initial is as same as others 1.000. some of the people are giving score on the scoreboard about the product used. Some company provides a scoreboard or comment form to know about the tendency of the customer in the market, it has a initial value of 1.000 and extraction is .652. the eighth question tells about the sharing of information, knowledge, comment etc. about the products on social media. Some of the people shares their ideas with their friends, relatives etc., so it had a initial 1.000 and extraction is .643the next question says about reading of blogs about a commodity which is sent by our friends colleagues on social sites. There are many persons who activate on the social sites and posts their comments on them. It has a extraction value is .648 and initial is 1.000. the tenth question says that advertisement plays very crucial role in the market. If any product have to purchase by any of the person then they can read blogs or advertisement about the product the. It has a extraction of .581 and initial is same as 1.000. Anyone can see advertisement and can rely on them because more advertisement means more viewers and more viewers means more product selling so to buy any product we can see advertisement of product on the social networking sites 1.000 is initial and .763 is extraction. Many people read other peoples views and comments and they came to know about the product and service. There are number of comments that shows the dislikes and likes of the various people. By reading this we can came to decision about buy or not to buy. 1.000is also has its initial and .758 is extraction. Some of the people gives comment on comments about the offers which is displayed on the net and some companies are solving the queries of the different consumers. It has .673 extraction and 1.000 initial. the initial for all the parameters are same as 1.000 but the extraction is different.

Interpretation: Extraction communalities are estimates of the variance in each variable accounted for by the components. The communalities in this table are all greater than that of 0.5, which indicates that the extracted components represent the variables well.

4.40 Table of Total Variance Explained:

Compon ent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Tot al	% of Varian ce	Cumulati ve %	Tot al	% of Varian ce	Cumulati ve %	Tot al	% of Varian ce	Cumulati ve %
1	6.5 8	50.584	50.584	6.5 8	50.584	50.584	3.0 5	23.446	23.446
2	1.1 0	8.469	59.053	1.1 0	8.469	59.053	3.0 3	23.299	46.745
3	1.0 0	7.706	66.759	1.0 0	7.706	66.759	2.6 0	20.014	66.759
4	.80 1	6.162	72.921						
5	.62 7	4.826	77.747						
6	.49 7	3.823	81.570						
7	.49 6	3.817	85.387						
8	.42 5	3.268	88.654						
9	.40 2	3.090	91.745						
10	.32 6	2.507	94.252						
11	.30 1	2.314	96.566						
12	.26 7	2.056	98.622						

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.58 8	50.584	50.584	6.58 8	50.584	50.584	3.05 5	23.446	23.446
2	1.10 0	8.469	59.053	1.10 0	8.469	59.053	3.03 3	23.299	46.745
3	1.00 0	7.706	66.759	1.00 0	7.706	66.759	2.60 0	20.014	66.759
4	.801	6.162	72.921						
5	.627	4.826	77.747						
6	.497	3.823	81.570						
7	.496	3.817	85.387						
8	.425	3.268	88.654						
9	.402	3.090	91.745						
10	.326	2.507	94.252						
11	.301	2.314	96.566						
12	.267	2.056	98.622						
13	.179	1.378	100.000						

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.58	50.584	50.584	6.58	50.584	50.584	3.05	23.446	23.446
2	1.10	8.469	59.053	1.10	8.469	59.053	3.03	23.299	46.745
3	1.00	7.706	66.759	1.00	7.706	66.759	2.60	20.014	66.759
4	.801	6.162	72.921						
5	.627	4.826	77.747						
6	.497	3.823	81.570						
7	.496	3.817	85.387						
8	.425	3.268	88.654						
9	.402	3.090	91.745						
10	.326	2.507	94.252						
11	.301	2.314	96.566						
12	.267	2.056	98.622						

Extraction Method: Principal Component Analysis.

Here, total variance table is explained. Component 1 states that initial eigenvalues of total is six point fifty eight and percentage of variance is fifty point five hundred and eighty four and cumulative percentage is fifty point five eighty four. The same component in extraction sums of squared loadings is six point fifty eight, in case of total fifty point five eight four in variance and fifty point five hundred eighty four in cumulative. Rotation sums of squared loadings three point zero five is in total twenty three point four hundred and forty six is percentage variance and twenty three point four hundred fifty total variance of component two in initial eigenvalues is one point one zero variance percentage is eight point our hundred and sixty nine and cumulative percentage is fifty nine point zero fifty three in extraction. Three point zero three total, twenty three point two hundred and ninety nine percentage variance and forty six point seven hundred and forty five cumulative percentage in case of rotation. Component three initial eigenvalues is one point zero zero total seven point seven hundred and six percentage variance, sixty six point seven hundred and fifty nine cumulative variance. One point zero zero is extraction total seven point seven hundred six is percentage variance of extraction and sixty six point seven hundred and fifty nine is cumulative percentage. two point sixty is rotation total twenty point zero fourteen is percentage variance and sixty six point seven hundred and fifty nine is cumulative percentage of rotation of squared loadings. The forth component has eight point zero one is total in initial eigenvalues six point one hundred and sixty two percentage of variance and seventy two point nine hundred and twenty one cumulative percentage. Component number 5 is showing total in initial eigenvalues is point six hundred and twenty five and percentage of variance is four point eight hundred and twenty six and cumulative percentage is seventy seven point seven hundred and forty seven. Component six shows point four hundred and ninety seven is total three point eight hundred and twenty three is variance percentage and eighty one point five hundred and seventy is cumulative percentage of initial eigenvalues. Seventh component shows that point four hundred and ninety six is total initial eigenvalues, three point eight hundred and seventeen is percentage variance and eighty five point three hundred and eighty seven is cumulative variance. Eight component displays point four hundred and twenty five in total three

point two hundred and sixty eight in percentage variance, eighty eight point six hundred and fifty four is cumulative percentage of initial eigenvalues. Total is four hundred and two, variance is three point zero nine zero and cumulative percentage os ninety one point seven hundred and forty five in initial eigenvalues of component ninth. The tenth component is point three hundred and twenty six in total, two point five hundred and seven in percentage variance, ninety four point two hundred and fifty two is cumulative percentage. The eleventh component is total has point three hundred and one, variance percentage is two point three hundred and fourteen and cumulative is ninety six point five hundred and sixty six. The twelth component states point two hundred sixty seven is total of initial eigenvalues, two point zero fifty six is variance percentage and ninety eight point six two two is cumulative percentage. And last component says point one seven nine is total, the percentage variance is one point three hundred and seventy eight and cumulative percentage is hundred point zero zero zero.

Interpretation: The total variance explained by three factors is almost 67%. The variables contributing for each of the factors are mentioned in the following tables of of component and rotated component matrix.

4.41 Component Matrix: The unrotated solution is given in the following table of the component matrix. It shows initial loading of the variables on each of the factor.

Component Matrix[a]			
	Component		
	1	2	3
I read blogs on Internet regularly.	.780		
I use social media to write blogs very frequently.	.748		
I share the information about product or service by writing reviews or blogs.	.577		
I employ social media to view online Advertisement.	.750		
I employ social media to seek opinions about goods/services	.673		-.503

I share feedback about a product or service bought/used from some organization in recent past.	.783		
I visit company website and provide score for a particular goods or service used by me.	.565		.552
I share the links of my favourite brands with friends and relatives using social networking sites.	.764		
I read the opinions shared by friends through social networking sites before buying the product.	.706		
Read net scan or blog about that particular product which I want to buy.	.727		
I look for the advertisement of the different products of the category before buying the products on social networking sites.	.660	-.518	
I bring up to number of likes/ dislikes while considering any goods or service.	.690		
I respond to queries and promotional offers received through social networking sites.	.779		
Extraction Method: Principal Component Analysis.			
a. 3 components extracted.			

The above table shows that there are three components which tells about the initial loading. The first questions is about regular use of internet for the purpose of reading which shows point seven hundred and eighty in the first component. How social media is useful to give views in frequent basis, this shows point seven hundred and forty eight in the first component. Through writing blogs some can give their thoughts regarding any of the product, it has point five hundred and seventy seven in 1 component. Some can view advertisement which is online before purchasing any product. Social media is very useful now for all kind of information and can be easily operated by new generation, its component one is point seven hundred and fifty. Majorly people prefer to do surfing on the social media for getting the information

about the any service or goods, its component one is point six hundred and seventy three and it also has a component three but it is in negative that is minus point five hundred and three. Most of the people give advice on any goods used recently of any company. It has point seven hundred and eighty three in the first component. After getting all services like home deliver, after sale service and all, we should have to go to the website and have to give marks to the particular company about the product used. The component one has point five hundred and sixty five in the one component and it also has a third component and it is in the positive that is point five hundred and fifty two. The question speaks about the sharing of our favourite product with our family members, the first component is point seven hundred and sixty four. Before making any purchases any person should read the opinions of the second person about the product is really nice or not, it has a first component of point seven hundred and six. Reading is the best source to get any knowledge about the product or the product for which we are thinking to take, it has a 1st component point seven hundred and twenty seven. To see advertisement is normal case for making any purchase, it is one of the good thing to see advertisement for any of the product, directly trusting is not a good thing so we have to look around for the information, it has point six hundred and sixty in the first component and minus point five hundred and eighteen in the second component. Likes and dislikes is the important factor while making any purchase, its first component says that it has point six hundred and ninety value. Some can give attention to the offers of various companies and can also giving positive response for getting the offers, it has point seven hundred and seventy nine. It was all the questions.

The varimax rotation method is used for rotating the solution. The results of the rotated solution are given in the rotation component matrix below:

4.42 Rotation component Matrix:

Rotated Component Matrix[a]			
	Components		
	1	2	3
I read blogs on Internet regularly.		.710	

Myself use social media to write blogs very frequently.		.681	
I share the information about product or service by writing reviews or blogs.		.682	
I bring up to number of likes/ dislikes while considering any goods or service.	.582		
I use social media to seek opinions about product/services	.807		
Read net scan or blog about that particular product which I want to buy..		.668	
I visit company website and provide score for a particular goods or service used by me.		.692	
I share the links of my favourite brands with friends and relatives using social networking sites.	.589		
I read the opinions shared by friends through social networking sites before buying the product.	.748		
I share feedback about a product or service bought/used from some organization in recent past.	.606		
I look for the advertisement of the different products of the category before buying the products on social networking sites.			.832
I employ social media to see online Advertisement.			.808

			.623
I reply of questions and promotional offers received through social networking sites.			

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.	
a. Rotation converged in 7 iterations.	

Interpretation: the variables contributing for each of the factors are identified on the basis of highest loading in that factor. We rename factors on the basis of common characteristics.

4.43   Variables contributing in each of the factor: The consumer buying behaviour will be factored in the three categories as use of

- Social networking sites
- Blogs and other
- Advertisement through internet

For the purpose making decision of buying the products.

Use of		
Social Networking Sites	Blogs and other	Advertisement through internet
I bring up to number of likes/ dislikes while considering any goods or service.	I read blogs on Internet regularly.	I look for the advertisement of the different products of the category before buying the products on social networking sites.
I employ social media to seek opinions about goods/services	I use social media to write blogs very frequently.	I employ social media to see online Advertisement.
I share the links of my favourite brands with friends and relatives using social networking sites.	I share the information about product or service by writing reviews or blogs.	I reply of questions and promotional offers received through social networking sites.

I read the opinions shared by friends through social networking sites before buying the product.	Read net scan or blog about that particular product which I want to buy..	
I share feedback about a product or service bought/used from some organization in recent past.	I visit company website and provide score for a particular product or service used by me.	

These three components will be used for the further analysis of consumer buying behaviour. We also compared the factor scores of these factors to find out if any significance of difference between these factors.

4.44   Mean Rank Table:

Factors	N	Mean Rank
Social networking sites	568	847.03
Blogs and other	568	850.52
Advertisement through internet	568	859.95

There are some of the factors in the above table with number and its rank. It shows that the number of all the factors is same but the mean rank is different from each others. The first factor is social networking sites which has a five hundred and sixty eight in numbers and has eight hundred and forty seven point zero three in rank, next factor is about blogs where anyone can write blogs but have to do necessary changes from time to time, some can appoint a person to use these type of blogs, its number is also five hundred eighty six and has eight hundred and fifty point fifty two rank. Last is all about advertisement but on the internet. In recent days this type of advertisement is becoming popular and also it is costlier than the other type of advertisement, but most of the major profit making companies prefer these advertisements, it had five hundreds and sixty eight in numbers and eight hundred and fifty nine

point ninety five is their status. The number is as same as in all the three factors.

Fig. 4.33 Factors determining consumer behaviour
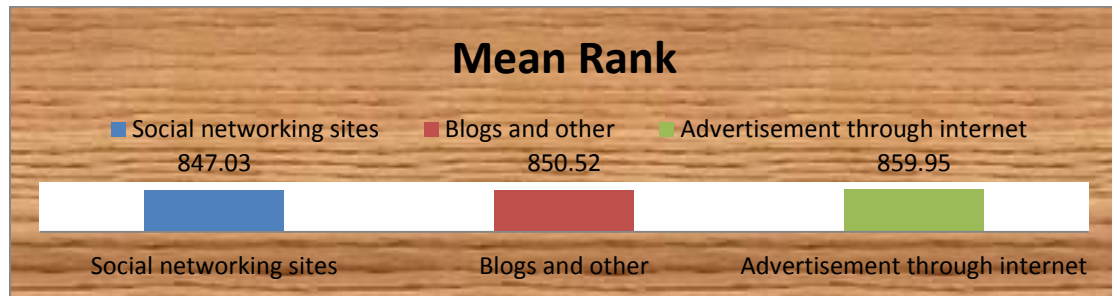
Kruskal-Wallis test results:

Test Statistics[a,b]	
	Social networking sites
Chi-Square	.210
Df	2
Asymp. P-value	.900
a. Kruskal Wallis Test	
b. Grouping Variable: Index1	

This is the test result of consumer behavior factors made through kruskal wallis test. The chi square is point two hundred and ten, the value for Df is two and the value of asymp p-value is point nine hundred. This are the results of using social media by the people. Now the use of social media is goes on increasing and increasing for getting any of the information on the website. Many test can be made for getting the result but here kruskal test is done for a proper result. Many persons are getting to know things which is totally new for them.

Interpretation: Since p-value for the Kruskal-Wallis is greater than that of 0.05 indicates that the all the factors determining consumer buying behavior are used equally for making decision of buying the product.

Ho: There is no positive impact of social media on consumer buying behavior.

H1: There is positive impact of social media on consumer buying behavior.

Model estimates:

Dependent	Independent	Standardized	Unstandardized	S.E.	C.R.	P-value
Consumer buying behaviour	Social Media	1.00	3.5249	1.29	2.7334	.0063

Interpretation:

Since p-value social media and customer buying behaviour is below that of 0.05 indicates we should reject null hypothesis and conclude that There is positive impact of social media on consumer buying behavior. The path diagram depicts the model used for the analysis.

Fig. 4.34 Path Diagram:

Unstandardized model:
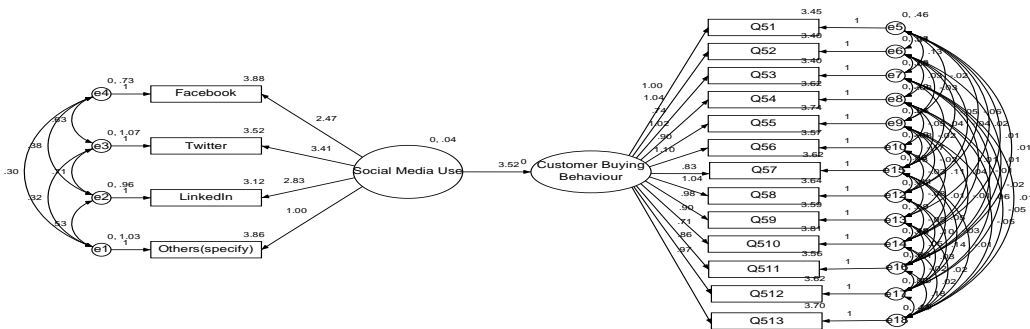
Standardized Model:
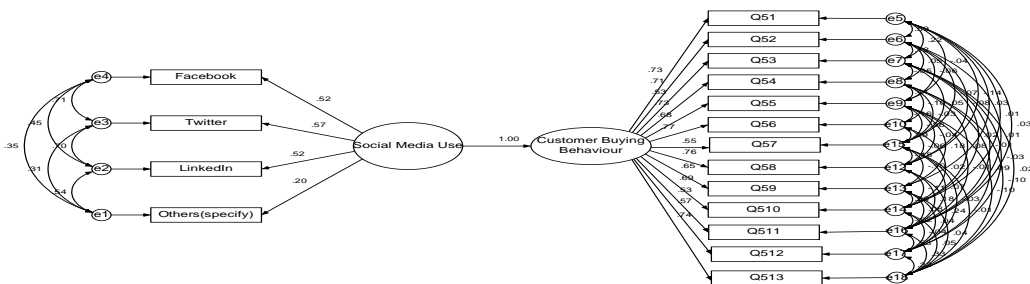
It is essential to test whether the model used is significant. The model fit parameters of the Structural equation model are used to determine the model fit.

Model Fit:

Model	Full forms/Description	Calculated value	Expected value for Good fit

CMIN/DF	Minimum of discrepancy function/Degrees of Freedom	3.35	[1-3] or [1-5]
CFI	Comparative Fit Index	0.9731	A: 0=poor fit close to 1=very good fit B: CFI >.95: good fit, CFI > 0.60: moderate fit
PCFI	Parsimony-adjusted Comparative Fit Index	0.39	0=poor fit 1=exact fit
RMSEA		0.0627	* RMSEA=0: exact/good fit *RMSEA<0.08: close fit *RMSEA>0.08: Weak Fit

The model fit parameters indicates that the structural equation model is showing the good fit on the basis basis of some of the parameters above and few of them shows moderate fit. Thus we can conclude that the SEM is showing acceptable fit.

Comparison of Social Media Marketting and traditional Marketting:

Ho: Social media marketing is not preferred by consumers over traditional channels of marketing.

H1: Social media marketing is preferred by consumers over traditional channels of marketing.

The impact of social media Marketing channels and traditional marketing channels are rated on a scale of 1 to 5. The above hypothesis is tested by taking the median score and the overall percentage score obtained by Social Media Marketing and traditional marketing channels.

4.45 SOCIAL MEDIA MARKETING AND TRADITIONAL MARKETING

Social Media Marketing Channels	Traditional Marketing Channels
Facebook	Radio

Twitter	Television
LinkedIn	Newspaper
Blogs	Pamphlet
E-Mail	Text Message
Online Marketing	

The above table states that what is social media marketing and what is traditional marketing. There are some examples given of the social media and traditional media. Social media are twitter, facebook, blogs, linkedln, online marketing, E-mail and the traditional marketing are television, radio, pamphlet, newspaper, text message. This all gives proper information about any topic or product or services

Descriptive Statistics:

	Mean	Standard Deviation	Standard Error of Mean
SNS	39.22	5.31	.22
TM	38.33	6.20	.25

There are a statistics which is descriptive from each other first is social networking sites its mean is thirty nine point twenty two, its standard deviation is five point thirty one and its standard error of mean is point twenty two. Second is traditional marketing it has standard error of mean is point twenty five, standard deviation is six point twenty and thw mean is thirty eight point thirty three.

Fig. 4.35 Social Media Marketing and Traditional Marketing
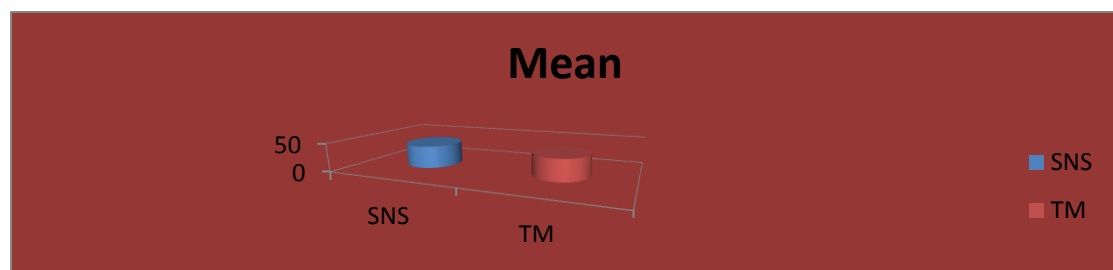
Wilcoxon Signed Ranks Test

 4.46   Mean Rank Table:

Ranks				
		N	Mean Rank	Sum of Ranks

TM – SNS	Negative Ranks	304[a]	302.27	91890.50
	Positive Ranks	272[b]	273.11	74285.50
	Ties	22[c]		
	Total	598		
a. TM < SNS				
b. TM > SNS				
c. TM = SNS				

The first mean rank table shows the number, mean rank and sum total of all the ranks in respect of traditional marketing minus social networking sites, its negative rank is 304 raise to 'a', mean rank is 302.27,and sum of the rank is 97890.50; positive rank is 272 raise to 'b', 273.11is the mean rank, 74285.50 is the sum ranks, ties is 22 raise to 'c', and the total is 598. It shows that traditional marketing is less than social networking sites and is greater than social sites. The second table shows all the information is as similar the upper table but only they shows TM is less than SNS and is equal to the social networking sites.

Test statistic result:

Test Statistics[b]	
	TM – SNS
Z	-2.204[a]
p-value	.028
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

The result of test statistics relating to TM – SNS all the values are as follows; the value for the Z is in negative value and it is minus two point two hundred and four raise to 'a' and its p-value is point zero twenty eight. This value is based on the affirmative rank and on Wilcoxon rank test.

Interpretation: Since p-value for the Wilcoxon Signed Ranks Test is below than that of 0.05 indicates that one should reject null hypothesis and conclude that Social media marketing is significantly preferred by consumers over traditional channels of marketing. We also confirmed the results by

comparing the median scores of the social networking marketing channels against traditional marketing channel.

Median Score comparison:

Wilcoxon Signed Ranks Test

4.47   Mean Rank Table:

Ranks				
		N	Mean Rank	Sum of Ranks
TM – SNS	Negative Ranks	184[a]	182.85	33645.00
	Positive Ranks	139[b]	134.40	18681.00
	Ties	275[c]		
	Total	598		
a. TM < SNS				
b. TM > SNS				
c. TM = SNS				

This Wilcoxon rank test shows the comparison between score. TM – SNS shows that negative rank is one hundred and eighty four raise to 'a' positive rank is one hundred and thirty nine raise to 'b' and ties is two hundred and seventy five raise to 'c' and their total value is five hundred and ninety eight. Mean rank of negative is one hundred and eighty two point eighty five, positive is one hundred and thirty four point forty. The sum of negative is thirty three thousand six hundred and forty five point zero zero and positive is eighteen thousand six hundred and eighty one point zero zero. It shows that traditional marketing is greater than, less than and equals to the social networking sites.

Test statistic result:

Test Statistics[b]	
	TM - SNS
Z	-4.569[a]
p-value	.000
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

The test statistics result shows about traditional marketing with social networking sites that the value of Z is minus four point five hundred and sixty nine raise to 'a', it has its p-value is point zero zero zero and it all depends upon the positive ranks and Wilcoxon test.

Interpretation: Since p-value for the Wilcoxon Signed Ranks Test is below than that of 0.05 indicates that one should reject null hypothesis and conclude that Social media marketing is significantly preferred by consumers over traditional channels of marketing. We also confirmed the results by comparing the median scores of the social networking marketing channels 2624.78against traditional marketing channel.

4.48   Comparison of channels:

	N	Mean Rank	Ranking
Facebook	597	3613.94	2nd
Twitter	595	3437.91	6th
LinkedIn	582	2545.77	11th
Blogs	595	2624.78	9th
Radio	592	2620.98	10th
Television	593	3577.62	4th
Newspaper	596	3585.76	3rd
E-Mail	592	3506.68	5th
Pamphlet	595	3153.51	7th
Text Message	597	3127.30	8th
Online Marketing	598	4114.99	1st
Total	6532		

The table indicates the comparison between all the sources of marketing. It includes both the sources that is social media and traditional marketing sources like television, radio, e-mail, twitter, pamphlet, online marketing, blogs, newspaper, linkedln, text message, facebook. Firstly the facebook users are 597 in numbers having a mean rank of 3613.94 and it has second rank. Twitter has 595 in number with mean rank of 3437.91 and had sixth rank among them. 582 is the number of the linkedin, mean rank is 2545.77 with

eleventh position. Blogs are having the 595 in number but mean is and pursue ninth rank. Now a days radio is not popular, very few people regularly visit on radio, on radio also we get a proper news about all around the world. But in past when there was no television and media at that time the radio is one of the best source of getting the information. Radio has number 592, its mean rank is 2620.98 and have tenth rank. Television is one of the important source of advertisement. Most of the advertisement is display on the television frequently all over day and night. Television has 593 in number, mean rank is 3577.62 and forth in rank. Newspaper is very popular in past days and also in recent days. Now also many people used to read newspaper to get information about all over the world. Newspaper has 596 in numbers 3585.76 mean rank and possess third rank in all the marketing. Through E-mail any message or letter can be send to anyone within a second. It ia like a fastest mode to send or receive the information. It has 592 number and mean rank is 3506.68 and possess the fifth position. Pamphlets are 595 in numbers, mean rank is 3153.51 and have seventh rank. Text message is like messages on the mobiles, some companies send messages on the mobiles but it also includes fraud cases. Many a times people take advantage of any good thing, it is one of them. 597 is the number, mean rank is 3127.30 with a eight rank. Last is online marketing, it is now most popular, most of the people is now does online marketing, in this type of marketing any product we get at home. So people prefer the online marketing. The total of all this number is 6532. The comparison of all this channels is made in this way.

The ranking for the channels is given on the basis of mean ranks. The highest mean rank is given rank 1 and the lowest mean rank is given rank 11.

Fig. 4.35 Comparison of various Social Networking Sites
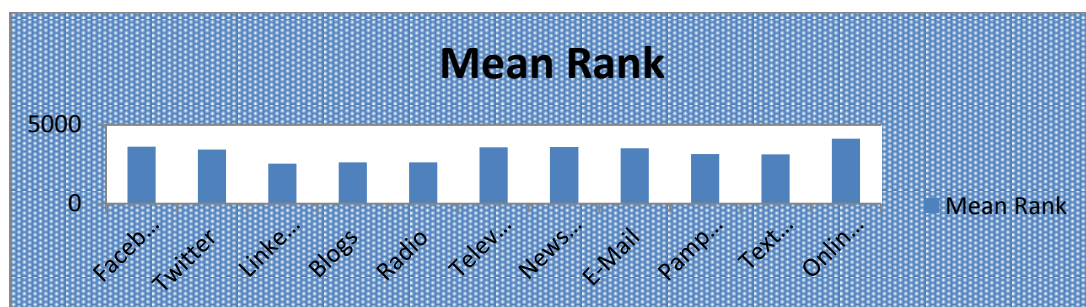
Kruskal-Wallis test result:

Test Statistics[a,b]	
	Value
Chi-Square	483.148
df	10
p-value	.000
a. Kruskal Wallis Test	
b. Grouping Variable: Index1	

This kruskal wallis test result shows about the comparisons between different social networking sites. Its chi square value is four hundre and eighty three point one hundred and forty eight, their Df value is ten and the P-value is point zero zero zero, this test is done to find out the result of comparing different sites.

Interpretation: Since p-value for the Kruskal-Wallis is less than that of 0.05 indicates that all the sites are not equally used. To find the exact significance we used Mann-Whitney U test. The independent comparison is achieved to understand which of these channels differ significantly when compared with each other. From the above mean rank table it can be observed that the online marketing is at the top for the impact then facebook.

4.49   Facebook against Twitter:

	N	Mean Rank	Sum of Ranks
Facebook	597	612.40	365605.50
Twitter	595	580.54	345422.50
Total	1192		

It shows the facebook and twitter's comparison. There is no vast difference between these two. There is minor difference between them. These both are very famous nowadays, many people are active in this two sites. Through both the sites we can share or can create awareness among the people. Number of twitter users are five hundred and ninety five which shows the mean rank is five hundred and eighty point fifty four. The total of rank is three lakh forty five thousand four hundred and twenty two point fifty. Facebook users are five hundred and ninety seven, it has six hundred and twelve point

forty, the total rank is three lakhs sixty five thousand six hundred and five point fifty.

Fig. 4.36   Comparison of Facebook –with Twitter
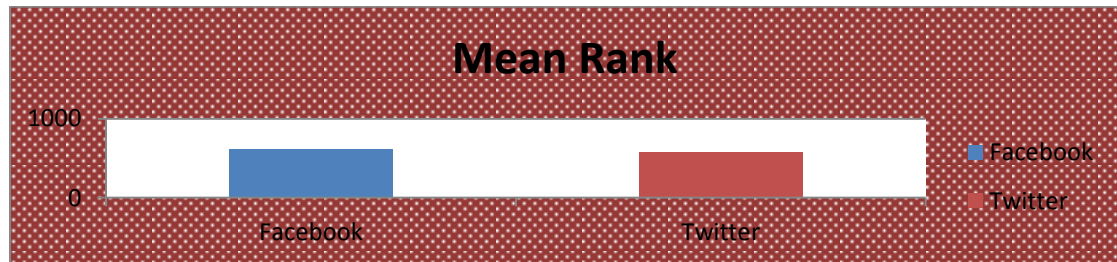
The Mann Whitney Test

Test Statistics[a]	
	Facebook.
The Mann-Whitney U	168112.500
Wilcoxon W	345422.500
Z	-1.778
P-value	.075
a. Grouping Variable: Index1	

This   mann whitney test is done to compare twitter and facebook, the mann whitney U test shows the vlalue of of 182112.500, Wilcoxon W has a value of 345422.500and Z has a -1.778 value with p-value of .75, it shows that the value of Z is in negative this test is done on the facebook to get the proper result. The test have to done to know the result of the comparison, so to know the answer of the question any of the test should be necessary to get the necessary result.

Interpretation: Since p-value for the Mann-Whitney U test is greater than that of 0.05 indicates that the there is no significance of difference between the average impact on marketing for when facebook and twitter are compared.

4.50   Mean Rank Table:

	N	Mean Rank	Sum of Ranks
Facebook	597	684.99	408938.00
LinkedIn	582	492.56	286672.00

	N	Mean Rank	Sum of Ranks
Facebook	597	684.99	408938.00
LinkedIn	582	492.56	286672.00
Total	1179		

The facebook and the linkedin are very opposite to each other because facebook has second rank in the market but the linkedin possess the eleventh rank . facebook is very popular as compared to linkedin. In facebook pictures videos can be share with our friends and not only this but we can communicate with our friend's friend to whom we did not know. Linkedin is not as good as facebook. Facebook is very popular all over the world. Facebook now. Facebook has it total number of 597 with a mean rank of 684.99 and its sum is 408938.00. linkedin has its rank is 286672.00 with a mean rank of 492.56 and its number is 582. It has a total number of 1179 and this was the comparison of the both two factors.

Fig.4.37   Comparison of Facebook-with LinkedIn
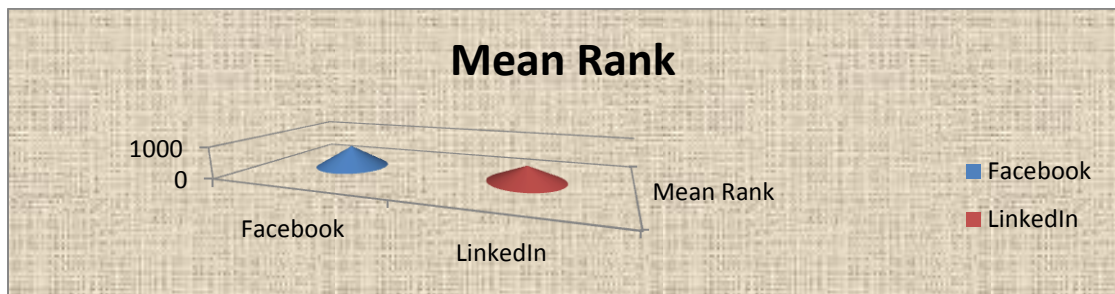
The Mann Whitney Test:

The Test Statistics[a]	
	Facebook.
The Mann-Whitney U	117019.000
Wilcoxon W	286672.000
Z	-10.447
P-value	.000
a. Grouping Variable: Index1	

The mann whitney test is done on the linkedin and facebook so as the result as follows; the mann whitney U test is one lakh seventeen thousand and nineteen point zero zero zero of the facebook, Wilcoxon W has a value of two

lakh eighty six thousand six hundred and seventy two point zero zero zero, also the Z has a value in the minus that is minus ten point four hundred and forty seven, it also has a p-value and it is point zero zero zero.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Facebook and Blogs:

4.51 Mean rank table:

	N	Mean Rank	Sum of Ranks
Facebook	597	686.89	410075.50
Blogs	595	505.80	300952.50
Total	1192		

This table shows about the blogs with facebook, blogs means smalls information on the internet. Many people write the blogs and many are reading that blogs. To write blogs many companies hire a person to update this type of blogs. These blogs gives us the knowledge about any of the latest topic. Website can be created through joining small blogs. Updation is necessary to make blog famous. And also the matter which is written can understood by the people. The language must be very simple. The facebook has 597 in number with 410075.50 total rank and has 686.89 mean rank value, whereas the blogs has 595 number with sum rank 300952.50 wit 505.80mean rank. The total number is 1192 of blogs and the facebook.

Fig.4.38 Comparison of Facebook-with Blogs

The Mann Whitney Test

Test Statistics[a]	
Mann-Whitney U	123642.500

183

Wilcoxon W	300952.500
Z	-9.811
P-value	.000
a. Grouping Variable: Index1	

The mann whitney test says that there is comparison in the factors blog and facebook. The test is conducted to find out the result. This result can be trusted because difficult result also found out by using this test the test is all about the comparison. The result says Mann Whitney U is 123642.500 and the Wilcoxon W is the300952.500 and Z has minus 9.811 whereas the p-value is as simililar as others that is .000.

Interpretation: Since p-value for the Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Facebook and Radio:

4.52   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Facebook	597	687.74	410581.50
Radio	592	501.48	296873.50
Total	1189		

The rank table tells about the radio and the facebook. Here the radio is compared with the facebook. Radio is very old when there was no television and computers at that time all the people uses only the radio to know the information. In radio the news is also told about all over the world. Now also some people like to use radio. It consists news, songs discussion and all. Now a days it also provide the information relating to education field, market status, doctors. Many old age man like the radios only. Whereas facebook users are most of from the young age. But the radio can be used by the young generation as well as the old generation. Radio has 592 in numbers and mean rank is 501.48 with total rank of 296873.50. now we see the facebook its has 597 in number with 501.48 mean rank and total is 410581.50.

Fig. 4.39 Comparison of Facebook-with radio
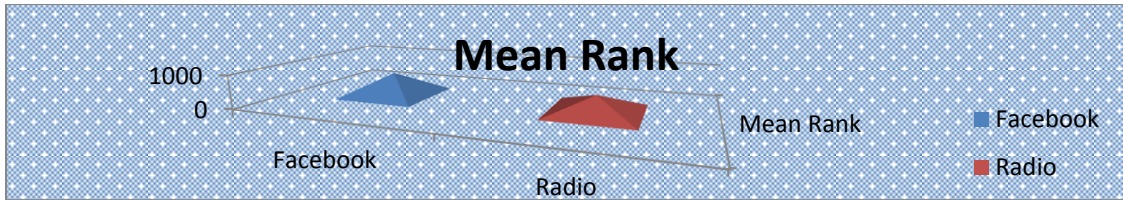
Mean Rank

The Mann Whitney Test:

The Test Statistics[a]	
	Value
Mann-Whitney U	121345.500
Wilcoxon W	296873.500
Z	-10.181
P-value	.000
a. Grouping Variable: Index1	

The Mann Whitney test is result of facebook and radio comparison. The radio is on the peak position in the past years, the facebook is now becoming a very popular social sites, anyone can use and get knowledge, share photos, can send messages but on the radio text message cannot be sent to any one. The mann whitney test is one lakh twenty one thousand three hundred and forty five point five hundred, Wilcoxon W is two lakhs ninety six thousand eight hundred and seventy three point five hundred and the z has minus ten point one hundred eighty one, and p-value is point zero zero zero. It is avariable depending on the group.

Interpretation: Since the p-value for Mann-Whitney U test below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

4.53 Mean Rank Table:

	N	Mean Rank	Sum of Ranks
Facebook	597	600.26	358354.50
Television	593	590.71	350290.50
Total	1190		

The table states about the facebook and the television. Television is now one of the main source of entertainment. On television all the information is displayed. Television is the main source to send or to receive the information.

Many big and small companies does advertisement on the television so as to increase their business. Advertisement on television is the major factor of companies. It also depends upon how many times the advertisement should be shown on the television and in recent times ninety nine percent people having a television whether whatever may be their income is not not necessary. Television has 593 in numbers whereas 590.71 maen rank and 350290.50 is the sum total; whereas the facebook has 597 in number with 600.26 mean rank with 358354.50 is sum total.

Fig. 4.40 Comparison of Facebook-with television
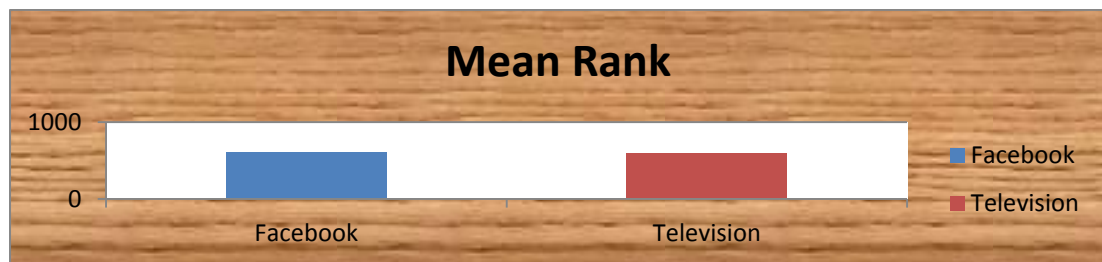
The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	174169.500
Wilcoxon W	350290.500
Z	-.535
P-value	.593
a. Grouping Variable: Index1	

The Mann whitney test is about the radio and the users of the facebook. User of facebook is more than that of the users of the radio. Radio is favourite of mostly the old people and facebook is favourite of mostly the young people. Facebook is used by studends also very frequently, the more the use of technology is more the competition in the market. The test result says that how much the radio and the face book is popular in present. The mann whitney U test is value of 174169.500, the Wilcoxon has the value of 350290.500 and the value for z is minus -.535 with a p-value is .593. here is p- value is different from all the other comparison.

Interpretation: Since the p-value for Mann-Whitney U test is greater than that of 0.05 indicates that there exists no significance of difference between above marketing channels for the average impact on marketing.

Facebook and Newspaper:

4.54   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Facebook	597	600.92	358752.00
Newspaper	596	593.07	353469.00
Total	1193		

Now, the newspaper is compared with the facebook. Newspaper is popular from the olden days but now also popularity of newspaper is not fallen down. The newspaper give allover information about sports, politics, entertainment, news from small village to big metro cities. Facebook is not give news as more as newspaper gives. And newspaper is as very low price than facebook. And easily useable by all the generation. Reading of newspaper is very good habit, through newspaper reading we get to know many information about ourm past, present and the future also.the newspaper is as better as the face book and possess the third rank from all the channels.facebook has 597 number, mean rank 600.92 and rank total is 358750.00; whereas the newspaper is 596 in number, meanrank 593.07 with total of rank is 353496.00. 1193 is the total number of facebook and the newspaper.

Fig. 4.41   Comparison of Facebook-Newspaper
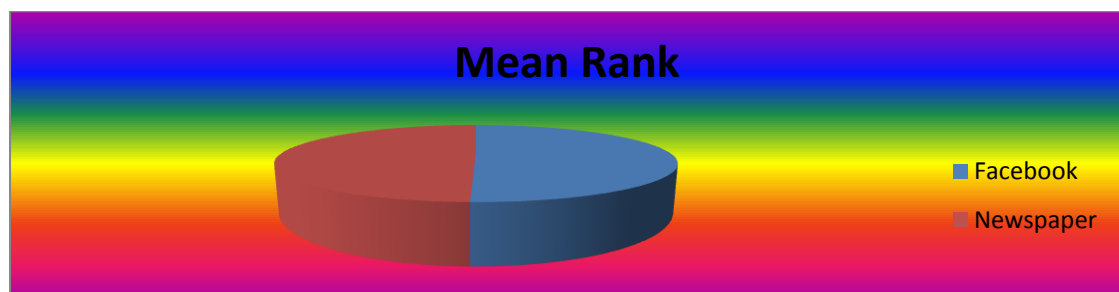
The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	175563.000

Wilcoxon W	353469.000
Z	-.438
P-value	.661
a. Grouping Variable: Index1	

The Mann whitney result is difference between newspaper and the facebook is not more. There is a minute gap between them. Both facebook users and the newspaper users are covers most of the areas in the social media. The test result also says this thing. Many a times this mann whitney u test is made for comparison. The mann whitney says one lakh seventy five thousand five hundred sixty three point zero zero zero; the wilcoxn is the three lakhs fifty three thousand four hundred and sixty nine point zero zero zero; sice the z has a value of minus point four hundred and thirty eight with p- value of point six hundred and sixty one.

Interpretation: Since the p-value for Mann-Whitney U test is greater than that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

**Facebook and E-Mail:**

4.55   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Facebook	597	601.78	359263.50
E-Mail	592	588.16	348191.50
Total	1189		

The table is all about facebook and the email. E-mail is electronic mail. Letter is send by using computer is e-mail. Through this mail within a few seconds letter can be sent by anyone, but the receiver only has to give e mail address to the sender. Every user has an identical email address. The email address is different for all the people. So there no chance of mistake to sent email to other people. Through email we can sent any file to the anyone. The E-mail consists of five hundred and ninety two number and has five hundred and eighty eight point sixteen with three lakhs forty eight thousand and ninety one point fifty rank of total; the facebook has five hundred ninty seven number and

six hundred one point seventy eight mean rank and the three lakh fifty nine thousand two hundred and sixty three point fifty is the total rank.

Fig. 4.42 Comparison of Facebook-E-mail
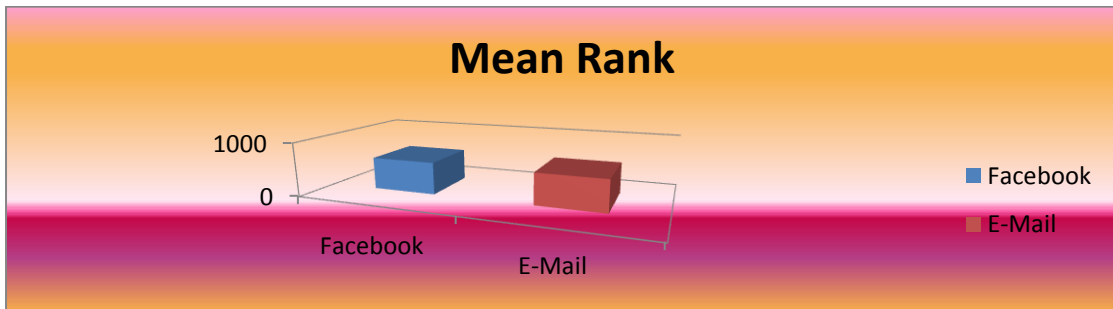
The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	172663.500
Wilcoxon W	348191.500
Z	-.741
P-value	.459
a. Grouping Variable: Index1	

The result reveals that the mann whithney U test has one lakh seventy two thousand six hundred and sixty three point five hundred value, wilcoxon W has three lakh forty eight thousand one hundred and ninety one point five hundred with Z value of minus point seven hundred and forty one and p- value is point four hundred and fifty nine, which is again not similar as others. The email can be used for the official purpose also but facebook cannot be used for the official purpose. Facebook is for the fun and making friends on the online. Many people increased their contacts through facebook only. But e-mail does not provide to make new friends option.

Interpretation: Since the p-value for Mann-Whitney U test is greater than that of 0.05 indicates that there exists no significance of difference between above marketing channels for the average impact on marketing.

Facebook and Text Message

4.56   Mean Rank Table

	N	Mean Rank	Sum of Ranks

Facebook	597	643.60	384228.00
Text Message	597	551.40	329187.00
Total	1194		

There is comparison between the facebook and the text messages. Many companies send their offers on mobiles that is text messages. Mostly mobile companies does this kind of work. These companies sending many offers to their customer so as to give better service to the customer and also to earn the huge amount of profit through this offers. Text messages can be sent to any of the mobile user. But pictures and all is very difficult to sent on this type of messages. Earlier this text messages was very popular but now a days this was becoming a least popular because sometimes it will take more time to deliver any of the messages. Text messages and facebook are same in numbers that is five hundred and ninety seven, facebook has mean rank is six hundred and forty three point sixty and rank total is three lakh eighty four thousand two hundred and twenty eight whereas the mean rank of text message is five hundred and fifty one point forty with total rank of three lakh twenty nine thousand one hundred and eighty seven point zero zero.

Fig. 4.43   Comparison of Facebook-with Text Messages

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	150684.000
Wilcoxon W	329187.000
Z	-5.098
P-value	.000
a. Grouping Variable: Index1	

The result states that the text message compared with facebook. If we see then there is no comparison between the text message and the facebook, facebook as much wider then the text message. Text message does not share the pictures, media file or does not make any new friends. And also not provide the option to meet with the other friend of our friend. In facebook we can search our old friends if they are not in touch with us. But in text message it is impossible to do so. The test result of text messages and facebook is are as follows; the mann whitney test result is 150684.000 and the Wilcoxon is 329187.000 with a z value of -5.098, p-value is .000. The mann whitney test shows this result to compare text messages and the facebook, in short facebook is more popular than text messages.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Facebook and Online Marketing:

4.57 Mean Rank Table

	N	Mean Rank	Sum of Ranks
Facebook	597	548.64	327537.00
Online Marketing	598	647.28	387073.00
Total	1195		

There is tough competition between the online marketing and the facebook. Nowadays everybody choose online marketing only to buy any product. Now world is becoming like online world. Most of people does online shopping atleast once in their life. We can buy household products, clothing, shoes electronic items like refrigerator, mobiles phones, television and many more thing while sitting at our place. We does not have to go outside for shopping purpose. In facebook we cannot able to do shopping. We can see the preview of the product which we are buying in the online marketing with the colour and varieties of the product. There is special offer also given on the online marketing. The facebook cannot do such thing. It has 597 in number with a mean rank of 548.64 value and has a sum of all the rank is 327537.00; whereas the online marketing has a 598 in number and the mean rank is

647.28 with a sum total of387073.00. in both the cases the difference in popularity is not more.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	149034.000
Wilcoxon W	327537.000
Z	-5.426
P-value	.000
a. Grouping Variable: Index1	

The face book and the online marketing is different from each other. In online marketing shopping is done sitting at home. Facebook is not like that. It is about the friends making, to know different people, to explore about any person, to get information about the friends. Online marketing is to explore the products and services which is available for the customer. Some companies directly sell the products online so that they can earn more profits and customer also get good products at a low price. So for this purpose, people are doing online marketing. Online marketing is to spread the advertisement on the internet so that the more people can view the advertise. As the more people will view the advertise then more people will come to know about the product. The result of comparing the online marketing and the facebook is that the mann whitney u test is one lakh forty nine thousand thirty four point zero zero zero; the Wilcoxon w shows the result of three lakh twenty seven thousand five hundred and thirty seven point zero zero zero.; z has minus five point four hundred and twenty six; and the p- value is point zero zero zero.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Twitter and LinkedIn:

4.58 Mean Rank Table

	N	Mean Rank	Sum of Ranks
Twitter	595	668.21	397586.00

LinkedIn	582	508.02	295667.00
Total	1177		

If anyone has twitter account then they can see any person's comment or they can comment on them. Anyone can send message to anyone. Twitter is now becoming a most popular like facebook. Twitter has if we see the graph then there is no vast gap between linkedin and twitter. Linkedin is not very famous site. It still need the changes to became popular. Most of the people does not know about the linkedin. Twitter contain, news about the society, politics, awareness, man more. Twitter has now great demand in the market. Twitter users tweet on the site. Tweet is like messages, there are a lots of people are activate on the twitter. Now we see the statistics of the twitter and also linkedin. Twitter number is five hundred and ninety five with six hundred and sixty eight point twenty one and three lakh ninety seven thousand five hundred and eighty six point zero zero. Where as the linkedin also has all these values and that is are as follows the number of the linkedin is about five hundred and eighty two ; five hundred and eight point zero two, the total is all about two lakh ninety five thousand six hundred and sixty seven point zero zero.

Fig. 4.44   Comparison of Twitter – with LinkedIn
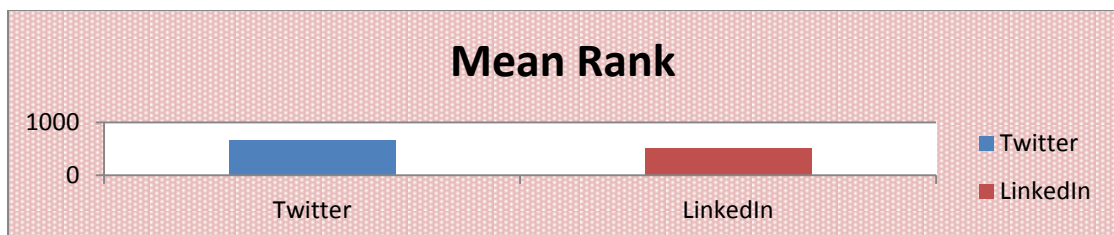
The Mann Whitney Test

TheTest Statistics[a]	
	Value
The Mann-Whitney U	126014.000
Wilcoxon W	295667.000
Z	-8.660
P-value	.000
a. Grouping Variable: Index1	

The test shows that the linkedin is not better than the twitter. The various options twitter has, that is not in the linkedin. It is like twitter has less competition from the linkedin and the linkedin has a more competition with the twitter. Fo that purpose the Mann Whitney test has a value of one lakh twenty six thousand and fourteen point zero zero zero and the Wilcoxon W has a two lakh ninety five thousand six hundred and sixty seven point zero zero zero and the z has a value of minus eight point six hundred and sixty. The value for P-value is point zero zero zero

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Twitter and Blogs:

4.59 Mean Rank Table

	N	Mean Rank	Sum of Ranks
Twitter	595	669.59	398408.50
Blogs	595	521.41	310236.50
Total	1190		

Here, blogs and the twitter is compared to know which social networking sites are famous than the other. Blogs are related to small information, it should be updated in a daily basis. Blogs are like a small news which we can read on the net. It can be on any topic like historical topic, any current issues or future forecasting. If any blog is about the news which is already happened in past then that is known as the historical topic. If the blog says that currently what is happening in the world then that is known as the current situation and if the there is news about the future that is the estimating what is going to happen in future. So in this way blog is running. Some blogs became very famous, people like to read some blogs. Twitter is like a open book, if we tweet anything then that is viewable by anyone who uses twitter. Blogs and twitter has total number of five hundred and ninety five, but the total and the mean rank is different from each other. Twitter has six hundred and sixty nine point fifty nine rank which says mean and total is three lakh ninety eight thousand four hundred and eight point fifty. Blogs has five hundred and twenty one point

forty one mean rank and three lakh ten thousand two hundred and thirty six point fifty is the sum of ranks.

Fig. 4.45   Comparison of Twitter – with Blogs

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	132926.500
Wilcoxon W	310236.500
Z	-7.991
P-value	.000
a. Grouping Variable: Index1	

The test statistics of the comparison of blogs and the twitter says that the test is have to be made for getting the answer properly. Blogs and twitter both are different from each other in blogs, only reading or viewing of the blog is possible whereas the twitter helps to read the information as well as to comment on the message. The mann whithney U test is received one lakh thirty two thousand nine hundred and twenty six point five hundred where the Wilcoxon W is the number showing is three lakh ten thousand two hundred and thirty six point five hundred. Now the z says that the minus seven point nine hundred and ninety one is the value. Point zero zero zero is the P-value.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Twitter and Radio:

4.60   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Twitter	595	669.48	398339.50
Radio	592	518.14	306738.50

There is a vast gap between the twitter and the radio. Radio came into existence from that time when there was no other option for the entertainment, getting news and other information. But twitter is came into existence some time before. In the world of the internet many people like to use radio instead of twitter. Twitter is now becoming a very popular social networking sites. In radio we cannot be able to give comments but in twitter can do such things. Nowadays we cannot find radio easily because the trend cannot give the permission. But can see that twitter accountholder will find easily. Radio is like a old fashion for the new generation. They like to go with new techniques, fashion and trends. This new generation is very fast, sometimes old people cannot be able to overcome this problem. Now is the world of fastest growing technology. Here, radio has very far from the competition. Now we see the value of the twitter and the radio. Radio has five hundred and ninety two in numbers, the other rank is five hundred and eighteen point fourteen and the sum total value is three lakh six thousand and thirty eight point fifty. Twitter has five hundred and ninety five in numbers and the six hundred and sixty nine point forty eight is the mean rank and the sum of all the ranks is three lakh ninety eight thousand three hundred and thirty nine point fifty nine.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	131210.500
Wilcoxon W	306738.500
Z	-8.233
P-value	.000
a. Grouping Variable: Index1	

Here also mann whitney test has become made to know the value of the above comparison. Radio users and twitter users are compared to know that the which channel having a major demand in the market. In todays world there is a major demand only for the social networking sites that is twitter is also one of them. Majorly demand for the social networking sites is goes on

increasing and increasing. So automatically demand for twitter is increasing. Everyone likes to join with twitter because peoples from various category is using this type of social sites. Social media is now becoming a great demand in the market. World is become like nothing without the social media. The Mann Whitney U test has a value of one lakh thirty one thousand two hundred and ten point five hundred, the Wilcoxon W has a value of three lakh six thousand seven hundred and thirty eight point five hundred and the Z says the value of minus eight point two hundred and thirty three with its p-value of point zero zero zero.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Twitter and Television:

4.61   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Twitter	595	582.75	346735.00
Television	593	606.29	359531.00
Total	1188		

Twitter and television both have tough competition. Television is very very popular in the world. There are very less people who does not have to watch television. On television there are many different kinds of program we can watch. Twitter is not like that. Twitter is one social networking site, whereas television is all about the entertainment and information. On television there are many programs telecast through which we can gain knowledge. Television is one of the major source that can be used for any purpose. Everyone has television at their home. Old people, small kids, middle age group people uses television, even though educated and uneducated people also uses. Low income group people and high income group people also uses television. In the earlier stage when the television was new in the market at that time only high income group people had to purchase it. But today almost everyone has it in the house. If any famous person tweet on the twitter then that news is also covered by television. Twitter has a bird as its logo. Twitter can be used by political persons, students, other persons. Anyone can give

complaint on the twitter and then necessary complaints can be taken on that. Some people are very much likers of the twitter. Television are like became a part of the life of the people. The number of twitter is 595, the mean rank is 582.75 and the sum ranks is 346735.00. now the television has a number is 593 and the mean rank has 606.29 value and the value of sum total is 359531.00. the total number is 1188 of television and the twitter.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	169425.000
Wilcoxon W	346735.000
Z	-1.308
P-value	.191
a. Grouping Variable: Index1	

The mann whitney test of the television and the twitter is shows the result which is shown above. The test is all about what is most famous. Twitter and television both are in serious competition. So they are compared and the test is shown. Twitter and the television both are most famous in the young generation. But old generation find it difficult to use twitter, but new generation students are easily able to use the twitter. The test is compulsory to find out the result. Most of the researcher do this type of research. Through research we will came to know that the proper result. Television is like all rounder. It gives all the information about what is happening in the world. It provides knowledge on any of the topic which we does not know. Any topic relating to the worlds can be found out in the television. The above table shows all the value of the result. The Mann whitney test U has a value of 169425.000, the Wilcoxon is the 346735.000 and the Z has a value of -1.308 with p-value of .191. its p-value is different from the others.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Twitter and Newspaper:

4.62   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Twitter	595	583.37	347108.00
Newspaper	596	608.60	362728.00
Total	1191		

Now we see the twitter and the newspaper comparison. Twitter is developed now a days. But newspaper is very initial stage of social media and now also it is very popular among all over the world. It does not break its popularity since then till now. Newspaper is like a pool of all the news about the world. Newspaper is very cheap in India. And people like to purchase it and read it. It shows most of the current case. There is comparison between the twitter and the newspaper. But it must say that there is no comparison of newspaper because it maintain its popularity from many years. Newspaper has its identity. There are many companies doing business in the field of newspaper. There are small small blogs in the newspaper which is written by the writer or editor. And it is edited by the editor only. To do the work of the editor is very difficult and most important task. Without editor it is impossible to write the blogs. Twitter is also included in the social media. To do social thing everybody like to use the twitter only. Many political persons tweet on the others tweet. They are playing politics by using this sites. But newspaper is not like that, it is like proper information, we can trust the newspaper and also can give any information on the newspaper. Reading of newspaper is good habit. But young generation is not interested in reading of newspaper. Students have to read newspaper but they are not interested in doing such kind of thing, they are like to use only social media.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	169798.000
Wilcoxon W	347108.000
Z	-1.396

P-value	.163
a. Grouping Variable: Index1	

The result is shown on newspaper and twitter. But still it says that twitter had a stiff competition from the newspaper. Newspaper is all time famous in all over the world. And it is very cheapest from all the other channels of marketing. Many businessman uses newspaper to groom its business and can increase its sales. And can became famous in the market. There are many local and regional newspapers also. Weekly newspaper is also published and also there are classified in the newspaper. It means people who are jobless then they can be able to get the employment in the market. And there is decrease in the unemployment. So these all types of advertisements can be made in the newspaper. Twitter does not contains all thesetypes of blogs.the mann whithney U test result says that the mann whitney U value is 169798.000 and the Wilcoxon W has the value of 347108.000 and the Z test has a value of -1.396 and its p-value is .163 which is different from the other value.

Interpretation: Since the p-value for Mann-Whitney U test is greater than that of 0.05 indicates that there exists no significance of difference between above marketing channels for the average impact on marketing.

Twitter and E-Mail:

4.63   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Twitter	595	586.07	348714.50
E-Mail	592	601.97	356363.50
Total	1187		

Twitter is a social networking sites but the e-mail is not social networking site. Email is one of the work of social media. Email means to receive or send any of the message. We can store a lot of emails in our account. Only sends and receive messages it means we are using the email. Email is like as one type of postoffice. Through email any messages are sent within a second and messages is received email is all about to send or receive the mails or any other files. In email attatchment is done of any of the file. But in twitter

attatchment is not done. Email can be use for the purpose of the official use. Twitter and email both are use by their respective accountholders but anyone can create this account. To create account we have to signed up on the particular account. Email address is there to send or receive message. Email address consists of domain name. there are comparison of twitter and the email is as follows the number of twitter is five hundred and ninety five and five hundred and eighty six point zero seven is the mean rank and the value of sum total is three lakh forty eight thousand seven hundred and fourteen point fifty whereas the number of email is five hundred and ninety two and six hundred and one point ninety seven is the mean rank and three lakh fifty six thousand three hundred and sixty three point fifty only is the sum total of ranks.

Fig. 4.46   Comparison of Twitter – with Email
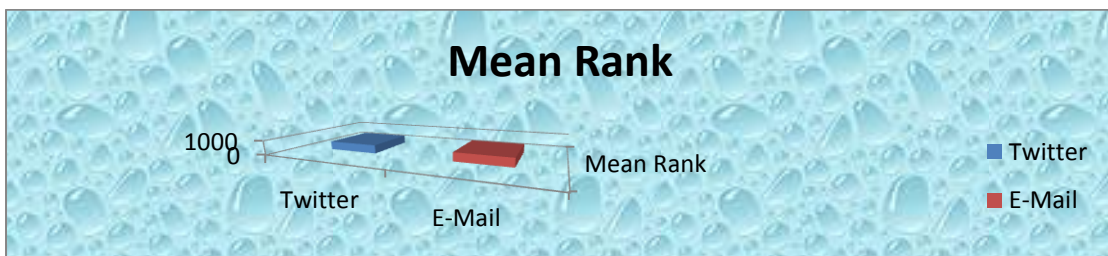
The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	171404.500
Wilcoxon W	348714.500
Z	-.859
P-value	.390
a. Grouping Variable: Index1	

The mann whitney test of twitter and the email is found out by using the mann whitney test. The result are as follows the Mann Whitney U test result value is one lakh seventy one thousand four hundred and four point five hundred, the Wilcoxon W has three lakh forty eight thousand seven hundred and fourteen point five hundred, the Z has a value of minus point eight hundred and fifty nine and the p- value has a value of point three hundred and ninety. It shows

the grouping variable index one. It also said that the test statistics raise to 'a'. all this value are useful to get the result on the basis of the mann whitney U test. This test indicates a clear value of the test. Email is only about to get or send the message it does not cover the all account holders. Email is sent to only a particular people other cannot see that email. But twitter shows all the messages of send by anyone.

Interpretation: Since the p-value for Mann-Whitney U test is greater than that of 0.05 indicates that there exists no significance of difference between above marketing channels for the average impact on marketing.

Twitter and Pamphlet:

4.64   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Twitter	595	620.93	369454.00
Pamphlet	595	570.07	339191.00
Total	1190		

Twitter and pamphlet is totally opposite with each other. Twitter is all about using computer or net and pamphlet is like newspaper. It is not digitalization.it is like a traditional marketing. Through printing and distributing pamphlet many new firms or small firms uses this pamphlet for the marketing purpose. Because it is one of the easiest way to do marketing. And the distribution can be one at any place. Some can distribute house to house, some can distribute towards railway station. Some can distribute with the newspaper. So that maximum persons can read the pamphlet. Printing of pamphlet can be done in the printing press. Twitter does not need this type of printing. Twitter is one of the sites among social media. We can give pamphlet to anyone. Businessman from any of the sector can print pamphlet. If we have to distribute less pamphlet then less printing is done and therefore less amount is spent on the pamphlet. Second reason is that, the area which we have to cover only that area is covered by us. Then in that case no extra money is spent on the advertisement. Twitter has five hundred and ninety five in number with six hundred and twenty point ninety three mean value and sum total has a value of three lakh sixty nine thousand four hundred and fifty four point zero zero, whereas the pamphlets total number is same as the twitter

that is five hundred and ninety five, its mean value is five hundred and seventy point zero seven with sum total of three lakh thirty nine thousand one hundred and ninety one point zero zero. The total is one thousand one hundred and ninety of both twitter and the pamphlet.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	161881.000
Wilcoxon W	339191.000
Z	-2.749
P-value	.006
a. Grouping Variable: Index1	

The Mann Whitney test result says that the mann whitney U value is one lakh sixty one thousand eight hundred and eighty one point zero zero zero, Wilcoxon W has a value of three lakh thirty nine thousand one hundred and ninety one point zero zero zero and the z says the value of minus two point seven hundred and forty nine and the p-value is the point zero zero six. This is the index one of the grouping one category. Pamphlet is one of the least expensive also. Pamphlet and twitter is totally a opposite with each other. Pamphlet is like a traditional form of marketing but it is useful for small firms because it needs less finance. If any new shop is opening then the pamphlet is better option to advertisement. It is like a successful advertisement covering only that areas in which we want to do advertisement. So that the mann whitney test is made and result has to find out.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Twitter and Text Message:

4.65 Mean Rank Table

	N	Mean Rank	Sum of Ranks
Twitter	595	625.82	372364.00

| Text Message | 597 | 567.28 | 338664.00 |
| Total | 1192 | | |

Now the comparison of twitter and the text messages has done. Here also we can say that there is no comparison between them. Text message is sending any little information through the text messages. Text messages is sending the messages by using the mobile phones. Most of the telecomm company uses the text messages to send the information of offers that the company. Text messages is sent to only that persons to whom we want to send, others cannot be able to see or receive the messages. Twitter message is not like text messages, the twitter messages can be easily view by any twitter users. It is different from the text messages. Very few people can do text messages now a days, many different applications also launched to do text messages. Text messages take a little bit time to deliver, if there is no network and we sent the messages then it will consume more time to deliver the messages. Telecomm company uses this facility. Twitter has five hundred and ninety five in number, six hundred and twenty five point eighty two mean rank and the three lakhs seventy two thousand three hundred and sixty four point zero zero, whereas the text message has five hundred and ninety seven in number and five hundred and sixty seven point twenty eight is the mean rank with a a sum total value of three lakh thirty eight thousand six hundred and sixty four point zero zero. The total of number of twitter and the text messages is one thousand one hundred and ninety.

Fig. 4.47 Comparison of Twitter – with Text Messages
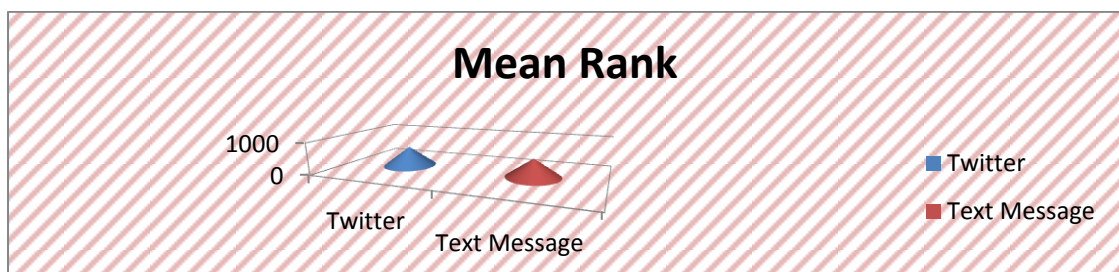
The Mann Whitney Test

Test Statistics[a]	
	Value
The Mann-Whitney U	160161.000

The Wilcoxon W	338664.000
Z	-3.215
P-value	.001
a. Grouping Variable: Index1	

The test result shows the different values of of different variable. The first variable that is the Mann Whitney U test is one lakh sixty thousand one hundred and sixty one point zero zero zero. The value of Wilcoxon W is three lakh thirty eight thousand six hundred and sixty four point zero zero zero. Z has value in negative. That is minus three point two hundred and fifteen and the p- value is point zero zero one.the test shows that the comparison of the text messages and the twitter. Twitter is famous than text messages. Twitter comes under social media, whereas text messages is not more used by the users. Sometimes only they use the text messages. Text messages is like a last option to use, whereas twitter is the first option to send any messages. most of the people concentrate on the messages on the twitter than text messages. Twitter has the great demand.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Twitter and Online Marketing

4.66   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Twitter	595	533.13	317214.00
Online Marketing	598	660.55	395007.00
Total	1193		

Online marketing is most popular marketing now. Online marketing is greater source of advertisement. People are now buying the products and the services on the net only. Most of the persons are now looking for the online marketing. People like to do shopping sitting at home. It also saves the time and also we get all the goods at home. Almost all the companies are deliver the goods at home. Some companies taking charges for that and some of the companies are not taking charges, they are doing free home delivery. Online

marketing shows various offer and we don't get that offers in the traditional market. Many people are doing the online shopping. It consists of all types of products like grocery products, shoes and clothing, decoration products, electronic products and many more. All types of products we can choose and can purchase and we get it at home very easily. On twitter we cannot get the shopping facilities. Only the information we can get through twitter. On the online marketing there are many websites doing the business, some websites are open for the customer only. Anyone can sell or buy any of the product whether it is new or second hand. Some examples like amazon dot in, olx, flipkart and many more are the social networking sites comes under online marketing. Twitter has 595 in number and 533.13 mean rank with 317214.00 of sum total value and online marketing has 598 in numbers with 660.55 mean rank and total of rank has a value of 395007.00. It has a total number 1193 which is addition of both that is online marketing and the twitter.

Fig. 4.48   Comparison of Twitter – with Online Marketing
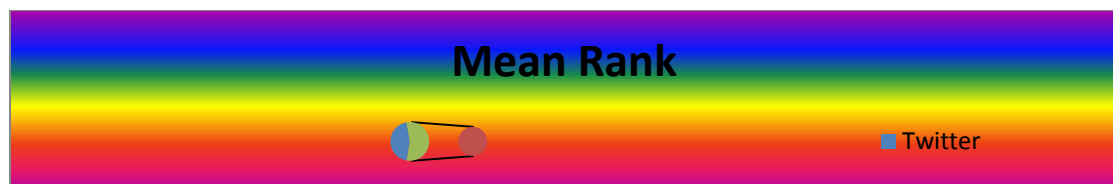
The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	139904.000
Wilcoxon W	317214.000
Z	-6.957
P-value	.000
a. Grouping Variable: Index1	

The test is done on the online marketing and the twitter, which is most famous. Now both are in the competition because the twitter and online marketing both are correct at their place. Many people like online shopping of mobile phones furniture, electronic items, daily items, property, even employment advertisement is also done on these type of advertisement. Wilcoxon W has a value of 317214.000 and the Z has a value of -6.957; P-

value has .000 and the mann whitney test U has 139904.000 value. These all test is done on the basis of grouping variable with index one. The test statistics is done for the result of comparison of the online marketing and the twitter. Twitter and online marketing both has greater demand in the market. People like to use both type social sites.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

LinkedIn and Blogs:

**4.67   Mean Rank Table**

	N	Mean Rank	Sum of Ranks
LinkedIn	582	581.19	338251.00
Blogs	595	596.64	355002.00
Total	1177		

Linkedin is a social networking sites which is helpful for the employers as well as the employees. If employer had any vacancy then he will post the job and if any candidate find similar profile then he will contact to the employer. In this way this site is used by many of the employers as well as the job seekers. User can connect with anyone whether they are regular site visitor or not. Professional are joining the site with a speed of two members per second. Students and freshers graduates are also now joining with the linkedin. There are very tough competition in the market so that it was difficult to find any kind of job with satisfaction. No one is satisfied with their job. Some are unsatisfied with salary, some are not satisfied because of the office environment and many other reasons. Blogs are blogs are like a dairy, it consists of all topics. To update the blogs, it is known as the posts. Posts are maintained in the chronological order so that the recent one post can be displayed first on the blogs and the old one displayed at the last. Indeed, bloggers are do not post any information for their users but also create the public many blogs provide the information on sports, politics and many more. Blogs are totally textual with some photos, video, music etc. that is reading with media. In the field of education blogs can be used for the purpose to give instructions. There are many types of blogs such as personal blog, group blog, organizational blogs,

aggregated blogs and many more. It is also linked with the other websites like twitter, facebook etc. The number of linkedin is 582 and its mean rank is 581.19 with the total of rank is 338251.00. Blogs are now 595 in numbers it has more number then the linkedin it has a mean rank value is 596.64 and sum total value is 355002.00. this table shows the total value in numbers are 1177.

Fig.4.50Comparision-LinkedInwithBlogs
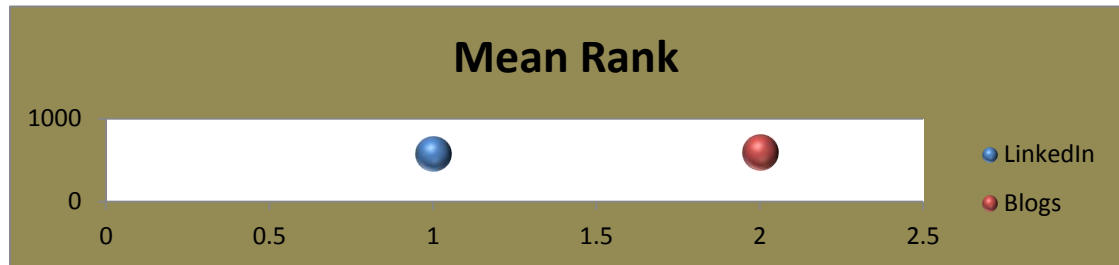
The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	168598.000
Wilcoxon W	338251.000
Z	-.827
P-value	.408
a. Grouping Variable: Index1	

There is a test known as the mann whithney U test. This show the result of blogs and the linkedin. Linkedin is like a helpful sites because it shows about the employment. It means a person who in need of the job then they will easily get the job and the freshers can also get the job. It helps to reduce the unemployment and also help the employers to find a new candidate who is smart and confident about the work. Blogs shows the a blog contain text, images, links of other blogs and many more. Most of the blogs are primaliry textual and also focus on the art. The mann whitnet test indicates the value of 168598.000 and the Wilcoxon W shows the value 338251.000 whereas the z value is the -.827 with its P-value of .408. Its p-value is also different from each other and has grouping variable index.

Interpretation: Since the p-value for Mann -Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

LinkedIn and Radio:

4.68   Mean Rank Table

	N	Mean Rank	Sum of Ranks
LinkedIn	582	576.42	335476.00
Radio	592	598.39	354249.00
Total	1174		

Radio is one of the oldest networking. We can say it is a starting stage of social media. In many years ago, when social networking sites was not there then in that time the radio and the newspaper was only the medium of the media. Radio was became very common at that time. Radio is one of the major source to get news, entertainment, listening songs etc. linkedin is a site about the job seekers and job givers. There are many different channels in the radio so that we can listen one or the other. Linkedin was giving various information about the current market situation and we can came to know how the market is working and in the market what is needed. So that we can maintain ourself updated with each and every thing and can get job easily. There are lots of job, we can say a lot of employment opportunities. F we approaching any employer and if we did not get job then after that we can approach to the next employers. In this way the job seekers can find job for them and incase of the employer the situation became vice versa. Radio is not provide facility like linkedin. It does not give employment opportunities. Radio is only the verbal technology but the linkedin is the audio visual technology, there is a wide gap between the radio and the linkedin. The linkedin has a number of five hundred and eighty two and the mean rank is the five hundred and seventy six point forty two with a sum total rank of three lakhs thirty five thousand four hundred and seventy six point zero zero. The radio consists of five hundred and ninety two in number whereas the mean rank value is five hundred and ninety eight point thirty nine and the rank is three lakh fifty four thousand two hundred and forty nine point zero zero.one thousand one hundred and seventy four is the total of linkedin and the radio.

Fig. 4.50   Comparison of LinkedIn – with Radio

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	165823.000
Wilcoxon W	335476.000
Z	-1.187
P-value	.235
a. Grouping Variable: Index1	

Linkedin is the combination of the social media and to provide help. By providing help of job to the job seekers and the employers they are giving assistance to them and also at the worldwide level so it is like a social media and classifieds. Radio is not provide this type of assistance to do the give information about the vacancy holders and unemployees. Linkedin is one of the most famous sites of social media. The Mann whithney u test of linkedin and radio has a value of one lakh sixty five thousand eight hundred and twenty three point zero zero zero and Wilcoxon W has the value of three lakh thirty five thousand four hundred and seventy six point zero zero zero. Z has a value of minus one point one hundred and eighty seven and the P-Value is the point two hundred and thirty five only.

Interpretation: Since the p-value for Mann-Whitney U test is greater than that of 0.05 indicates that there exists no significance of difference between above marketing channels for the average impact on marketing.

LinkedIn and Television:

4.69   Mean Rank Table

	N	Mean Rank	Sum of Ranks
LinkedIn	582	492.30	286517.00
Television	593	681.93	404383.00

	N	Mean Rank	Sum of Ranks
LinkedIn	582	492.30	286517.00
Television	593	681.93	404383.00
Total	1175		

The linkedin has a total number value of five hundred and eighty two with a mean rank of four hundred and ninety two point thirty and it has a total value of two lakh eighty six thousand five hundred and seventeen point zero zero. Television contains five hundred and ninety three total numbers, with a mean rank of six hundred and eighty one point ninety three. The sum total of ranks is four lakh four thousand three hndred and eighty three point zero zero. Television is like the basic social media which everyone has. On television there are many advertisement made so it can say that it is also a source of marketing. In Linkedin there can be marketing of some products. We can say that through television we can get all the information reacting to the weather, politics, entertainment, research, sports, shopping, online shopping, many more. There are many new things which are included in the television that is called latest technology. The latest television set also connects to the wi-fi network. Linkedin does not provide this type of connection. It runs only when there is net connection. Now there are different size, shapes of television are available in the market. Television also take advertisement of vacancies so that the job seeker can came to know that where there are job vacancy. We can watch news also on the television in different worldwide languages. There are many regional channels launched day by day. Television is one of the favourite source of everyone. It is also connected with the social media. Through television people can approach to the broadcast if they want to give information on the television. Somehow television do the work of linkedin but linkedin cannot do the work of television.

Fig. 4.51 Comparison of LinkedIn – with Television
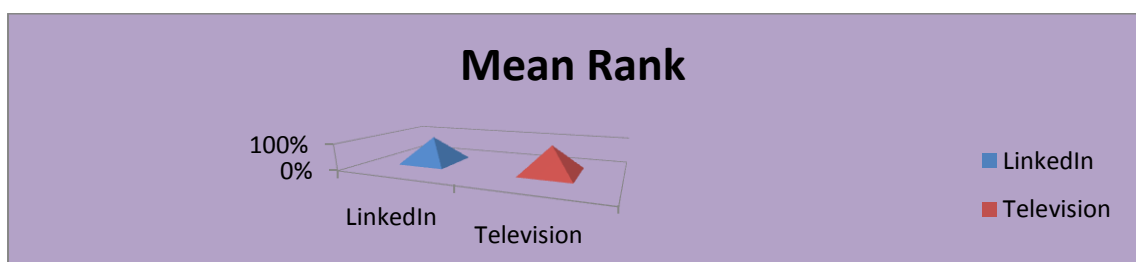
The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	116864.000
Wilcoxon W	286517.000
Z	-10.292
P-value	.000
a. Grouping Variable: Index1	

The Mann whithney test is also done on the television and the linkedin. The test consists of all the figure which are shown in the above table. We can say that television is understand by each and every people whether they are educated or not. Television is easy to understand and easy to handle. Linkedin is properly used by the educated person only. Uneducated people cannot be able to use the linkedin. The mann whitney test of this comparison has a value of one lakh sixteen thousand eight hundred sixty four point zero zero zero, Wilcoxon W has the value of two lakh eighty six thousand five hundred and seventeen point zero zero zero whereas p-value is point zero zero zero with Z value is in negative that is minus ten point two hundred and ninety two only.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

LinkedIn and Newspaper:

4.70 Mean Rank Table

	N	Mean Rank	Sum of Ranks
LinkedIn	582	492.75	286782.00
Newspaper	596	683.97	407649.00
Total	1178		

Newspapers tells about the news all over the world it contains many things like educational field, sports, classifieds. Majorly Linkedin only covers classifieds. Newspaper is the first source of social media through which people can connected with the other regions, states, countries. Newspaper

become very famous in the initial stage and till now also it maintains its popularity. Linkedin is all about the employers and the job seekers but newspaper can be useful for all the people. Businessman can do marketing by giving advertisement in the newspaper. It will help to increase their sales and hence can earn more amount of profits. Linkedin cannot do such kind of help. In newspaper there are the information published relating to the entertainment also that is which movie is going to release on which date that is also published. In the newspaper correct information can be published. We can rely on the information but sometimes we have to be careful because some people can do fraud by publishing the advertisement and in the linkedin also there may be chances of frauds. Because many people uses this site and doing advertisement and can also make wrong advertising. Newspaper is tells about the current facts. Some blogs also tells about the past and the future. Newspaper is now at every house. Businessman like to read newspaper because they came to know about the market and also they can take competitive advantage. We are came to know about the competitors strategy. Most of the businessman are not interested in linkedin as they are interested in reading the newspaper. Linkedin not gives any extra information about the other information of what is happening in the current world. Newspaper is one of the oldest social media in the world. The linkedin number is 582 which has 492.75 with total rank of 286782.00. The newspaper has 596 in number with mean rank of 683.97 and 407649.00is the total of rank.

Fig. 4.52   Comparison of LinkedIn – with Newspaper
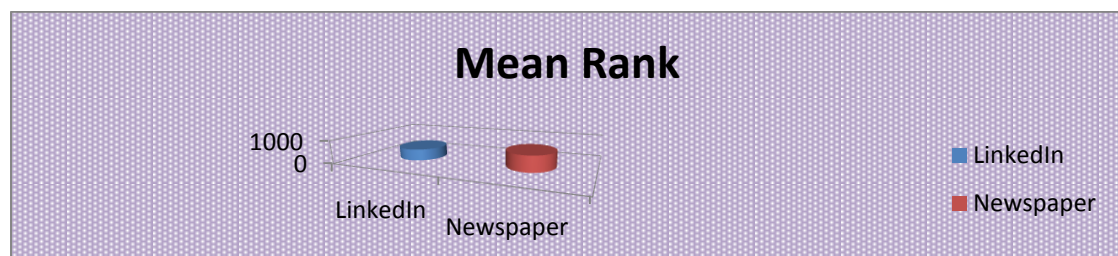
 The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	117129.000
Wilcoxon W	286782.000

Z	-10.347
P-value	.000
a. Grouping Variable: Index1	

The mann whitney test is all about the 117129.000 value and the Wilcoxon W has 286782.000, Z has a value of -10.347 and the P-value is .000. it has the grouping variable index1.The newspaper is in the competition from olden days till now. But still it demand in the market goes on increasing and increasing. There are many special newspaper also based on business, employment, stock exchange etc. But linkedin does not provide this type of option in the website. Linkedin are not famous as newspaper. In the world of competition also, newspaper holds its position. Still people are ready to buy the newspaper and like to read it.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

LinkedIn and E-Mail:

**4.71   Mean Rank Table**

	N	Mean Rank	Sum of Ranks
LinkedIn	582	504.73	293754.00
E-Mail	592	668.87	395971.00
Total	1174		

E-mail is one of the option to do messaging. Through E-mail we can do messages to anyone within a second. Email and linkedin is not same. There is vast gap between email and linkedin. Email is sent to the persons we know but on the linkedin we can contact to the person to whom we cannot know. This is the main difference in both of these. To do email we have to take email identity of the persons to whom we have to sent email. Email address is identical of all. It does not same. While creating the email address, it will check that whether the email address is available or not if not then the form are accepted and if the email address is already existed by someone then the form will rejected. Linkedin is not like the email. Email can be saved in the drive and there are lots of email saved in the computer. More than lakhs of

emails can be saved. We can get any email at any point of time. Old email is also recovered on the computer. Linkedin is not like that it is very difficult to find out the same employer or the same candidate. Email and linkedin both are identical at their own place. Email is one of the source through which we can communicate with the people which we can know. Through email also we can get in touch with our friends, relatives colleagues. Linkedin is one of the social networking sites which are very popular like email. Many companies, banks, small industries, big industries, private sector, service sector is using the email for communication. Communication become very fast and easy because of the email. Any bank can easily sent the bank relating messages to their special customers. The email and the linkedin has different features. Linkedin has a feature of reducing unemployment whereas the email has a feature of making the day to day work easier. The linkedin has 582 in numbers whereas the mean rank is 504.73 with its sum total value is 293754.00 and the email has the total number of 592 with mean rank of 668.87 and the sum total of 395971.00. the total of number of linkedin and the email is about 1174.

Fig. 4.53   Comparison of LinkedIn – with E-mail
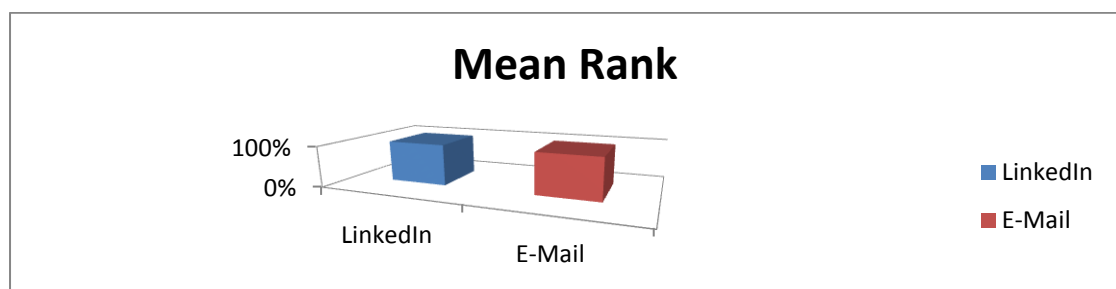
The Mann-Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	124101.000
Wilcoxon W	293754.000
Z	-8.741
P-value	.000
a. Grouping Variable: Index1	

The mann whitney U value has the 124101.000 and the Wilcoxon W has the value of 293754.000 with the value for the Z is -8.741 and the P- value is .000. It is also the similar one like the others. Linkedin is compared with the email. Email has its own feature and the linkedin has its own feature the mann whitney U test results shows the above value of comparison of the linkedin and the email. It also shown in the graphical representation. The above graph is the test of the linkedin and the email comparison.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

LinkedIn and Pamphlet:

4.72 Mean Rank Table

	N	Mean Rank	Sum of Ranks
LinkedIn	582	534.62	311150.00
Pamphlet	595	642.19	382103.00
Total	1177		

Pamphlet is like the advertisement from the small business or the firm. Mostly new firms are choose this type of advertising. We can choose area of advertising. Someone can published pamphlets for the offers which they are going to give to the customers. Some can distribute pamphlet for the purpose of the political reason. Pamphlet is a hardcopy that have to distribute in the hand. But linkedin is the official website that we have to cannot distribute any hardcopy in the market to increase the visitors on the websites. We can also say that the pamphlet is the traditional marketing while the linkedin is the social networking sites. Linkedin are used to carried out business by giving the job to the job seekers and pamphlet is about advertisement in the market. Linkedin is a public user site, which is useful for most probably public. Many cinema house also published and distribute the pamphlet to know about the movies which are going to shown in the cinema house. The pamphlet has the five hndred and ninety five in numbers with its mean rank of six hundred and forty two point nineteen with a sum of ranks of three lakh eighty two thousand one hundred and three point zero zero, whereas the linkedin has the total number of five hundred and eighty two and it has a mean rank of five hundred

and thirty four point sixty two with the sum of ranks is three lakh eleven thousand one hundred and fifty point zero zero.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	141497.000
Wilcoxon W	311150.000
Z	-5.744
P-value	.000
a. Grouping Variable: Index1	

The linkedin and the pamphlet result is the mann whitney U has a value of one lakh forty one thousand four hundred and ninety seven point zero zero zero. The Wilcoxon has the value of the three lakh eleven thousand one hundred and fifty point zero zero zero, Z has a value of the minus five point seven hundred and forty four which is in negative with a P-value of point zero zero zero. It depends on the grouping variable. The pamphlet is useful for the small firms for the advertisement. Pamphlets is a cheapest way of advertising. The small firms can afford to do so.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

LinkedIn and Text Message:

4.73   Mean Rank Table

	N	Mean Rank	Sum of Ranks
LinkedIn	582	534.48	311066.00
Text Message	597	644.13	384544.00
Total	1179		

Text messages is done on the mobile phones. We can send text message to anyone only in that case if we should know the cell number of that person. Text message also contains minimum one hundred and forty character. After that the message will be treated as new message. Linkedin is not like the text messages. It is open to all. But text messages are sent to those people only to

whom we want to sent. Four to five years ago, these text messages was very famous, many college studends, office going public used this text messages but now other options are there to do text messages, many messengers are launched so that text messages are now decreased. Text messages are now also going on but the method has become change. It is now done on the messenger. Linkedin is not like a messenger. Text message is different from the linkedin. If anyone have to send any message then in that case that person will use the text message option or messenger than that of the linkedin. Linkedin has the number value of 582 and text message has a number value 597, linkedin has the mean rank value is 534.48, whereas the text messages has a mean rank of 644.13 with a total of rank. Linkedin has sumof total is 311066.00 value and the text messages have the sum of ranks is 384544.00, then the total number of linkedin and the text message has 1179.

Fig. 4.54   Comparison of LinkedIn – with Text Messages
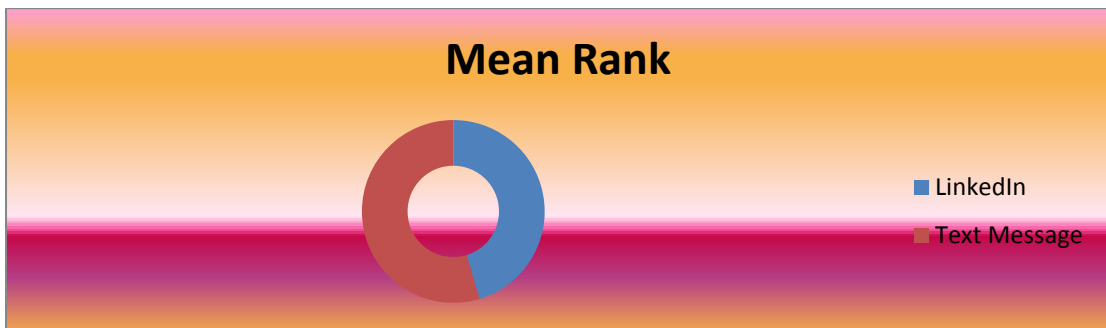
The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	141413.000
Wilcoxon W	311066.000
Z	-5.916
P-value	.000
a. Grouping Variable: Index1	

Here the comparison is done on the based of its popularity of the linkedin and the text messages. it is seen that what is more popular text message or the linkedin. The test statistics of the result is are as follows; the mann whithney

test is 141413.000 value, wilcoxon W has the value of the 311066.000, with the value of the Z is in negative sign that us -5.916, with a p- value of the .000 The linkedin is a website used by the people so as to get or send proper information. Many companies hire the persons to update the website and to do necessary connections of the job seekers and the job providers.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

LinkedIn and Online Marketing:

4.74 Mean Rank Table

	N	Mean Rank	Sum of Ranks
LinkedIn	582	452.20	263180.00
Online Marketing	598	725.10	433610.00
Total	1180		

Online marketing is now online marketing. Many people like to do this marketing which is online. Online shopping is now done by every second person. One or the other thing can be purchased from the net only. Many big companies sold their products directly to the customers with the help of the wesites. Some products are there on the online only that same product does not get in the traditional market. Linkedin is customer and seller based. It can be treated as the employer can be a seller and the candidate is the customer. The linkedin has a total number five hundred and eighty two whereas the online marketing has a nuimber five hundred and ninety eight, the mean rank is four hundred and fifty two point twenty of linkedin and seven hundred and twenty five point ten is the value of online marketing. The sum total of all the ranks of the linkedin two lakhs sixty three thousand one hundred and eighty point zero. And the online marketing has the value of four lakh thirty three thousand six hundred and ten point zero.

Fig. 4.56   Comparison of LinkedIn – with Online Marketing
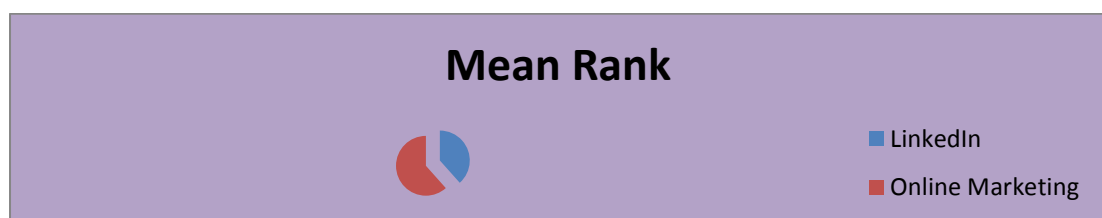
The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	93527.000
Wilcoxon W	263180.000
Z	-14.573
P-value	.000
a. Grouping Variable: Index1	

The mann whitney test result shows that the mann whithney U value is ninety three thousand five hundred and twenty seven. The Wilcoxon W has the value of two lakh sixty three thousand one hundred and eighty, Z has a value of minus fourteen point five hundred and seventy three and last is p- value it shows the value of the point zero zero. Linkedin and online marketing is compared and the comparison is made and result is find out. Online marketing become popular in all over the world. On online marketing, marketing of the all the products and goods and services is available.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Blogs and Radio:

**4.75   Mean Rank Table**

	N	Mean Rank	Sum of Ranks
Blogs	595	591.19	351758.50
Radio	592	596.82	353319.50
Total	1187		

Blogs are small columns on the internet or in the newspaper. Through blogs we get written information and through radio verbal information we get. Blogs are like the small information which we can read but the on radio we cannot read the information we have to listen them. Blogs updated frequently. Companies hire persons to do to the updation. Some people think that radio is like old fashion now. But many old age group has radio in todays world also. They like to listen radios. On radio there are some entertainment programs

which we can to listen. Radio are also useful because on radio news program was also there. We get information from the radio also. Old program on the radio are still running and some people are also used to listen that program. Radio is one of the oldest thing. When nothing was there for entertainment then radio came in the existence. Blogs and radio is difficult to compare but still comparison is made. Now also in the social world where technologies are coming day by day, radio exist and people like to use radio in the competitive world. The radio has a total number of 592, with sum total of 353319.50 and has a mean rank of 596.82. and the blogs has 595 in number with a total of 351758.50 and has a 591.19 mean rank.

Fig. 4.57 Comparison of Blogs – with Radio

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	174448.500
Wilcoxon W	351758.500
Z	-.303
P-value	.762
a. Grouping Variable: Index1	

The mann whitney test is done for the radio and the blogs. Blogs are like small written example for marketing and the radio is all about the verbal communication. On radio we can make a call and can communicate with the persons. In the case of blogs, only we can read the information which has published in the blog. The result is proper in case of this test, so this test has done to find out the exact result of the research. Now old radios are not found out by the people. Very less people uses that old radio. When radio was new at that time it was very popular but now no one want to purchase the radio. The result of the test finds very correct. Mann whitney test is very famous so

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this is used to find answers. The mann whitney test is 174448.500 with its p-value of .762, z has -.303 value and the Wilcoxon W has a value of 351758.500. this depends upon the grouping variable one index.

Interpretation: Since the p-value for Mann-Whitney U test is greater than that of 0.05 indicates that there exists no significance of difference between above marketing channels for the average impact on marketing.

Blogs and Television

4.76   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Blogs	595	505.93	301027.00
Television	593	683.37	405239.00
Total	1188		

Television is one of the famous marketing network in the world. If any big news is spread the in that case first of all it is telecast on the television. The television is telecast the repeated programs as well as the live programs. Television is one of the medium to get connected with the world.blogs are not like that. Blogs is the small information updated frequently. It does not consists all topics at a time like television,. Television reveals all the information at a time. At one time we can see sports, entertainment, can do shopping on the television. But blogs are not like that it is verbal communication and television is the audio visual communication. Blogs are small columns that can be written by the small enterprise or an individual. An individual also can write blogs, the knowledge getting from the television is very vast and the knowledge from the blogs are less. Television has major source of information and knowledge. It is a combination of both knowledge and the information. Blogs gives the information but not that much as the television can give. Television includes all the commercial and non commercial activities. Television is one of the major marketing network. On the television, the many advertisement is played but to trust on all the advertisement can harm us. Because there may be advertise which contains frauds. Blogs are like taking a glass of water from the sea. It is a smallest information which we are reading on the blogs. The blogs numbers are 595 and the mean rank is 505.93 with the val;ue of sum of ranks is 301027.00

whereas the number of television is two less than blogs that is 593 and has a value of mean rank is 683.37 with a value of sum of ranks is 405239.00. the total value of the number of the blogs and the television are 1188. It contains television and blogs both.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	123717.000
Wilcoxon W	301027.000
Z	-9.607
P-value	.000
a. Grouping Variable: Index1	

The mann whithney tset says that the television and blogs are compared and result is found is proper. Blogs are the smallest version of the newspaper whereas the television are the main thing to getting the things done. The test shows the result that the test statistics raise to 'a' and its value the mann whithney U test is 123717.000 and the Wilcoxon W has the value of 301027.000 with a value of Z is -9.604 and it has a P-value of .000, the grouping variable is index 1. The test proves that the comparison of the blogs and the television has been done so that result which is correct is shown on the above table.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Blogs and Newspaper

4.77 Mean Rank Table

	N	Mean Rank	Sum of Ranks
Blogs	595	506.42	301320.00
Newspaper	596	685.43	408516.00
Total	1191		

Newspaper is like a big fruit and blogs are like a small fruit. In the newspaper there are small small blogs in which information is written but incase of the

blogs it is treated as the part of the newspaper whereas the newspaper is not the part of the blogs. Newspaper is one of the long standing event. In todays modern world there are many newspapers reader who read the newspaper daily and try to enhance the knowledge. Some people can take information and also it spreads to our relative and friends. We can say that the newspaper contains many small blogs it becomes a part of the newspaper. Newspaper can create the awareness among the population of the world. For example there are now global warming is increasing so to reduce it we have to take certain necessary steps to control them, because of the global warming there is a lot of hot which we are feeling. The blogs are the five hundred and ninety five only with five hundred and six point forty two mean rank value, sum of ranks are the three lakh one thousand three hundred and twenty only is the value. Newspaper has five hundred and ninety six is the total value, six hundred and eighty five point forty three is the value of the mean rank the sum total rank is four lakh eight thousand five hundred and sixteen value. The total of newspaper and the blogs are the onen thousand one hundred and ninety one.

The Mann Whitney Test

Test Statistics[a]	
	Value
Mann-Whitney U	124010.000
Wilcoxon W	301320.000
Z	-9.662
P-value	.000
a. Grouping Variable: Index1	

There is comparison of the newspaper and the blogs. Newspaper is worldwide accepted many years before and also it gives the competition to the new and famous companies, the mann whithney U test shows the value of the one lakh twenty four thousand and ten whereas the p-value of this comaprision of the newspaper and the blogs are point zero zero zero. The Wilcoxon W has the value of the above table that is three lakh nine thousand

three hundred and twenty point zero zero. The Z has its value in negative marking that is minus, nine point six hundred and sixty two.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Blogs and E-mail

4.78   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Blogs	595	517.76	308069.50
E-Mail	592	670.62	397008.50
Total	1187		

Email is electronic mail which is sent by the sender to the receiver. Receiver is selected by the sender only. But in blogs receiver is thousands of people. Reader are treated as the receiver. Anyone can read blog there is no restriction for reading the blog. In email it is readable only by the person to whom it is sent. Email has maximum storage capacity to store the mails in it. So almost all the banks are using the email facility. Email is also used by insurance company, electronics company, company who does online marketing and a lots of small firms are using this email to communicate with the dealers, customers etc. Government is also uses the email facility for their transaction or the communication. If any of the recruitment form is published by the government then it is necessary to have an email id. University also uses the email facility so as to maintain the records and to communicate with the faculties, students. Blogs is used less than the email as shown in the below figure. Email users are more than the blogs users. Blogs are not used as much as the email. Government also uses the blogs less than email. Everyday almost lakhs of emails is sent and received by the people. The blogs number is five hundred and ninety five and the email has a number of five hundred and ninety two. Sum total of ranks of blogs is three lakh eight thousand and sixty nine point fifty whereas the email is three lakh ninety seven thousand and eight point fifty. The mean rank of email is six hundred and seventy point sixty two and the blog has a value of five hundred and seventeen point seventy six.

Fig.4.57   Comparison of Blogs – with E-mail
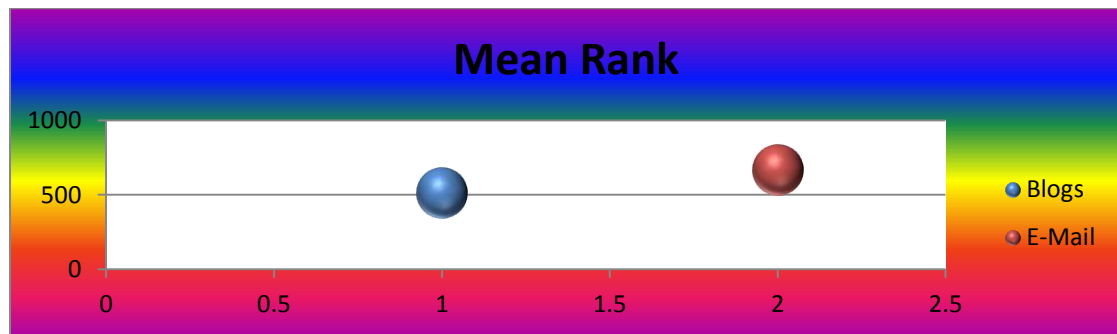
The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	130759.500
Wilcoxon W	308069.500
Z	-8.113
P-value	.000
a. Grouping Variable: Index1	

The test is also done on the blogs and the emails the email has the various option then in blogs. In blogs we have to read only but in the email we do reading as well as writing an email to anyone. The mann whithney test is one lakh thirty thousand seven hundred and fifty nine point five hundred, the p-value has the point zero zero zero value, the Z has the minus eight point one hundred and thirteen with the Wilcoxon W has the value of the three lakhs eight thousand sixty nine point five hundred. Email is like letter on the personal computer. This test shows the variable of grouping variable in that index number one. the test record says that the emails is better use of blogs. Blogs are also became famous.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Blogs and Pamphlet

4.79   Mean Rank Table

	N	Mean Rank	Sum of Ranks

Blogs	595	548.36	326277.00
Pamphlet	595	642.64	382368.00
Total	1190		

Between pamphlet and the blogs, pamphlets are most popular. Demand for pamphlets are increasing than blogs. pamphlets is used in the small towns, villages but blogs are mostly used in the metro cities. So blogs are popular in the cities but pamphlets are popular in the cities as well as the towns and villages. If anyone is opening small business then they will use pamphlets for advertisements, instead of blogs. The popularity of pamphlets become more than the popularity of blogs. In smart cities as well as in the small cities and towns and villages the pamphlets are used to print and distribute to the people to increase the sale and earn good extent of profit. Blogs is not used especially the villagers, so it is not that much famous in the villages because they are not in touch of the latest technology. It will take time to use the blogs in the village areas. Pamphlets are also useful to find out the person, if the person is missing from many days then we can print the photo on the pamphlet and can do search. Blogs are the small in size and it is edited by the editor but in pamphlet editor is not there whatever we want that we can print on the pamphlet. For example pamphlets is printed when new shop is open like shoe, cloths, cosmetics, grocery etc., then we can give offers on the day of inauguration function. Blogs does not need any new openings, if there are no new openings then also we can update or write blogs. Blogs are one of the main function of the newspaper or the internet. The blogs and the pamphlets both are dissimilar with each other. Pamphlet also include graphical representation of the information we can use chart, dialogue box, graphs, tabular representation in the pamphlet. Blogs contain simple writing of the text sometimes it cover pictoral representation and other form of presentation. Blogs has 595 in number of blogs as well as the pamphlet, the mean rank of the blogs are 548.36 and for pamphlet is 642.64 in value with a sum of ranks is 326277.00 in the blogs value and 382368.00 is the pamphlet value. 1190 is the total number of the pamphlet and the blog.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	148967.000
Wilcoxon W	326277.000
Z	-5.017
P-value	.000
a. Grouping Variable: Index1	

Pamphlets and the blogs are here compared with each other. Blogs are les famous from the pamphlet. Pamphlet is more useable for the middle class investors or the businessman. Pamphlets are one of the traditional form of the marketing whereas Blogs are modern form of the marketing. So people are now also uses the traditional form to do proper marketing of the products for better image in the market blogs and the pamphlets is one of the source to do marketing and can enhance the business and to seek the knowledge about the present and future market situation. The mann whithney test value is 148967.000, the Wilcoxon W has 326277.000, whereas the Z has the value of the -5.017 with a value of P-value is .000.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Blogs and Text Message

4.80 Mean Rank Table

	N	Mean Rank	Sum of Ranks
Blogs	595	548.55	326388.00
Text Message	597	644.29	384640.00
Total	1192		

Text messages and the blogs both are the written information. To the person we want to send messages only that person will receive the text messages but blogs are disclosed to all the readers. Readers are the able to visit the particular blog. If we do the comparison of the text messages and the blogs then we came to know that the text messages demand is vast than the blogs. Text messages are confine to some characters but blogs are not to do so.

Blogs and text messages both are for readers oriented. Text messages are five hundred and ninety five in numbers with a mean rank of five hundred and forty eight point fifty five in value and sum total value of text messages are three lakh eighty four thousand six hundred and forty eight. And the blogs has the five hundred and the ninety five with five hundred and forty eight point fifty five mean rank value with a sum total ranks of the three lakhs twenty six thousand three hundred and eighty eight point zero.

Fig. 4.58 Comparison of Blogs – with Text Message
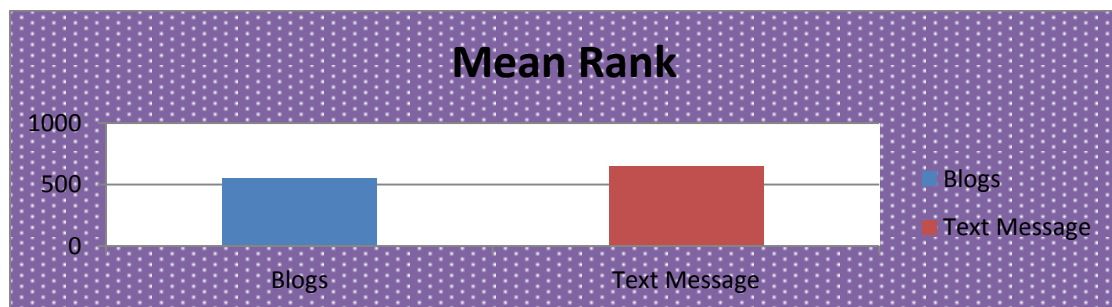
The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	149078.000
Wilcoxon W	326388.000
Z	-5.151
P-value	.000
a. Grouping Variable: Index1	

The text messages and blogs also go through a test which shows the result of the comparison of the above two factors. Text messages are normally used by anyone who has a mobiles and blogs cannot used on the simple mobile phones. The value shows that the test statistics raise to 'a' and its value. The mann whithney test is one lakh forty nine thousand and seventy eight and the Wilcoxon has the value of the three lakhs twenty six thousand three hundred and eighty eight with value of the Z is minus five point one hundred and fifty one which is in negative with P-value of the point zero which means it has no p-value. Blogs and the text messages doing similar kind of work but text

messages is on the mobile phones and the blogs is published on the internet and upraise from time to time basis.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing.

Blogs and Online Marketing

4.81   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Blogs	595	464.71	276504.00
Online Marketing	598	728.62	435717.00
Total	1193		

Blogs and the online marketing both are modern technology. But then also there are huge gap between blogs and the online marketing. People choose online marketing than blogs. In the online marketing, people gets vast market to do shopping of the various products of the world sitting at our place. Now there are various of products in online facility which we cannot get at the home market. The cost of product in the online market is less whereas we get the same products at high cost in the traditional market. Blogs are small thing where as the online marketing is vast in itself only. It has many various branches of the online marketing. The branches includes the sports equipments, home facility on sale as well as on the rent basis. The online marketing also includes the purchase and the sale of the second hand products on the internet. Through internet, to do purchase online became possible. Now a days many websites are there who provides such type of services to the people and people are also taken the advantage of this. The online marketing has 598 in numbers, mean rank of 728.62 with a sum of ranks are 435717.00 and the blogs has 595 in total numbers whereas the mean rank of the blogs are 464.71 with total ranks of 276504.00.

Fig. 4.59   Comparison of Blogs – with Online Marketing

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	99194.000
Wilcoxon W	276504.000
Z	-14.053
P-value	.000
a. Grouping Variable: Index1	

Blogs and the online marketing both are modern technology. But then also there are huge gap between blogs and the online marketing. People choose online marketing than blogs. In the online marketing, people gets vast market to do shopping of the various products of the world sitting at our place. Now there are various of products in online facility which we cannot get at the home market. The cost of product in the online market is less whereas we get the same products at high cost in the traditional market. Blogs are small thing where as the online marketing is vast in itself only. It has many various branches of the online marketing. The branches includes the sports equipment, home facility on sale as well as on the rent basis. The online marketing also includes the purchase and the sale of the second hand products on the internet. Through internet, to do purchase online became possible. Now a days many websites are there who provides such type of services to the people and people are also taken the advantage of this. The online marketing has 598 in numbers, mean rank of 728.62 with a sum of ranks are 435717.00 and the blogs has 595 in total numbers whereas the mean rank of the blogs are 464.71 with total ranks of 276504.00.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Radio and Television

4.82   Mean Rank Table

	N	Mean Rank	Sum of Ranks

Radio	592	502.26	297336.50
Television	593	683.59	405368.50
Total	1185		

Radio and the television both are the medium of the entertainment plus knowledge. Radio invented first than the television. But when the television came at that time the demand for the radio became less. There is a drastic change in the demand of the radio. Television is audio visual type of the entertainment and the radio is only verbal type of the knowledge and information. On radio we can able to hear the information. Television is famous for all the time. Television has a lots of channels which includes the discovery, news, sports, entertainment, movies and more. Radio does not include this all types of channel. There are many certain steps takes place to increase the quality of the picture which is showing on the television. Television is one of the most fastest social media. Radio has five hundred and ninety two in number with five hundred and two point twenty six and has two lakh ninety seven thousand three hundred and thirty six point fifty. Television has five hundred and ninety three in number with mean rank of six hundred and eighty three point fifty nine and four lakh five thousand three hundred and sixty eight point fifty.

Fig. 4.60 Comparison of Radio – with Television

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	121808.500
Wilcoxon W	297336.500
Z	-9.908
P-value	.000

The Test Statistics[a]	
	Value
The Mann-Whitney U	121808.500
Wilcoxon W	297336.500
Z	-9.908
P-value	.000
a. Grouping Variable: Index1	

Radio launched before television. At that time radio was very famous and it was accepted all over the world. But when television came then the radio was less accepted. Initially television was purchased by the rich people because of the high cost. But when the price of the television starts decreasing then the purchasing goes high and now almost at the place of everyone television is there. One lakh twenty one thousand eight hundred and eight point five hundred has the value of the mann whithney U test, two lakh ninety seven thousand three hundred and thirty six point five hundred was the value of Wilcoxon W, Z has the value of minus nine point nine hundred and eight with point zero p- value.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Radio and Newspaper

4.83 Mean Rank Table

	N	Mean Rank	Sum of Ranks
Radio	592	502.84	297679.00
Newspaper	596	685.55	408587.00
Total	1188		

Newspaper is the first source of the social media. Through newspaper each and every news we came to know. Radio came after the newspaper had launched. After the launching of radio there was no change in the demand for the newspaper. On the radio, verbal communication we can do. Radio and newspaper both are world widely accepted. Radio is the technology of usage

of radio waves to transfer the information through sound. Radio system also need transmitter to get the signal. Radio system also needs the antenna to receive the signals. Newspapers usually have a lot of topics like crime, business, sudden events, natural events. One can buy newspaper on the store or on the newspaper stand. Also, newspaper can be delivered to one's home, if one subscribes to it. Newspaper use photographs to illustrate stories and also include comic strips, crosswords and horoscope. After being read it can be recycled or used for other purpose like to wrap something. Usually people like to stay connected with their cities and all over the world. Radio has also play an important role in communications for police, military, industry, fire. There are many types of radio like clock, car, amateur but all contains the same components. The radio has 592 numbers and total ranks is 297679.00 with mean rank of 502.84. newspaper has 596 number and 408587.00 sum total with 685.55 mean rank. The total of numbers of both is 1188. Radio also used to change the mood like bad mood to good mood. There are different kinds of stations on the radio, it can say that it is a channels of the radio.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	122151.000
Wilcoxon W	297679.000
Z	-9.951
P-value	.000
a. Grouping Variable: Index1	

The radio and the newspaper has different characteristics in themselves. Radio is nothing without radioactive waves. Newspapers is printed in the place that place is called as printing press. Printing press is generally worked at night. Because the information gathered in the whole day that is printed on the night for the next morning. The p-value of the test is .000, Z has a value of -9.951, Wilcoxon has the value of 297679.000 with the mann whithney U test result is 122151.000. this all are the values came after the comparison of the radio and the newspaper.

Interpretation: Since the p-value for Mann-Whitney U test is less that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Radio and E-mail

4.84   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Radio	592	515.47	305157.00
E-Mail	592	669.53	396363.00
Total	1184		

Radio the radio comes around the first world war. On November 2, 1920 the first commercial radio station went on the air in Pittsburgh, Pennsylvania. It was an instant success, and begun the radio revolution called 'Golden Age Of Radio." The golden age of radio lasted from the early 1920s through the late 1940s when television bought in the whole new era. In the simple word, messages produced using word processing programs are transmitted over a network and stored in a computer called a mail server. Mails moves from the sender to the receiver. Most systems enables the users to attach documents to the email message itself. An email is delivered instantly to the receiver from the sender like a phone call. It is a new form of communication and hence it comes under modern marketing or social networking sites. Radio consists of many specialized electronic circuits and frequency amplifier. There are digital radios also in the market. Digital radios can be made for specific stations, news, types of music. It also had a option of favourite. This options helps users to add the favourite channels in the list. Eventually radios will convert from analog to digital broadcasting. Analog signals are subject to fade and interference, digital signals are not do so. They can produce high quality sound. E-mail has 592 in numbers with a mean rank of 669.53 and the total is 396363.00, and the number of radio is 592 as the number of email has, 515.47 is the mean rank and 305157.00is the sum of ranks. 1184 is the total number of radio and the email.

Fig.4.61   Comparison of Radio – with E-mail

Mean Rank
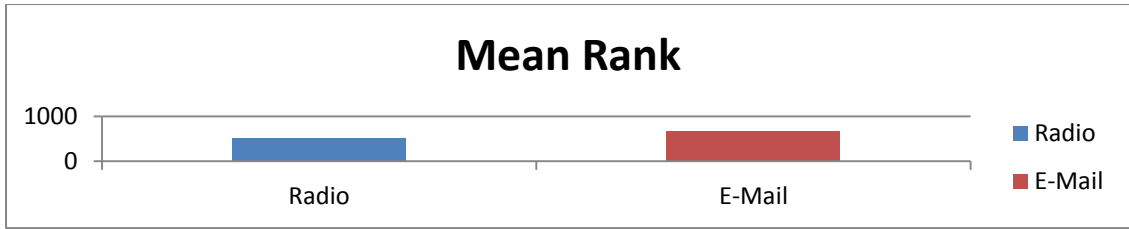
The Mann-Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	129629.000
Wilcoxon W	305157.000
Z	-8.235
P-value	.000
a. Grouping Variable: Index1	

Almost people are using radio when they are doing exercise. They use radio to listen music while doing exercise, doing work at home and that work place. Many students also use the radio when they are doing homework, especially doing the practical work. We can say that newspaper doing a multipurpose activity. Newspapers are normally published daily or weekly, it means once in a week. Most of the newspapers are aimed at providing uptodate information to the readers. To do comparison of the emails and the radio. The mann whithney test has became. The mann whithney test shows the value of 129629.000 and the Wilcoxon W has the value of 305157.000 with a z value of -8.235 and .000 is the p- value as usual many of the comparison has the same.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Radio and Pamphlet

4.85 Mean Rank Table

	N	Mean Rank	Sum of Ranks
Radio	592	547.47	324104.00

Pamphlet	595	640.29	380974.00
Total	1187		

Pamphlets has very low price, because of their low price and production is also fast, pamphlets are used to do a product popular. A pamphlets is an unbound cover which does not have a hard cover. It is a single paper advertisement. It may printed at single side or at the both side with international or regional language or only regional language or only international language. So pamphlets are folded in half, in thirds or in fourths and it is known as leaflet. The pamphlets are widely adopted in commerce, particularly as a format for marketing communications. There are many different purpose to print the pamphlets such as product information, offers, events, corporate information, tourist guides. Pamphlets is a small thin book with no covert or only a paper cover that has information about a particular subject. Radio audio has sent the intermediate signals to detector which converts the radio signals to an audio signals. The audio amplifier amplifies the audio signal and send it to the speaker and the earphones. The most common modes for a broadcast radio are AM and FM. AM stands for the amplitude modulation and the Fm stands for the frequency modulation. But in our country FM is the famous one from both of these. The radio has 592 number with a value of the mean rank is 547.47 and the value for the total ranks is 324104.00 whereas 595 is the numbers of pamphlets with 640.29 mean rank value and the sum of all the ranks is 380974.00. whereas 1187 is the value of total numbers of pamphlets and the email.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	148576.000
Wilcoxon W	324104.000
Z	-4.980
P-value	.000
a. Grouping Variable: Index1	

The radio and the pamphlets are compared and the result found out by using the Mann Whithney Test so that the comparison takes place in the right direction. So for each and every comparison one or the other test is compulsory for the result. The mann whithney U test result is 148576.000, the Wilcoxon W has the value of 324104.000 with the value for the Z is -4.980 and the P-value of the result is .000 as most of the times the p- value is this much only.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Radio and Text Message

4.86 Mean Rank Table

	N	Mean Rank	Sum of Ranks
Radio	592	546.99	323820.00
Text Message	597	642.60	383635.00
Total	1189		

Radio has 592 in number and the mean rank is 546.99 with its sum total ranks is 323820.00. Text messages has 597 in numbers and the mean rank is 642.60 in the mean rank and the sum of ranks is 383635.00. And 1189 is the total of number of radio and the text messages.Text messaging or texting is the act of composing and sending electronic messages, consisting of alphabetic and numeric characters between two or more mobile phones. While text messages are usually sent over a phone network for communication. The term origin ally referred to messages sent using short messages services (SMS) text messages can also used to interact with automated systems. Almost every time the messages contain fewer than 160 characters. It also contains different languages like English, hindi and regional languages. Text messages also helps to reach to the people instantly. Radio is the way to send electromagnetic signals over a long distance to deliver information from one place to another place. A machine that sends radio signals is called transmitter. When radio signals are sent to the same time to many receivers then it is called as the broadcast.

Fig. 4.62   Comparison of Radio – with Text messages

Mean Rank
■ Radio
■ Text Message

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	148292.000
Wilcoxon W	323820.000
Z	-5.192
P-value	.000
a. Grouping Variable: Index1	

The mann whithney test says that the value of test is 148292.000 while Wilcoxon W has a value of 323820.000 and Z has a value of the -5.192 with P-value of .000. It is about the comparison of the radio and the text messages. Radio is all about broadcasting. It is like giving the information to the public on radio. Some that people came to know that what is happening in the world. Text messages is not readable by all. It is only readable by the person to whom it is sent. Text messages are now less used by the people. There are number of application launched for doing the messages easily and instantly.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Radio and Online Marketing

4.87   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Radio	592	459.62	272093.50
Online Marketing	598	730.02	436551.50

	N	Mean Rank	Sum of Ranks
Radio	592	459.62	272093.50
Online Marketing	598	730.02	436551.50
Total	1190		

Radio has 592 in number and mean rank is 459.62 with a sum of rank has 272093.50 value, whereas the online marketing is 598 in numbers with mean rank of 730.02 and the sum of ranks is 436551.50 value. 1190 is the total of the numbers of the radio and online marketing. The comparison of radio and online marketing is made on the basis of this numbers. And the value was found. Online marketing is the one of the popular source to do business, purchase, sale on the net. Online marketing is popular than the radio. Radio is now like outdated but most of the people like radio today also. Many people does online shopping, business, purchase, sale, give property on the rent basis. Doing business on the internet connects more customers because we can buy products from any place from any of the company. In radio shopping is impossible to do. Radio is like to take verbal information and increase knowledge about whatever going on in the world. Radio consists of many channels on which we can listen news, songs, discussion on any topic. Now a days we can also do communication with them. Radio needs a radio signals whereas for online marketing internet is needed. Radio consists of the FM and AM. Mostly FM is used by the people for listening songs, news and many more. Online marketing's demand is goes on increasing in the todays world where the level of technology is increasing day by day.

Fig. 4.63   Comparison of Radio – with online Marketing
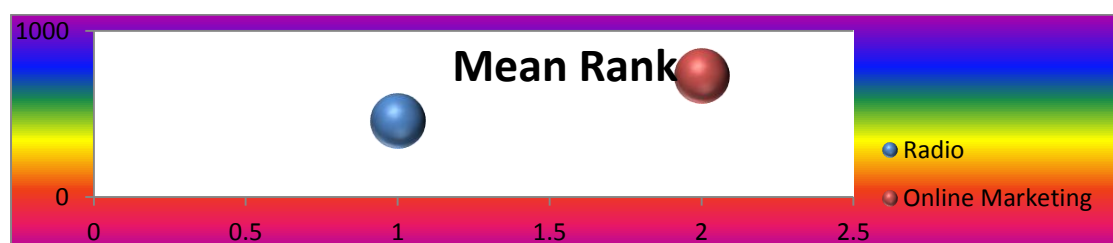
The Mann Whitney Test

The Test Statistics[a]	
	Value

The Mann-Whitney U	121345.500
Wilcoxon W	296873.500
Z	-10.181
P-value	.000
a. Grouping Variable: Index1	

The radio and the online marketing is compared by using the Mann Whitney test. It has Wilcoxon W value is 296873.500 and the value of Z has the -10.181 with its P- value of the comparison is .000 as most of the comparison had this value and the Mann Whitney U test result has a value of 121345.500 and this is based on the test statistics raise to 'a' with a grouping variable index number one. Online marketing is most famous than the radio which has greater demand in the market and radio does not have demand like online marketing in the market.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Television and Newspaper

4.88 Mean Rank Table

	N	Mean Rank	Sum of Ranks
Television	593	594.23	352375.50
Newspaper	596	595.77	355079.50
Total	1189		

Here, television and the newspaper are compared. Comparison says that there is no vast gap between television and the newspaper. Television is on the forth position and newspaper is on the third position when the comparison is made of the social sites. Newspaper is one of the most famous and oldest form of social media. Newspaper is the traditional form of social media whereas the television is the modern form of social media than also newspaper holds its position. Television is a machine with a screen. Television also receive broadcast signal like radio to run the pictures and sound. The word television comes from the word tele and vision. Tele means

far away and vision means a sight. Computers can be also used to see the programs of the television. On television we can also see the movies and nowadays we can able to play games. It is mostly rectangular in shape. It looks like a small movie theatre screen. Firstly analog signals was used for television and now the digital signals are used for the television. Newspaper has 596 in numbers and the 595.77 in mean rank with 355079.50 sum of ranks and the television has 593 in numbers and the 594.23 is mean rank of the television with the 352375.50 sum of the ranks. Total 1189 is the number of the television and the newspaper. Newspaper has highest demand in the market having a traditional form of marketing.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	176254.500
Wilcoxon W	352375.500
Z	-.086
P-value	.932
a. Grouping Variable: Index1	

The Mann Whitney test shows the result 176254.500, Wilcoxon W has 352375.500 and the Z has a value of -.086 with a p-value of .932. This all are the values comes when the test is made on the comparison of the newspaper and the radio. This test is based on the grouping variable of the index 1. Television and the newspaper is one of the famous social media through both of them any of the news spread easily to all over the world. Test has become compulsory for getting the result.

Interpretation: Since the p-value for Mann-Whitney U test is greater than that of 0.05 indicates that there exists no significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Television and E-mail

4.89   Mean Rank Table

	N	Mean Rank	Sum of Ranks

Television	593	597.01	354026.50
E-Mail	592	588.98	348678.50
Total	1185		

Electronic mail is one of the fastest message sender. Through email we can send messages to anyone. Television does not have this option. We cannot send message to anyone through television. Television is audio visual form. Through email we can communicate, while through television communication from the particular person like our friends, family is not possible. email consists of different font, size, shape. In television the option of doing messages is not contain. Television does have the messaging facility. On the television there are many various information is given on the one or the other channel. Television has five hundred and ninety three in numbers whereas the mean rank of television is five hundred and ninety seven point zero one with a total rank of three lakh fifty four thousand and twenty six point fifty. Email has five hundred and ninety two in numbers and the five hundred and eighty eight point ninety eight is the value of the mean rank. The total of the rank has a value of three lakh forty eight thousand six hundred and seventy eight point fifty is the total rank.

Fig. 4.64 Comparison of Television – with E-mail
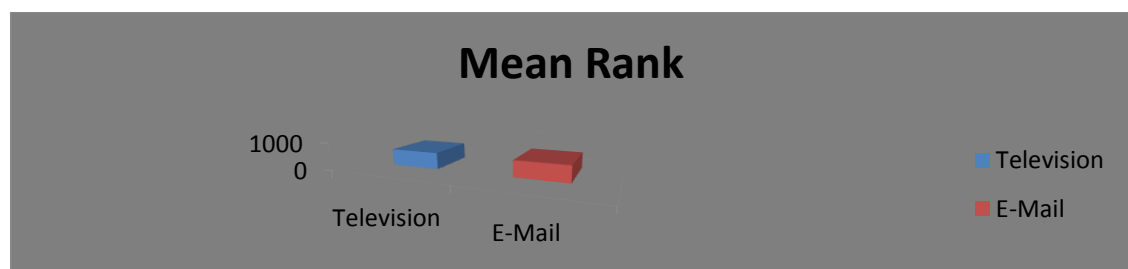
The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	173150.500
Wilcoxon W	348678.500
Z	-.436
P-value	.663

The Test Statistics[a]	
	Value
The Mann-Whitney U	173150.500
Wilcoxon W	348678.500
Z	-.436
P-value	.663
a. Grouping Variable: Index1	

For comparison of television and the radio the mann whitney test has taken. The mann whithney U test value shows one lakh seventy three thousand one hundred and fifty point five hundred. Wilcoxon W three lakh forty eight thousand six hundred and seventy eight point five hundred, with a value of Z is minus point four hundred and thirty six and P-value is point six hundred and sixty three. The test statistics is explained above. The mann whithney test is done for the comparison of the email and the television. Email used to send or receive messages. Email is done for the purpose of proof also. Movies, songs can also be shown on television.

Interpretation: Since the p-value for Mann-Whitney U test is greater than that of 0.05 indicates that there exists no significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Television and Pamphlet

4.90 Mean Rank Table

	N	Mean Rank	Sum of Ranks
Television	593	633.17	375468.50
Pamphlet	595	555.96	330797.50
Total	1188		

Pamphlets is a small advertisement. Pamphlets also includes designs, paragraphs, dialog box and many more. A pamphlets is an exceptional tool for business. It is very easy to explain about any product through pamphlets. Normally, a single pamphlet should contain a single goal. Too many goals will frustrate the readers to understand. Pamphlet can be on the single unfolded page or it can be in the double folded, triple folded page. It should contain the

name of the organization, logo of the organization, address of the organization. The main information can be printed in the bold, large size. The fonts which is using for printing that must de readable by the readers. It can use bullets for the main points. There can be background color so that it will look very attractive. There are many highly professionals, they can create the attractive pamphlets. Television is very different from the pamphlets. It can show the visual advertisement on the television, comparatively it is more attractive than the pamphlets and it can be memorize for the long time. Some people feels that there is something missing in their life if they didn't watch television. Pamphlets are 595 in number value. 555.96 is the value for the mean rank and the sum of ranks is the 330797.50 whereas the television has the 593 in numbers and the 633.17 is the value for the mean rank and the value is 375468.50 regarding sum total of all the ranks the total is 1188 of the pamphlets and the television.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	153487.500
Wilcoxon W	330797.500
Z	-4.190
P-value	.000
a. Grouping Variable: Index1	

Pamphlets and television are compared by mann whithney U test. Television is more famous from the pamphlets. Pamphlets and television both are identical. Pamphlets are on the paper format and papers are not used to do advertisement on the television. On television there are many varieties on the television but in pamphlets there are no much variation. The mann whithney test has a value of 153487.500 and the Wilcoxon W has the value of 330797.500, Z has the value of the -4.190 with the value of p-value is .000. so this result comes after doing the test on the comparison of the television and the pamphlets.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Television and Text Message

4.91 Mean Rank Table

	N	Mean Rank	Sum of Ranks
Television	593	638.01	378341.50
Text Message	597	553.27	330303.50
Total	1190		

Text messages are used for giving the information. Initially this text messages were very much used by the people. Text messages only shows that messages which we received by someone. But television shows that news which is shown to everyone who is watching television. Initially television set was like a box, but now a days it becomes like a flat screen which consumes less space. So anyone having small house that person can also purchase this television and can hang on the wall. If anyone does not have mobile phones then in that case that people does not send or receive any messages. To send or receive the messages we must have a mobile phones. There are different sizes of television screen nowadays available in the market. There are some channels on the television which increase our knowledge and help to know new things. On the text messages it is difficult to gain knowledge and learn new things. Television itself a vast which contains many things. Text message is not like that, text messages are easy to understand and use Television has five hundred and ninety there in numbers, while six hundred and thirty eight point zero one is the mean rank with a sum of the ranks are three lakh seventy eight thousand three hundred and forty one point fifty whereas the text messages five hundred and ninety seven is the numbers and the five hundred and fifty three point twenty seven is the mean rank with three lakh thirty thousand three hundred and three point fifty is the value of the sum total of ranks. One thousand one hundred and ninety is the total of both the numbers that is television and the text messages.

Fig. 4.65   Comparison of Television – with Text message

Mean Rank

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	151800.500
Wilcoxon W	330303.500
Z	-4.673
P-value	.000
a. Grouping Variable: Index1	

Television and text message comparison says that the mann whitney U test had a value of one lakh fifty one thousand and eight hundred point five hundred, Wilcoxon W has the value of three lakh thirty thousand three hundred and three point five hundred, Z has a value of minus four point six hundred and seventy three with a p-value of point zero zero zero. This is the result of the test which shows the above value as a result. The grouping variable is index one. of this result and shows the test statistics. Television came earlier than the text message but the television is famous then of text messages.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Television and Online Marketing

4.92   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Television	593	542.32	321595.50
Online Marketing	598	649.23	388240.50

	N	Mean Rank	Sum of Ranks
Television	593	542.32	321595.50
Online Marketing	598	649.23	388240.50
Total	1191		

Online marketing comes first in the channel of social networking sites. And the position of the television is forth on the channel. That means the online marketing is now famous from all the social networking sites. We can do online marketing on the television also. There are many different channels on the television that shows only advertisement of the online products so that also comes under the online marketing. A person who does not have internet then also they can do online shopping by watching the advertisement on the television. We can say that the television also include the online marketing. Each and every type of marketing is done on the internet. Marketing of clothes, bed sheets, electronic items, items which is on battery and many households things can be done on the online marketing so that the people will came to know and the offers are spread through online marketing. Television has five hundred and ninety three in numbers with the sum total of ranks is three lakhs twenty one thousand five hundred and ninety five point fifty with a mean rank of five hundred and forty two point thirty two value. Online marketing has the five hundred and ninety eight is the total number with three lakh eighty eight thousand two hundred and forty point fifty and mean rank has six hundred and forty nine point twenty three value. The total value of television and the online marketing is the one thousand one hundred and ninety one.

Fig. 4.66   Comparison of Television – with Online Marketing
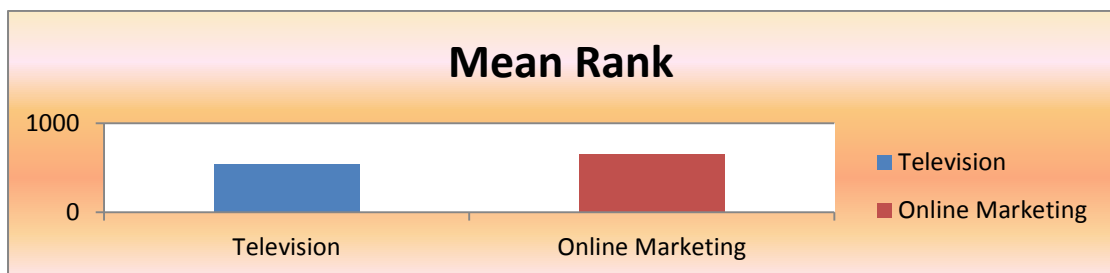
The   Mann Whitney Test

Test Statistics[a]

	Value
Mann-Whitney U	145474.500
Wilcoxon W	321595.500
Z	-5.863
P-value	.000
a. Grouping Variable: Index1	

The Mann Whitney test statistics raise to 'a' shows different values for the comparison. Mann Whitney U test value has the one lakh forty five thousand four hundred and seventy four point five hundred, Wilcoxon W has three lakh twenty one thousand five hundred and ninety five is the value with Z has value in the negative that is minus five point eight hundred and sixty three with a p-value is point zero zero zero value. Television and the online marketing may be interconnected. Because advertisement is strongly display on both that is television and online marketing. This result shows by using the grouping variable index number one.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Newspaper and E-mail

4.93   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Newspaper	596	599.41	357246.00
E-Mail	592	589.56	349020.00
Total	1188		

Email has a five hundred and ninety two in number with five hundred and eighty nine point fifty six mean rank and three lakh forty nine thousand and twenty is the sum total of the email. Five hundred and ninety six is the number and mean rank is five hundred and ninety nine point forty one with three lakh fifty seven thousand two hundred and forty six is the value of sum total value of the newspaper. Newspaper is the oldest form whereas the email is the modern form of marketing. But then also the newspaper is the most famous

then the email. In email we can communicate but in newspaper we came to know about the market condition, current events with time and location, future events, impact of sudden change in future and many more. It also includes the details of vacancies both government and private sector with number of vacancies and the location of the work or company etc. it also includes various puzzles games for children and also for adult email does not include all this facilities. Newspaper posses the third position in the channels of the marketing. Newspaper is reusable. Basically papers are reusable so that indirectly we can say that the newspaper is also reusable. It may also use to wrap anything, to wipe a glass etc. Newspaper also contains the pictures in color or in black and white. Normally first page is color page of the newspaper.

The   Mann Whitney Test

Test Statistics[a]	
	Value
Mann-Whitney U	173492.000
Wilcoxon W	349020.000
Z	-.533
P-value	.594
a. Grouping Variable: Index1	

Always the newspaper is higher than the email. Any document can be sent through email. And the test is done on the newspaper and the email. The test shows that the Mann Whitney test is showing the value of the one lakh seventy three thousand four hundred and ninety two, the Wilcoxon W has the value of the three lakh forty nine thousand and twenty with Z has a value of minus point five hundred thirty three and last is the p-value it contains point five hundred and ninety four. Email and newspaper is two different things which cannot compared. But then also comparison made and the above result was found out by using the above test.

Interpretation: Since the p-value for Mann-Whitney U test is greater than that of 0.05 indicates that there exists no significance of difference between

above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Newspaper and Pamphlet

4.94   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Newspaper	596	635.40	378697.00
Pamphlet	595	556.54	331139.00
Total	1191		

We can say that newspaper and the pamphlets both provide hard copy. The decline in advertising revenue decline the print media as well as the online media. Many newspapers, instead of employ the journalists on their payroll, are subscribe the news agencies which help to employ journalists to find and report the news and then sell the content to the various newspapers. This is a way to avoid duplicating the expense of reporting. There are some newspapers which are government run or funded. To print pamphlets we does not need to appoint journalist, what we want that only we will print in the pamphlets. Pamphlets are relatively less expensive if comparison is made with the advertisement in the newspaper. Pamphlets can be designed as we want and the matter is also printed what we choose. Everything belongs to us in the printing of the pamphlets. Many small businesses like to do advertisement by using the pamphlets only. The number of newspaper is 596 and the value of mean rank of newspaper is 635.40 and the sum total of the ranks is 378697.00 value whereas the pamphlet has 595 in number and the 556.54 mean rank value with 331139.00 a value of the sum of the ranks. The total of pamphlets and the newspaper is the 1191.

The   Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	153829.000
Wilcoxon W	331139.000
Z	-4.267

P-value	.000
a. Grouping Variable: Index1	

The pamphlets and the newspaper is compared by using the test called as the Mann Whitney U test. This test is done for getting the result of the comparison of the pamphlets and the newspapers. The Mann Whitney U has a value of one lakh fifty three thousand eight hundred and twenty nine, Wilcoxon W has the value of three lakh thirty one thousand one hundred and thirty nine with a Z has a value of minus four point two hundred and sixty seven with a p-value has the point zero zero zero. It consists of grouping variable index one.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Newspaper and Text Message

4.95 Mean Rank Table

	N	Mean Rank	Sum of Ranks
Newspaper	596	640.16	381538.00
Text Message	597	553.91	330683.00
Total	1193		

Newspaper and text message is compared. Text messages has various limitations which newspaper does not have. Newspaper is all about gaining the knowledge. In less cost more information we get in the newspaper. Then also some people don't like to read newspaper. By reading newspaper vocabulary is also became perfect of that particular language. It either be English or any other regional language. Text message is giving the information to a particular person or receiving the information from particular persons. But incase of the newspaper, it is printed for all the population in many languages. Everyone can read information in their regional languages. Newspaper has a total number of 596 and the mean rank value is 640.16 and the sum total ranks is 381538.00 value. The text messages are 597 in numbers and the mean rank has the value of 553.91 and the sum total of

ranks is 330683.00 and the total of both the numbers are 1193 that is newspaper and the text messages.

Fig. 4.67   Comparison of News Paper – with Text Message
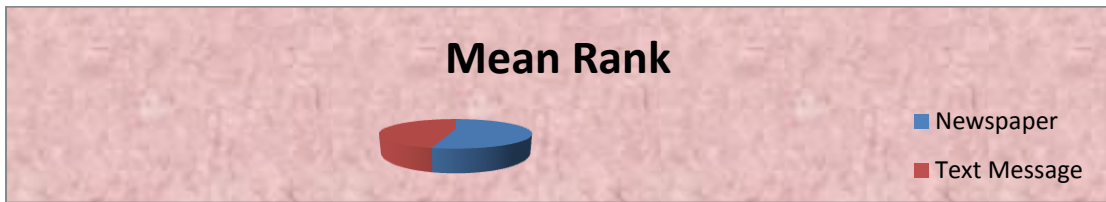
The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	152180.000
Wilcoxon W	330683.000
Z	-4.738
P-value	.000
a. Grouping Variable: Index1	

The mann whithney test says that the mann whithney u result has a value of 152180.000 and the Wilcoxon W has the value of the 330683.000 with Z has the value of -4.738 and p-value has .000. Text messages and the newspaper are not directly related. Text messages have narrow scope and the newspaper has the wider scope. The newspapers always subject to the interest of someone, whether owners, advertisers or a government. And the records have been viewed in respect of the large owners of newspaper. Text messages are limited up to the texting, size, some characters, numbers and the other details.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Newspaper and Online Marketing

4.96   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Newspaper	596	544.89	324757.00

Online Marketing	598	649.93	388658.00
Total	1194		

Online marketing and newspaper has become the popular form of marketing. People will do marketing in the newspaper as well as in the online marketing. Newspaper shows the pictorial advertisement in the newspaper as well as the online marketing shows the visual advertisement. Online marketing is now become very famous and newspaper is famous from the olden days. Reaching out to consumers and introducing new brand is an important part of any of the business. Without marketing, business has a very high chance of failure. Online marketing also helps the business to buildup the good reputation in the market. Online marketing is also called as the internet marketing or online advertising. By taking advantage of the online marketing, it is possible to create the goodwill in the market. To do advertisement online, it is compulsory to know what is online marketing and how it promotes business. Online marketing is one of the method to promote and expand the business. Online marketing has 598 in numbers whereas the mean rank value is 649.93 with a sum total of 388658.00 and the newspaper has the total number of 596, the value of the mean rank is 544.89 with its value of the total ranks is 324757.00. and 1194 is the total of newspaper and the online marketing.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	146851.000
Wilcoxon W	324757.000
Z	-5.742
P-value	.000
a. Grouping Variable: Index1	

The Mann whitney U test has the value of 146851.000, the Wilcoxon has the value of 324757.000 and the Z has a value of -5.742 with its p- value of .000 and it contains a test statistics and also has a grouping variable index one. online marketing has the major source of advertising nowadays. Many

businessman has reliable because of online marketing. Newspaper also a major source of advertising. To do better advertisement, online marketing and the newspaper both are very much suitable. But the cost of both of them is less and high. So according to the cost, businessman can do advertisement in the newspaper also and in the online marketing also.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

E-mail and Pamphlet

4.97   Mean Rank Table

	N	Mean Rank	Sum of Ranks
E-Mail	592	624.91	369948.00
Pamphlet	595	563.24	335130.00
Total	1187		

Email is the exchange of computer stored messages by telecommunications. Email was one of the first uses of the internet and is still the most popular use, a large percentage of the total traffic over the internet is email. Email can be distributed to the list of peoples and individuals. In email, a mailing list is there and that list is called as list server. Typically the messages are notes entered from the keyboard or electronic files stored on disk. In simple words, email is a messages that may contain text, files, images or other attachments sent through a network to a specified person or a group of persons. By clicking an mouse button we can send email to any other person. Pamphlets is like a information provided to the customer. Email has five hundred and ninety two in numbers with a mean rank of six hundred and twenty four point ninety one and the sum of ranks is three lakh sixty nine thousand nine hundred and forty eight only. Pamphlets are five hundred and ninety five in number and five hundred and sixty three point twenty four is a mean rank value with three lakh thirty five thousand one hundred and thirty sum of the ranks.

The Mann Whitney Test

The Test Statistics[a]

	Value
The Mann-Whitney U	157820.000
Wilcoxon W	335130.000
Z	-3.282
P-value	.001
a. Grouping Variable: Index1	

The comparison of the pamphlets and the email is made here. Email is said to as the messages via electronic mails. Whereas the pamphlets is the hard copy it can touch, read and also can put the designs, graphs. Many persons are doing chatting regarding the business on the email only. Pamphlets does not provide this type of option. The Mann Whitney u test has a value of one lakh fifty seven thousand eight hundred and twenty, Wilcoxon W has the value of three lakh thirty five thousand one hundred and thirty and Z has minus three point two hundred and eighty two value and the p-value is point zero zero one.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

E-mail and Text Message

4.98   Mean Rank Table

	N	Mean Rank	Sum of Ranks
E-Mail	592	629.62	372733.00
Text Message	597	560.67	334722.00
Total	1189		

Email is one of the major sources of doing the messages. It is fastest messages. Many people are doing messages for taking the proof of the chats and talks. So afterwards if any emergency came then that talks can be shown as a proof. Text messages contain various characters, numbers, alphabets and it also includes the smileys. Email is faster than the text messages. Text messages and email contains almost same options. Text messages is done through the mobile and the email is done through computer and the internet.

Through email and text messages only the messages will sent to the receiver from the sender. The main work of the text messages and the email is the is to send and receive the messages. Email has five hundred and ninety two in number and six hundred and twenty nine point sixty two in mean rank value and three lakh seventy two thousand seven hundred and thirty three is the sum of the ranks. Text messages includes five hundred and ninety seven in numbers and five hundred and sixty point sixty seven mean rank value and the value of the sum of the ranks is three lakh thirty four thousand seven hundred and twenty two

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	156219.000
Wilcoxon W	334722.000
Z	-3.705
P-value	.000
a. Grouping Variable: Index1	

Email and text messages are similar. By using both of them messages are sent. Text messages and email both of them contains the various types of text, character and many more. The Mann Whitney Test has a value of one lakh fifty six thousand two hundred and twelve is the value. Wilcoxon W has the value of three lakh thirty four thousand seven hundred and twenty two. The value for the Z is the minus three point seven hundred and five and the p-value is point zero zero zero. This all test is made on the comparison of the email and the text messages. for doing comparison the test is compulsory to get the result of that particular comparison.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

E-mail and Online Marketing

4.99   Mean Rank Table

	N	Mean Rank	Sum of Ranks
E-Mail	592	542.96	321432.50
Online Marketing	598	647.51	387212.50
Total	1190		

A businessman can increase the services by giving information on the net. The internet has transformed business marketing. Many a businessman promotes their business by using the websites, blogs, email and on social media sites. Online marketing can help the customer to find the variety in the products of the different organisations. Online marketing is convenient and cost effective way to tell the excising and potential customer about the ongoing and the upcoming offers. Email is the online marketing has the benefit of lower costs and higher response rates than traditional marketing. The price of the product is lower in online marketing than that of the traditional marketing. Email is transmission of messages over communication network. Almost all of the computer system have an email system. Email is also known as including links, information, and terms. Email is simply the shortened form of the electronic mail. Email has become one of the most prevalent forms of communication. Email can be sent in several formats, the most common being plain text. Email is a fantastic way to stay in touch with people. there is a difficult task to write an effective email. Effective is very necessary in the corporate offices. The average office workers receives around 80 emails each day. With that volume of mail, individual messages can be easily overlooked. The email has five hundred and ninety two value. Five hundred and forty two point ninety six with a mean rank of email. three lakhs twenty one thousand four hundred and thirty two point fifty is the value of sum of ranks. Online marketing has a number of five hundred and ninety eight with a mean rank of six hundred and forty seven point fifty one with a sum of ranks is three lakh eighty seven thousand two hundred and twelve point fifty.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	145904.500

Wilcoxon W	321432.500
Z	-5.632
P-value	.000
a. Grouping Variable: Index1	

The mann whitney test shows the value of the one lakh forty five thousand nine hundred and four point five hundred. Wilcoxon w has the value of three lakh twenty one thousand four hundred and thirty two point five hundred. Z has value of minus three point six hundred and thirty two, p-value has point zero zero zero. The grouping variable has the index one. and the comparison of the email and the online marketing is made by using the mann whitney U test. Email and online marketing is two different things. Emails is used for texting whereas the online marketing is not used for texting.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Pamphlet and Text Message

4.100   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Pamphlet	595	598.19	355924.00
Text Message	597	594.81	355104.00
Total	1192		

Pamphlets are used for advertising purpose. Pamphlets can be colorful or black, white. The text can be of different sizes printed on the pamphlets. Pamphlets is like a brochure, leaflet, booklet, circular, notice. The definition of a pamphlets is a type of the advertising or informational material consisting of a small leaflet. Something published for increment in sale. And for earning the profit. Pamphlets can be printed in any of the language whether it will be a English or it will be any regional language in which customers will be able to read the pamphlets. Generally text messages are not sent for the making the advertisement. It can be used for the purpose of the communication but only the telecommunication companies uses the text messages for making the

advertisement of the offers. Pamphlets are five hundred and ninety five in numbers, where the mean rank is five hundred and ninety eight point nineteen with a sum total of ranks is three lakhs fifty five thousand nine hundred and twenty four. Text messages have five hundred and ninety seven in numbers, five hundred and ninety four point eighty one is the mean rank value of the text messages, the sum total of rank has the value of the three lakh fifty five thousand one hundred and four.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	176601.000
Wilcoxon W	355104.000
Z	-.182
P-value	.856
a. Grouping Variable: Index1	

Pamphlets and the text messages are compared. Pamphlets are advertisement on the paper and text messages are messages on the mobiles. The value of the Mann Whitney U test is one lakh seventy six thousand six hundred and one, whereas the Wilcoxon W has the three lakh fifty five thousand one hundred and four value. Z has the value of the minus point one hundred and eighty two and the p-value is the value of point eight hundred and fifty six.

Interpretation: Since the p-value for the Mann-Whitney U test is greater than that of 0.05 indicates that there exists no significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Pamphlet and Online Marketing

4.101   Mean Rank Table

	N	Mean Rank	Sum of Ranks
Pamphlet	595	511.24	304185.50
Online Marketing	598	682.33	408035.50

	N	Mean Rank	Sum of Ranks
Pamphlet	595	511.24	304185.50
Online Marketing	598	682.33	408035.50
Total	1193		

Pamphlets and online marketing is compared and observed that the online marketing is doing better business than of pamphlets. For covering the small area the pamphlets are like to be usable, but if anyone wants to cover the big area then in that case the online marketing is preferable. Pamphlets and online marketing both covers the field of advertising. But in case of pamphlets is a narrow scope and in the case of the online marketing it is a wide scope. Pamphlets has 595 in numbers whereas the mean rank has 511.24 value, the total of sum of ranks is 304185.50 value. Online marketing has 408035.50 is the value of sum total of the ranks with a value of mean rank is 682.33 and the number of online marketing is 598 with the total number of 1193 of online marketing and the pamphlets.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	126875.500
Wilcoxon W	304185.500
Z	-9.169
P-value	.000
a. Grouping Variable: Index1	

Many big companies are using online marketing for the advertisement. It is more effective then in case of the other types of marketing and it is a modern technique of marketing. And also it has first position among the other marketing that is traditional marketing and the online marketing. The mann whitney test has 126875.500 value and the Wilcoxon W has the 304185.500 value of the test. Z has the value of the -9.169 and the P-value is the .000.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above

marketing channels for the average impact on marketing. The higher rank indicates higher impact.

Text Message and Online Marketing

The Mann Whitney Test

4.102   Mean Rank Table:

	N	Mean Rank	Sum of Ranks
Text Message	597	505.94	302044.00
Online Marketing	598	689.91	412566.00
Total	1195		

Text messages and the online marketing is compared and the values had find out. Online marketing has very vast scope while the text messages has the a narrow scope. Text messages are electronic communication sent and received by mobile phones. Texting is sending short text messages between cell phones, pagers or other handheld devices. Texting messages is a way to send information to and cellular and from smart phones. The text messages consists of 597 numbers and mean rank is 505.94 and the sum of ranks is 302044.00 whereas the online marketing has the total number of 598 just one number more than text messages, mean rank of onluine marketing is 689.91 and the sum total is 412566.00. the total number is 1195 of the text messages and the online marketing.

The Mann Whitney Test

The Test Statistics[a]	
	Value
The Mann-Whitney U	123541.000
Wilcoxon W	302044.000
Z	-9.955
P-value	.000
a. Grouping Variable: Index1	

The mann whitney test shows the result of 123541.000 with Wilcoxon W has the value of 302044.000 and the Z has the value of the -9.955 with its P-value of .000. The test is made on the comparison of the text messages and the

online marketing. Text messages and online marketing is different from each other. The value of Z has always a negative in nature.

Interpretation: Since the p-value for Mann-Whitney U test is below that of 0.05 indicates that there exists significance of difference between above marketing channels for the average impact on marketing. The higher rank indicates higher impact.

4.103 Basic Data Distribution:

		Thane		Wada	Bhiwandi	Ulhasnagar	
		Count in Num.	Column N %i n perc.	Count in num	Column N % in perc.	Count in Num.	Colum n N % in perc.
Facebook.	SD	7	3.5%	5	2.5%	4	2.0%
	D	3	1.5%	3	1.5%	0	.0%
	NAN D	11	5.5%	16	8.0%	29	14.5%
	A	103	51.5%	161	80.5%	107	53.5%
	SA	76	38.0%	15	7.5%	60	30.0%
Twitter.	SD	6	3.0%	2	1.0%	1	.5%
	D	20	10.0%	11	5.5%	11	5.5%
	NAN D	39	19.5%	17	8.5%	32	16.0%
	A	72	36.0%	157	78.5%	96	48.0%
	SA	63	31.5%	13	6.5%	60	30.0%
LinkedIn	SD	8	4.0%	3	1.5%	1	.5%
	D	25	12.5%	29	14.5%	17	8.5%
	NAN D	92	46.0%	53	26.5%	57	28.5%
	A	63	31.5%	95	47.5%	89	44.5%
	SA	12	6.0%	20	10.0%	36	18.0%

Blogs.	SD	0	.0%	0	.0%	0	.0%
	D	0	.0%	0	.0%	0	.0%
	NAND	39	19.5%	84	42.0%	69	34.5%
	A	115	57.5%	78	39.0%	76	38.0%
	SA	46	23.0%	38	19.0%	55	27.5%
Radio.	SD	3	1.5%	4	2.0%	1	.5%
	D	12	6.0%	14	7.0%	19	9.5%
	NAND	49	24.5%	80	40.0%	85	42.5%
	A	111	55.5%	84	42.0%	79	39.5%
	SA	25	12.5%	18	9.0%	16	8.0%
Television.	SD	0	.0%	4	2.0%	0	.0%
	D	4	2.0%	5	2.5%	5	2.5%
	NAND	17	8.5%	51	25.5%	35	17.5%

	NAND	17	8.5%	51	25.5%	35	17.5%
	A	81	40.5%	120	60.0%	129	64.5%
	SA	98	49.0%	20	10.0%	31	15.5%
News paper.	SD	2	1.0%	2	1.0%	0	.0%
	D	4	2.0%	4	2.0%	3	1.5%
	NAND	17	8.5%	51	25.5%	41	20.5%
	A	83	41.5%	124	62.0%	114	57.0%
	SA	94	47.0%	19	9.5%	42	21.0%
E-Mail.	SD	2	1.0%	3	1.5%	1	.5%
	D	16	8.0%	13	6.5%	8	4.0%

	NAND	29	14.5%	55	27.5%	41	20.5%
	A	68	34.0%	102	51.0%	76	38.0%
	SA	85	42.5%	27	13.5%	74	37.0%
Pamphlet.	SD	2	1.0%	2	1.0%	3	1.5%
	D	16	8.0%	11	5.5%	14	7.0%
	NAND	35	17.5%	65	32.5%	55	27.5%
	A	73	36.5%	103	51.5%	85	42.5%
	SA	74	37.0%	19	9.5%	43	21.5%
Text Messages.	SD	4	2.0%	2	1.0%	2	1.0%
	D	16	8.0%	7	3.5%	14	7.0%
	NAND	26	13.0%	64	32.0%	46	23.0%
	A	107	53.5%	112	56.0%	93	46.5%
	SA	47	23.5%	15	7.5%	45	22.5%
Online Marketing.	SD	0	.0%	5	2.5%	1	.5%
	D	4	2.0%	2	1.0%	3	1.5%
	NAND	18	9.0%	32	16.0%	23	11.5%
	A	66	33.0%	128	64.0%	69	34.5%
	SA	112	56.0%	33	16.5%	104	52.0%

Chi-square test result:

Pearson Chi-Square Test		
		Value
Facebook.	Chi-square	69.844
	Df	8
	P-value	.000[*,a]
Twitter.	Chi-square	87.281

	Df	8
	P-value	.000*,a
LinkedIn	Chi-square	43.533
	Df	8
	P-value	.000*,a
Blogs.	Chi-square	30.287
	Df	4
	P-value	.000*,a
Radio.	Chi-square	22.907
	Df	8
	P-value	.003*,a
Television.	Chi-square	108.605
	Df	8
	P-value	.000*,a
News paper.	Chi-square	84.680
	Df	8
	P-value	.000*,a
E-Mail.	Chi-square	50.097
	Df	8
	P-value	.000*,a
Pamphlet.	Chi-square	49.030
	Df	8
	P-value	.000*,a
Text Messages.	Chi-square	40.447
	Df	8
	P-value	.000*,a
Online Marketing.	Chi-square	85.256
	df	8

	P-value	.000[*,a]

Results are based on nonempty rows and columns in each innermost sub table.
*. The Chi-square statistic is significant at the 0.05 level.
a. More than 20% of cells in this sub table have expected cell counts less than 5. Chi-square results may be invalid.

Interpretation: Since p-value for all the marketing channels is less than that of 0.05 indicates that we should reject null hypothesis and conclude that Area of consumer and impact of different marketing channels are not independent of each other.

Comparison of Social networking advertisements and Tradition marketing channels advertisements:

The respondents were asked to score different aspects of the advertisements for the social networking advertisements and the traditional marketing channel advertisements. We compared each of the parameter independently and then the overall comparison of social networking advertisement and the traditional marketing advertisement will be made.

The higher value in negative rank indicates that scores of the social media advertising (SMA) is more than that of traditional Marketing advertising (TMA). The results of wilco

Interesting and attractive advertisements:

4.104   Mean Rank Table:

TMA-SMA	N	Mean Rank	Sum of Ranks
Negative Ranks	423	266.14	112575.50
Positive Ranks	80	177.26	14180.50
Ties	97		
Total	600		

The above table shows the number of negative ranks in traditional media advertising and the social media advertising has the 423 in numbers and the mean rank of 266.14 in value and the sum of ranks is 112575.50 value. Positive ranks has eighty in numbers with 177.26 mean rank and total ranks

of 14180.50, ties has 97 in numbers and the total of negative, positive ranks and ties is 600.

Wilcoxon rank test:

	Value
Z	-15.495[a]
p-value	.000
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

The Wilcoxon rank test shows the value of -15.495 and the p-value is .000. It depends on the positive ranks and Wilcoxon signed ranks.

Interpretation Since p-value for the Wilcoxon rank test is less than that of 0.05 indicates that the average rating of social media channel advertising is significantly more than that of Traditional channel advertising for.

Interactive advertisements:

4.105   Mean Rank Table:

TMA-SMA	N	Mean Rank	Sum of Ranks
Negative Ranks	407	254.02	103385.00
Positive Ranks	79	189.32	14956.00
Ties	114		
Total	600		

The positive ranks number is 79 and the mean rank is 189.32 with the sum of ranks is 103385.00 and the negative ranks has the number 407 with a mean rank of 254.02 with a sum of ranks of 14956.00 and the ties has 114 in number. Total number is 600 of all the three that is positive ranks, negative ranks, ties.

Wilcoxon rank test:

	Value
Z	-14.724[a]
p-value	.000
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

The Wilcoxon ranks test has the value of -14.724 raise to 'a' with the p-value of .000 which is based on the positive ranks and Wilcoxon rank

Interpretation: Since p-value for the Wilcoxon rank test is less than that of 0.05 indicates that the average rating of social media channel advertising is significantly more than that of Traditional channel advertising for.

Informative advertisements:

4.106 **Mean Rank Table:**

TMA-SMA	N	Mean Rank	Sum of Ranks
Negative Ranks	366	244.44	89466.00
Positive Ranks	94	176.21	16564.00
Ties	140		
Total	600		

The traditional media advertising and the social media advertising has the different ranks which consists if negative ranks has 366 in numbers, 244.44 is the mean rank and the sum of ranks is 89466.00 whereas the negative ranks is 94 and the mean rank is 176.21 with the sum of ranks is 16564.00 and the ties number is 140.

Wilcoxon rank test:

	Value
Z	-13.108[a]
p-value	.000
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

The value of Z under Wilcoxon test is -13.108raise to 'a' the value of P-value is .000 based on the positive ranks, this is also known as Wilcoxon signed test.

Interpretation: Since p-value for the Wilcoxon rank test is less than that of 0.05 indicates that the average rating of social media channel advertising is significantly more than that of Traditional channel advertising for.

Reliable advertisements:

4.107 **Mean Rank Table:**

TMA-SMA	N	Mean Rank	Sum of Ranks
Negative Ranks	353	250.07	88276.00
Positive Ranks	115	186.70	21470.00
Ties	132		
Total	600		

Ties has 132 in numbers whereas the positive ranks is 115 in numbers and the mean rank is 186.70 value with a sum of ranks is 21470.00; the negative ranks has 3563 in numbers and the mean rank is 250.07 and the sum of ranks is 88276.00 value.

Wilcoxon rank test:

	Value
Z	-11.716[a]
p-value	.000
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

The p-value is .000 as many of comparison it has, Z has the value of -11.716. this is the Wilcoxon rank test.

Interpretation: Since p-value for the Wilcoxon rank test is less than that of 0.05 indicates that the average rating of social media channel advertising is significantly more than that of Traditional channel advertising for.

Ability to change views about the products:

4.108   Mean Rank Table:

TMA-SMA	N	Mean Rank	Sum of Ranks
Negative Ranks	351	240.29	84340.50
Positive Ranks	109	198.99	21689.50
Ties	139		
Total	599		

The negative rank of traditional media advertising and the social media advertising is 351 in numbers and the mean rank is 240.29, the sum of ranks is 84340.50. the positive rank number is 109 and the mean rank is 198.99 with a sum of ranks is 21689.50

Wilcoxon rank test:

	Value
Z	-11.276[a]
p-value	.000
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

The Wilcoxon rank test is based on the positive ranks which has Z value of -11.276 and the p-value is .000

Interpretation: Since p-value for the Wilcoxon rank test is less than that of 0.05 indicates that the average rating of social media channel advertising is significantly more than that of Traditional channel advertising for.

Long lasting effect on perception of a brand or product:

4.109   Mean Rank Table:

TMA-SMA	N	Mean Rank	Sum of Ranks
Negative Ranks	320	234.69	75102.00
Positive Ranks	110	159.66	17563.00
Ties	169		
Total	599		

The total of ranks of negative rank is 75102.00 with a mean rank of 234.69 and has the number 320. Positive rank has the sum of ranks is 17563.00 with a mean rank of 234.69 and the number is 320. The ties has the 169 numbers. Whereas the total of positive negative and ties is 599.

Wilcoxon rank test:

	Value
Z	-11.432[a]
p-value	.000
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

The Z has the value of -11.432 and the p-value has the value of .000 and it is based upon positive rank and the Wilcoxon rank.

Interpretation: Since p-value for the Wilcoxon rank test is less than that of 0.05 indicates that the average rating of social media channel advertising is significantly more than that of Traditional channel advertising for.

Fast spreading advertisements:

4.110   Mean Rank Table:

TMA-SMA	N	Mean Rank	Sum of Ranks
Negative Ranks	365	240.92	87937.00
Positive Ranks	90	175.59	15803.00
Ties	143		
Total	598		

The number 365 is the negative rank, 90 is the positive rank and the ties is the 143, the mean rank of negative rank is 240.92 and the mean rank of positive rank is 175.59 the total rank is negative is 87937.00 and the positive rank is 15803.00. the ties. The total number is 598.

Wilcoxon rank test:

	Value
Z	-13.193[a]
p-value	.000
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

The Wilcoxon has the value of z is -13.193 and the p-value is .000 whuch is based on the positive ranks.

Interpretation: Since p-value for the Wilcoxon rank test is less than that of 0.05 indicates that the average rating of social media channel advertising is significantly more than that of Traditional channel advertising for.

Reach to the target population:

4.111   Mean Rank Table:

TMA-SMA	N	Mean Rank	Sum of Ranks
Negative Ranks	355	224.08	79548.50
Positive Ranks	83	199.91	16592.50
Ties	161		

Total	599		

TMA and SMA contains negative ranks of 355 in numbers and the mean rank of 224.08 the sum of total rank is 79548.50. the positive ranks in number is 83 and the mean rank is 199.91 with a sum of rank of 16592.50 and the ties is 161.

Wilcoxon rank test:

	Value
Z	-12.153[a]
p-value	.000
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

The Wilcoxon rank test has the value of -12.153 and the p-value is .000 with a positive rank.

Interpretation: Since p-value for the Wilcoxon rank test is less than that of 0.05 indicates that the average rating of social media channel advertising is significantly more than that of Traditional channel advertising for.

Credibility:

4.112   Mean Rank Table:

TMA-SMA	N	Mean Rank	Sum of Ranks
Negative Ranks	336	216.02	72583.00
Positive Ranks	76	164.41	12495.00
Ties	183		
Total	595		

The ties is 183 and the positive ranks is 76 and the negative rank is 336, the mean rank of positive rank is 164.41 and the negative rank is 216.02 with a sum total of 12495.00 of positive rank and the negative rank is 72583.00. this is based on the traditional media advertising and the social media advertising.

Wilcoxon rank test:

	Value
Z	-12.683[a]
p-value	.000

	Value
Z	-12.683[a]
p-value	.000
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

The value of is based on the Wilcoxon rank test is -12.683 and the p-value is .000. this all is based on the Wilcoxon signed rank test.

Interpretation: Since p-value for the Wilcoxon rank test is less than that of 0.05 indicates that the average rating of social media channel advertising is significantly more than that of Traditional channel advertising for.

Overall SMA and TMA:

4.113   Mean Rank Table:

TMA-SMA	N	Mean Rank	Sum of Ranks
Negative Ranks	304	302.27	91890.50
Positive Ranks	272	273.11	74285.50
Ties	22		
Total	598		

The mean rank table is shows the negative and positive ranks of TMA-SMA. The number of negative rank is 304 and the mean rank is 302.27 with a sum of ranks is 91890.50; the positive rank is 272 and the mean rank value is 273.11 with the sum of ranks is 74285.50. the ties has the 22 in number.

Wilcoxon rank test:

	Value
Z	-2.204[a]
p-value	.028
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

Interpretation: Since p-value for the Wilcoxon rank test is less than that of 0.05 indicates that the average rating of social media channel advertising is significantly more than that of Traditional channel advertising for .

CHAPTER
05

FINDINGS AND CONCLUSIONS

The social networking has evolved as one of the important channel for the consumers to make the decisions on buying of the products. The study was carried out to test the impact of social media on the buying behavior of the customer.

The basic demographic distribution of the respondents:

Age group wise distribution:

	Count	Column N %
less than 25 years	269	45.1%
25 years to 35 years	224	37.5%
more than 35 years	104	17.4%

There are 45% of the respondents who involved in the pursue belongs to the age group of 18 - 25 years. And remaining are the higher age, which of 37.5% belongs in the age group of 25 - 35 and 17 .4% belongs in the age group of more than 35 years of age.

Gender-wise distribution:

	Count	Column N %
MALE	299	50.3%
FEMALE	296	49.7%

The gender is one of the essential parameter as it stood one of the important moderating parameter. So care is taken to while including the respondents for the survey. It can be observed that the distribution of gender is almost 50% in each of the category.

Education wise distribution:

	Count	Column N %
Up to 10th	13	2.2%
12th	30	5.1%
Plain graduation	260	44.6%
Professional Graduation	123	21.1%
Plain PG	96	16.5%
Professional PG	61	10.5%

Education is also one of the essential moderating parameter as this study is related to social networking sites. So the respondents from most of the education categories were included in the study. Like upto 10th till PG. The illiterate were excluded from the study.

Income wise distribution:

	Count	Column N %
Less than 3.0 lacs	**80**	**23.4%**
3 lacs to 6 lacs	**155**	**45.3%**
6 lacs to 10 lac	**47**	**13.7%**
More than 10 lacs	**60**	**17.5%**

The income is one of the essential parameter as it stood one of the important moderating parameter. So respondents belonging to most of the income categories were in the survey. As most of the population belongs to the income group of 3 lacs to 6 lacs, more weight is given to this category and almost 45% of respondents were selected from this category.

Profession wise distribution:

	Count	Column N %
Student	**147**	**25.7%**
Service	**325**	**56.9%**
Housewife	**37**	**6.5%**
Professional	**62**	**10.9%**

The profession is random category for the respondents. The respondents were included in the study if they are using social networking sites for the purpose of searching the information of the products. So almost 57% of the respondents participated in the study belongs to the service category.

The study was carried out by formulating different objectives and hypothesis. The conclusions of the study is, therefore, hypothesis and objective based.

The significant results of the Kruskal-Wallis test indicates that all the social networking sites are not equally used by respondent but some sites are used very frequently than others. On the basis of other comparison and the data distribution we can make the following observation

- The facebook (70.9%) and the others social networking sites (70.6%) are used more frequently than twitter (58.5%) and LinkedIn (38.3%).

- The other social networking sites (Mean rank = 1011) other than Facebook (936.72), twitter (837.28) and LinkedIn (632.09) are used more frequently.

- Facebook (936.72) is second preferred and twitter (837.28) at third place while as LinkedIn (632.09) is rated at last position on the basis of frequent use of the sites.

- Facebook is used significantly (result of the Mann-Whitney U test p-value < 0.05 with Mean Rank value of 586.07) more frequently than Twitter (Mean Rank value of 523.00).

- Facebook is used significantly (result of the Mann-Whitney U test p-value < 0.05 with Mean Rank value of 583.89) more frequently than LinkedIn (Mean Rank value of 393.80).

- Others SNS are used significantly (result of the Mann-Whitney U test p-value < 0.05 with Mean Rank value of 406.45) more frequently than Facebook (Mean Rank value of 367.76). But the mean rank difference is smallest.

- Twitter is used significantly (result of the Mann-Whitney U test p-value < 0.05 with Mean Rank value of 511.35) more frequently than LinkedIn (Mean Rank value of 402.79).

- Twitter is used significantly (result of the Mann-Whitney U test p-value < 0.05 with Mean Rank value of 383.57) more frequently than LinkedIn (Mean Rank value of 316.92).

- Others SNS are used significantly (result of the Mann-Whitney U test p-value < 0.05 with Mean Rank value of 372.13) more frequently than Facebook (Mean Rank value of 248.50).

- Conclusion: Facebook, Twitter, And Other social networking sites including LinkedIn are used very frequently by customers. The Other social networking sites are used more frequently than Facebook, Twitter and LinkedIn.

Age, Gender, Income, Occupation and Education were considered as moderating parameters which may have effect on different social networking sites. Therefore we compared the association of the use of

social networking against these demographic parameters. The results obtained are summarized in the following section.

Age group:

From the table below we have

- Use of Facebook is significantly (Chi-Square p-value < 0.05) associated with the age group The proportion of respondents who are using Fecebook very frequently is 37.9% in age group of below 25 years while as 28.6% for the age group of 25 to 35 years of age and 11.5% in age group of more than 35 years in age group.

- Use of Twitter is significantly (Chi-Square p-value < 0.05) associated with the age group The proportion of respondents who are using Twitter very frequently is 33.3% in age group of below 25 years while as 29.6% in age group of 25 - 35 years in age and 14.1% in the age group of more than 35 years of age group.

- Use for LinkedIn is significantly (Chi-Square p-value < 0.05) associated with the age group The proportion of respondents who are using Twitter very frequently is 16.2% for the age group of less than 25 years while as 12.7% for the age group of 25 to 35 years of age and 2.9% in age group of more than 35 years of age group.

- Use for other SNS is significantly (Chi-Square p-value < 0.05) associated with the age group The proportion of respondents who are using other SNS very frequently is 48.4% for age group of less than 25 years while as 37.3% in age group of 25 - 35 years of age and 14.3% in the age group of more than 35 years of age group.

Response distribution for the age group:

		Age groups		
		less than twenty five years	Twenty five to thirty five years	more than thirty five years
		Column N in percentage	Column N in percentage	Column N in percentage
Facebook	Very Rarely	2.2%	.0%	9.6%
	Rarely	3.3%	5.4%	18.3%

	Average use	**15.6%**	**21.0%**	**26.0%**
	Frequently	**40.9%**	**45.1%**	**34.6%**
	Very Frequently	**37.9%**	**28.6%**	**11.5%**
Twitter	Very Rarely	**8.3%**	**2.2%**	**3.5%**
	Rarely	**8.3%**	**14.0%**	**35.3%**
	Average use	**19.2%**	**22.6%**	**23.5%**
	Frequently	**30.8%**	**31.7%**	**23.5%**
	Very Frequently	**33.3%**	**29.6%**	**14.1%**
LinkedIn	Very Rarely	**11.5%**	**5.3%**	**5.7%**
	Rarely	**11.5%**	**20.7%**	**47.1%**
	Average use	**37.7%**	**28.0%**	**27.1%**
	Frequently	**23.0%**	**33.3%**	**17.1%**
	Very Frequently	**16.2%**	**12.7%**	**2.9%**
Others(specify)	Very Rarely	**4.4%**	**2.0%**	**28.6%**
	Rarely	**.0%**	**3.9%**	**.0%**
	Average use	**22.0%**	**25.5%**	**28.6%**
	Frequently	**25.3%**	**31.4%**	**28.6%**
	Very Frequently	**48.4%**	**37.3%**	**14.3%**

The above table shows the distribution on the basis of age group. People less than five years of age uses facebook is very rarely 2.2%, rarely 3.3%, average use 15.6%, frequently 40.9% and very frequently 37.9%. people between the age twenty five years and thirty five years is .0% very rarely, 5.4% rarely, average use 21.0%, frequently 45.1%, very frequently 28.6%. persons having age thirty five years and more is very rarely 9.6%, rarely 18.3%, average use 26.0%, frequently 34.6% and very frequently 11.5%. twitter users below twenty five years is very rarely 8.3%, rarely 8.3%, average use 19.2%, frequently 30.8%, very frequently 33.3%.persons age from twenty five to thirty five years, twitter user is 2.2% very rarely, 14.0% rarely, average use 22.6%, frequently 31.7% very frequently 5.3%. age of persons above thirty five years of age is 3.5% very rarely, 35.3% rarely, 23.5% average use, 23.5% frequently, 14.2% very frequently. Linkedin users below twenty five years of

age is very rarely 11.5% rarely 11.5%, average use 37.7%, frequently 23.0%, very frequently 16.2%. age in between twenty five years and thirty years is 5.3% very rarely, 20.7% rarely, 28.0% average use, 33.3% frequently, 12.7% very frequently. Persons thirty five years and above very rarely 5.7%, rarely 47.1%, average use 27.1%, frequently 17.1%, very frequently 2.9%. Others (specify) users are very rarely 4.4%, rarely .0%, average use 22.0%, frequently 25.3%, very frequently 48.4% which is people less than twenty five years. Person between twenty five years and thirty five years 2.0% very rarely, 3.9% rarely, 25.5% average use, 31.4% frequently, 37.3% very frequently. Age group of people of above thirty five years is 28.6% very rarely, .0% rarely, 28.6% average use, 28.6% frequently, 14.3% very frequently.

Conclusion: **It can be concluded that the use of the different social networking site changes with respect to different age group. So age group is one of the important factors to decide on the online marketing strategies.**

Gender:

| | | Gender | |
| | | MALE | FEMALE |
		Column N in percentage	Column N in percentage
Facebook	Very Rarely	**2.3%**	**3.0%**
	Rarely	**7.0%**	**6.4%**
	Average use	**16.4%**	**23.3%**
	Frequently	**42.1%**	**39.5%**
	Very Frequently	**32.1%**	**27.7%**
Twitter	Very Rarely	**3.1%**	**7.5%**
	Rarely	**13.7%**	**16.1%**
	Average use	**18.4%**	**24.0%**
	Frequently	**32.9%**	**26.4%**
	Very Frequently	**31.8%**	**26.0%**

LinkedIn	Very Rarely	4.8%	11.4%
	Rarely	19.3%	22.3%
	Average use	29.5%	36.1%
	Frequently	31.9%	19.3%
	Very Frequently	14.5%	10.9%
Others(specify)	Very Rarely	1.2%	7.4%
	Rarely	.0%	2.9%
	Average use	25.0%	22.1%
	Frequently	28.8%	25.0%
	Very Frequently	45.0%	42.6%

In this table, genderwise use of social networking site is explained. In case of facebook male has very rarely 2.3%, rarely 7.0%, average use 16.4%, frequently 42.1%, very frequently 32.1%. female has 3.0% very rarely, 6.4% rarely, 23.3% average use, 39.5% frequently, 27.7% very frequently. Twitter male users very rarely 3.1%, rarely 13.7%, average use 18.4%, frequently 32.9%, very frequently 31.8%. female twitter users are 7.5% very rarely, 16.1% rarely, 24.0% average use, 26.4% frequently, 26.0% very frequently. Male linkedin users are bery rarely 4.8%, rarely 19.3%, average use 29.5%, frequently 31.9% very frequently 10.9%.ther social networking site users, males are 1.2% very rarely, .0% rarely, 25.0% average use, frequently 28.8%, very frequently 45.0%. Female other site users are 7.4% very rarely, 2.9% rarely, 22.1% average use, frequently 25.0%, very frequently 42.6%.

- The good sense between gender and Facebook moreover Other social websites is non-significant indicates that the use of these sites do not changes proportionate to gender. While as for Twitter moreover LinkedIn the good sense is significant (Chi-square p-value < 0.05). It can be observed that the proportion of male using Twitter and LinkedIn Frequently/very frequently are 32.9/31.8 and 31.9/14.5 respectively.

Education:

		Education

		Up to 10th	12th	Plain graduation	Professional Graduation	Plain PG	Professional PG
		Column N in perc.	Column N in perc.	Column N in perc.	Column N in perc.	Column N in per.	Column N in per.
Facebook	Very Rarely	46.2%	3.3%	.0%	3.3%	3.1%	.0%
	Rarely	7.7%	13.3%	6.5%	7.3%	5.2%	4.9%
	Average use	23.1%	36.7%	22.7%	16.3%	15.6%	9.8%
	Frequently	7.7%	30.0%	36.9%	45.5%	45.8%	54.1%
	Very Frequently	15.4%	16.7%	33.8%	27.6%	30.2%	31.1%
Twitter	Very Rarely	25.0%	13.3%	1.3%	6.2%	12.5%	.0%
	Rarely	.0%	13.3%	17.5%	15.2%	10.2%	10.2%
	Average use	25.0%	33.3%	21.4%	13.4%	23.9%	30.6%
	Frequently	25.0%	26.7%	27.8%	41.1%	27.3%	22.4%
	Very Frequently	25.0%	13.3%	32.1%	24.1%	26.1%	36.7%
LinkedIn	Very Rarely	20.0%	33.3%	4.4%	7.4%	15.7%	.0%
	Rarely	.0%	22.2%	22.7%	25.5%	15.7%	13.6%
	Average use	40.0%	11.1%	29.3%	31.9%	40.0%	40.9%
	Frequently	40.0%	.0%	28.2%	23.4%	20.0%	36.4%
	Very Frequently	.0%	33.3%	15.5%	11.7%	8.6%	9.1%
Others(specify)	Very Rarely	.0%	25.0%	5.6%	7.1%	.0%	.0%
	Rarely	.0%	25.0%	1.4%	.0%	.0%	.0%
	Average use	.0%	.0%	18.3%	21.4%	33.3%	29.4%
	Frequently	100.0%	.0%	25.4%	35.7%	22.2%	35.3%
	Very Frequently	.0%	50.0%	49.3%	35.7%	44.4%	35.3%

The above table is distributed on the basis of the educational qualification. Facbook users educayed upto 10th is very rarely 46.2%, rarely 7.7%, average use 23.1%, frequently 7.7%, very frequently 15.4%. persons who have qualified upto 12th has very rarely 3.3%, rarely 13.3%, average use 36.7%, frequently 30.0%, very frequently 16.7%. Plain graduates very rarely .0%, rarely 6.5%, average use 22.7%, frequently 36.9%, very frequently 33.8%. Professional graduates very rarely 3.3%, rarely 7.3%, average use 16.3%, frequently 45.5%, very frequently 27.6%. Plain PG very rarely 3.1%, rarely 5.2%, average use 15.6%, frequently 45.8%, very frequently 30.2%. Professional PG very rarely .0%, rarely 4.9%, average use 9.8%, frequently 54.1%, very frequently 31.1%. twitter users educated upto 10th very rarely 25.0%, rarely .0%, average use 25.0%, frequently 25.0%, very frequently 25.0%. 12th passed use twitter very rarely 13.3%, rarely 13.3%, average use 33.3%, frequently 26.7%, very frequently 13.3%. Graduates are very rarely 1.3%, rarely 17.5%, average use 21.4%, frequently 27.8%, very frequently 32.1%. Professional graduates very rarely 6.2%, rarely 15.2%, average use 13.4%, frequently 41.1%, very frequently 24.1%. Plain PG very rarely 12.5%, rarely 10.2%, average use 23.9%, frequently 27.3%, very frequently 26.1%. Professional PG very rarely .0%, rarely 10.2%, average use 30.6%, frequently 22.4%, very frequently 36.7%. Linkedin users qualified upto 10th are very rarely 20.0%, rarely .0%, average use 40.0%, frequently 40.0%, very frequently .0%. qualified upto 12th are very rarely 33.3%, rarely 22.2%, average use 11.1%, frequently .0%, very frequently 33.3%. graduates are very rarely 4.4%, rarely 22.7%, average use 29.3%, frequently 28.2%, very frequently 15.5%. professional graduates very rarely 7.4%, rarely 25.5%, average use 31.9%, frequently 23.4%, very frequently 11.7%. Plain PG very rarely 15.7%, rarely 15.7%, average use 40.0%, frequently 20.0%, very frequently 8.6%. Professional PG very rarely .0%, rarely 13.6%, average use 40.9%, frequently 36.4%, very frequently 9.1%. Other users who hasd qualification upto 10th very rarely .0%, rarely .0%, average use .0%, frequently 100.0%, very frequently .0%. 12th qualified users very rarely 25.0%, rarely 25.0%, average use .0%, frequently .0%, very frequently 50.0%. Graduates are very rarely 5.6%, rarely 1.4%, average use 18.3%, frequently 25.4%, very frequently 49.3%. Professional Graduates very rarely 7.1%, rarely .0%,

average use 21.4%, frequently 35.7%, very frequently 35.7%. Plain PG very rarely .0%, rarely .0%, average use 33.3%, frequently 22.2%, very frequently 44.4%. Professional PG very rarely .0%, rarely .0%, average use 29.4%, frequently 35.3%, very frequently 35.3%.

- The relationship between the Education and Facebook, Twitter, LinkedIn and Other social networking sites is significant (Chi-square p-value < 0.05).

Income:

		Income			
		Below three lac	Three lac to six lac	Six lac to ten lac	More than ten lac
		Column N in percentage	Column N in percentage	Column N in percentage	Column N in percentage
Facebook	Very Rarely	1.2%	3.2%	.0%	.0%
	Rarely	8.8%	5.2%	6.4%	11.7%
	Average use	20.0%	13.5%	29.8%	31.7%
	Frequently	38.8%	45.8%	48.9%	41.7%
	Very Frequently	31.2%	32.3%	14.9%	15.0%
Twitter	Very Rarely	14.1%	6.6%	.0%	.0%
	Rarely	19.2%	11.8%	27.7%	23.3%
	Average use	16.7%	20.4%	31.9%	36.7%
	Frequently	23.1%	28.9%	21.3%	26.7%
	Very Frequently	26.9%	32.2%	19.1%	13.3%
LinkedIn	Very Rarely	19.5%	8.6%	.0%	.0%
	Rarely	19.5%	15.6%	34.1%	26.7%
	Average use	27.3%	29.7%	34.1%	41.7%
	Frequently	19.5%	31.2%	18.2%	26.7%

	Very Frequently	14.3%	14.8%	13.6%	5.0%
Others(specify)	Very Rarely	2.9%	1.6%	.0%	.0%
	Rarely	.0%	.0%	.0%	.0%
	Average use	23.5%	29.0%	60.0%	16.7%
	Frequently	11.8%	35.5%	20.0%	50.0%
	Very Frequently	61.8%	33.9%	20.0%	33.3%

The above division shows on the basis of the income of an individual. Facebook users having income below three lakhs are very rarely 1.2%, rarely 8.8%, average use 20.0%, frequently 38.8%, very frequently 31.2%. people having income between three lakhs and six lakhs are very rarely 3.2%, rarely 5.2%, average use 13.5%, frequently 45.8%, very frequently 32.3%. persons having income between six lakhs and ten lakhs very rarely .0%, rarely 6.4%, average use 29.8%, frequently 48.9%, very frequently 14.9%. people having income above ten lakhs very rarely .0%, rarely 11.7%, average use 31.7%, frequently 41.7%, very frequently 15.0%. Twitter users lwss than three lakhs income very rarely 14.1%, rarely 19.2%, average use 16.7%, frequently 23.1%, very frequently 26.9%. income of people from three lakhs to six lakhs very rarely 6.6%, rarely 11.8%, average use 20.4%, frequently 28.9%, very frequently 32.2%. Income of users of not less than six lakhs and not more than ten lakhs very rarely .0%, rarely 27.7%, average use 31.9%, frequently 21.3%, very frequently 19.1%. income of twitter users are more than ten lakhs very rarely .0%, rarely 23.3%, average use 36.7%, frequently 26.7%, very frequently 13.3%. Linkedin users having income lower than here lakhs very rarely 19.5%, rarely 19.5%, average use 27.3%, frequently 19.5%, very frequently 14.3%. Three lakhs to six lakhs income group people very rarely 8.6%, rarely 15.6%, average use 29.7%, frequently 31.2%, very frequently 14.8%. six lakhs to ten lakhs income group people very rarely .0%, rarely 34.1%, average use 34.1%, frequently 18.2%, very frequently 13.6%. Above ten lakhs income group people very rarely .0%, rarely 26.7%, average use 41.7%, frequently 26.7%, very frequently 5.0%. Other social sites users comes below three lakhs very rarely 2.9%, rarely .0%, average use 23.5%,

frequently 11.8%, very frequently 61.8%. income lower than three lakhs higher than six lakhs very rarely 1.6%, rarely .0%, average use 29.0%, frequently 35.5%, very frequently 33.9%. income from six lakhs and ten lakhs very rarely .0%, rarely .0%, average use 60.0%, frequently 20.0%, very frequently 20.0%. More than ten lakhs of income very rarely .0%, rarely .0%, average use 16.7%, frequently 50.0%, very frequently 33.3%.

- The relationship between the Income and Facebook, Twitter and LinkedIn sites is significant (Chi-square p-value < 0.05) for other SNS.

		Profession			
		Student	Service	Housewife	Professional
		Column N in percentage	Column N in percentage	Column N in percentage	Column N in percentage
Facebook	Very Rarely	1.4%	2.5%	8.1%	3.2%
	Rarely	3.4%	9.5%	.0%	4.8%
	Average use	8.2%	22.2%	45.9%	22.6%
	Frequently	41.5%	42.5%	32.4%	48.4%
	Very Frequently	45.6%	23.4%	13.5%	21.0%
Twitter	Very Rarely	2.4%	6.1%	7.7%	6.7%
	Rarely	5.7%	20.4%	11.5%	11.7%
	Average use	10.6%	23.9%	30.8%	25.0%
	Frequently	42.3%	24.6%	30.8%	36.7%
	Very Frequently	39.0%	25.0%	19.2%	20.0%
LinkedIn	Very Rarely	4.3%	7.8%	25.0%	10.0%
	Rarely	15.7%	24.4%	33.3%	12.0%
	Average use	40.0%	32.6%	16.7%	30.0%
	Frequently	27.1%	23.6%	25.0%	38.0%
	Very Frequently	12.9%	11.6%	.0%	10.0%
Others(specify)	Very Rarely	12.5%	1.1%	100.0%	9.1%
	Rarely	.0%	.0%	.0%	9.1%
	Average use	15.6%	29.3%	.0%	18.2%

	Frequently	28.1%	27.2%	.0%	36.4%
	Very Frequently	43.8%	42.4%	.0%	27.3%

The table has divided on the basis of the profession of the people. Facebook students users are very rarely 1.4%, rarely 3.4%, average use 8.2%, frequently 41.5%, very frequently 45.6%. serviceman users are very rarely 2.5%, rarely 9.5%, average use 22.2%, frequently 42.5%, very frequently 23.4%. Housewifes uses facebook very rarely 8.1%, rarely .0%, average use 45.9%, frequently 32.4%, very frequently 13.5%. professionals are very rarely 3.2%, rarely 4.8%, average use 22.6%, frequently 48.4%, very frequently 21.0%. Twitter uses by students are very rarely 2.4%, rarely 5.7%, average use 10.6%, frequently 42.3%, very frequently 39.0%. service crowd are very rarely 6.1%, rarely 20.4%, average use 23.9%, frequently 24.6%, very frequently 25.0%. Housewifes are very rarely 7.7%, rarely 11.5%, average use 30.8%, frequently 30.8%, very frequently 19.2%. professional are very rarely 6.7%, rarely 11.7%, average use 25.0%, frequently 36.7%, very frequently 20.0%. Students who uses linkedin are very rarely 4.3%, rarely 15.7%, average use 40.8%, frequently 27.1%, very frequently 12.9%. Serviceman users very rarely 7.8%, rarely 24.4%, average use 32.6%, frequently 23.6%, very frequently 11.6%. Housewifes are very rarely 25.0%, rarely 33.3%, average use 16.7%, frequently 25.0%, very frequently .0%. professional uses linkedin are very rarely 10.0%, rarely 12.0%, average use 30.0%, frequently 38.0%, very frequently 10.0%. For other sites students users are very rarely 12.5%, rarely .0%, average use 15.6%, frequently 28.1%, very frequently 43.8%. Service going users are very rarely 1.1%, rarely .0%, average use 29.3%, frequently 27.2%, very frequently 42.4%. House wives are very rarely 100.0%, rarely .0%, average use .0%, frequently .0%, very frequently .0%. professional are very rarely 9.1%, rarely 9.1%, average use 18.2%, frequently 36.4%, very frequently 27.3%.

- The relationship between the profession and Facebook, Twitter, LinkedIn and Other social networking sites is significant (Chi-square p-value < 0.05).

- The use of social networking increases if the person is involved in decision making. More the involvement more will be use.

- The observed relationship is strong for the Twitter than that of other social networking sites.

Comparison of the parameters of the consumer buying behavior:

• Parameters	• N	• Mean Rank
• Q5.1	• 599	• 3548.78
• Q5.2	• 593	• 3490.43
• Q5.3	• 600	• 3432.00
• Q5.4	• 596	• 3938.38
• Q5.5	• 582	• 4144.64
• Q5.6	• 598	• 3823.72
• Q5.7	• 600	• 3968.81
• Q5.8	• 599	• 3950.12
• Q5.9	• 599	• 3932.83
• Q5.10	• 599	• 4318.99
• Q5.11	• 596	• 3791.08
• Q5.12	• 597	• 4001.11
• Q5.13	• 597	• 4078.25

The above table shows the different parameters of consumer buying behaviour. The question 5.1 has a number of 599 with a mean rank of 3548.78. Question 5.2 has 593 in number and 3490.43 mean rank. Question 5.3 has 600 number and 3432.00 mean rank. Question 5.4 has 596 number with mean rank of 3938.38. Question 5.5 has 582 in number with 4144.64 mean rank. Question 5.6 has 598 in number with mean rank of 3823.72. Question 5.7 has 600 numbers and 3968.81 mean rank. Question 5.8 has 599 in numbers and mean rank is 3950.12 question 5.9 has 599 number and 3932.83 mean rank. Question 5.10 has number of 599 and mean rank is 4318.99 Question 5.11 has 596 number and mean rank of 3791.08. Question 5.12 shows 597 numbers and 4001.11 mean rank. Question 5.13 has 597 nuber and 4078.25 mean rank.

The significant Kruskal-Wallis test results indicates that parameters about products and services (parameters of customer buying behaviour) differ when compared. The highest mean rank (4318.99) value is for "I share feedback about a product or service bought/used from some organization in recent past" and the least mean rank is for "I share the information about product or service by writing reviews or blogs". This indicates that respondents significantly agree that they share the feedback about the products but not by writing reviews or blogs".

Three latent variables are constructed using the observed variables by the method of factor analysis. These three variables are further compared to check if any significance of difference between these variables. The following desk suggest list of many variables in each of the Latent variable.

• I read the opinions shared by friends through social networking sites before buying the product.	• Study net review or blog about that particular goods which I want to buy.	•
• I share feedback about a product or service bought/used from some organization in recent past.	• I visit company website and provide score for a particular goods or service employ by me.	•
• I employ social websites to seek opinions about goods/services	• Myself employ social website to write blogs very frequently.	• Myself employ social media to view online Advertisement.
• Myself share the links of my favourite brands with friends and relatives using social networking sites.	• I share the information about product or service by writing reviews or blogs.	• I reply questions and promotional offers received through social websits.

- The results, when we compared all the observed variables independently show significance of difference but when all the three variables Social Networking Sites, Blogs and other, Advertisement through internet when compared showed no significance of difference. This indicates that the factors determining the consumer buying behavior are all equally important.

- The result of the hypothesis on employee between use of social websites and consumer buying behaviour indicates that there is positive impact of social websites on consumer buying behavior.

Hypothesis on Social websites marketing and traditional channels of marketing is tested by comparing the preference in each of the category.

• Social Media Marketing Channels	• Traditional Marketing Channels
• Facebook	• Radio
• Twitter	• Television
• LinkedIn	• Newspaper
• Blogs	• Pamphlet
• E-Mail	• Text Message
• Online Marketing	•

- Social media marketing is significantly (Wilcoxon signed rank test p-value < 0.05) preferred by consumers over traditional channels of marketing.

- All the marketing channels are not preferred equally some of them are preferred more than others. The highest preferred channel is online marketing (Mean rank is 4114.99) and the least preferred channel is LinkedIn (mean rank = 2545.77).

- Facebook and Twitter are equally preferred by the customers as marketing channel.

- Facebook is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 684.99) than LinkedIn (with mean rank 492.56).

- Facebook is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 686.89) than Blogs (with mean rank 505.80).

- Facebook is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 687.74) than radios (with mean rank 501.48).

- Facebook is almost preferred (result of the Mann-Whitney U test p-value > 0.05 with mean rank 600.26) as that of television (with mean rank 590.71).

- Facebook is almost preferred (result of the Mann-Whitney U test p-value > 0.05 with mean rank 600.92) as that of newspaper (with mean rank 593.07).

- Facebook is almost preferred (result of the Mann-Whitney U test p-value > 0.05 with mean rank 601.78) as that of E-Mail (with mean rank 588.16).

- Facebook is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 687.74) than Radio (with mean rank 501.48).

- Facebook is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 684.99) than Pamphlet (with mean rank 492.56).

- Facebook is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 643.60) than Text message (with mean rank 551.40).

- Online marketing is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 647.28) than Facebook (with mean rank 548.64).

- Twitter is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 668.21) than LinkedIn (with mean rank 508.02).

- Twitter is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 669.59) than Blogs (with mean rank 521.41).

- Twitter is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 669.48) than radios (with mean rank 518.14).

- Television is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 606.29) than twitter (with mean rank 582.75).

- News paper is almost preferred (result of the Mann-Whitney U test p-value > 0.05 with mean rank 608.60) as that of twitter (with mean rank 583.37).

- Email is almost preferred (result of the Mann-Whitney U test p-value > 0.05 with mean rank 601.97) as that of twitter (with mean rank 586.07).

- Twitter is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 620.93) than Pamphlet (with mean rank 570.07).

- Twitter is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 684.99) than Pamphlet (with mean rank 492.56).

- Twitter is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 625.82) than Text message (with mean rank 567.28).

- Online marketing is preferred more significantly result of (the Mann-Whitney U test p-value < 0.05 with mean rank 660.55) than Facebook (with mean rank 533.13).

- Blogs are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 596.64) than LinkedIn (with mean rank 581.19).

- Radio is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 598.39) than LinkedIn (with mean rank 576.42).

- Television is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 681.93) than LinkedIn (with mean rank 492.30).

- News paper is almost preferred (result of the Mann-Whitney U test p-value > 0.05 with mean rank 683.97) as that of twitter (with mean rank 492.75).

- Email is almost preferred (result of the Mann-Whitney U test p-value > 0.05 with mean rank 668.87) as that of LinkedIn (with mean rank 504.73).

- Twitter is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 620.93) than Pamphlet (with mean rank 570.07).

- Pamphlet is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 642.19) than LinkedIn (with mean rank 534.62).

- Text Messages are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 644.13) than LinkedIn (with mean rank 534.48).

- Online marketing is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 725.10) than Facebook (with mean rank 452.2).

- Radios are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 596.82) than BLogs (with mean rank 591.19).

- Televisions are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 683.37) than Blogs (with mean rank 505.93).

- Newspapers are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 685.43) than LinkedIn (with mean rank 506.42).

- E-Mail are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 670.62) than Blogs (with mean rank 517.76).

- Pamphlets are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 642.64) than Blogs (with mean rank 548.36).

- Text messages are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 644.29) than blogs (with mean rank 548.55).

- Online marketing is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 728.62) than LinkedIn (with mean rank 464.71).

- Television is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 683.59) than radio (with mean rank 502.26).

- Newspaper is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 685.55) than radio (with mean rank 502.84).

- Emails are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 669.53) than Radio (with mean rank 515.47).

- Pamphlets are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 640.29) than radio (with mean rank 547.47).

- Text messages are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 642.60) than radio (with mean rank 546.99).

- Online Marketing is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 730.02) than radio (with mean rank 459.62).

- Television and Newspaper are equally preferred (result of the Mann-Whitney U test p-value > 0.05).

- Television and E-Mails are equally preferred (result of the Mann-Whitney U test p-value > 0.05).

- Television is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 633.17) than Pamphlet (with mean rank 555.96).

- Television is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 638.01) than LinkedIn (with mean rank 553.27).

- Online Marketing is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 649.23) than Television (with mean rank 542.32).

- News papers and E-Mails are equally preferred (result of the Mann-Whitney U test p-value > 0.05).

- News Paper is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 635.40) than Pamphlets (with mean rank 556.54).

- Newspapers are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 640.16) than text messages (with mean rank 553.91).

- Online Marketing is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 649.93) than newspaper (with mean rank 544.89).

- E-Mails are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 624.91) than Pamphlet (with mean rank 563.24).

- E-Mails are preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 629.62) than Text messages (with mean rank 560.67).

- Online Marketing is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 647.51) than E-Mail (with mean rank 542.96).

- Pamphlet are almost equally preferred to Text message than LinkedIn (result of Mann-Whitney U test p-value > 0.05).

- Online Marketing is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 682.33) than Pamphlet (with mean rank 511.24).

- Online Marketing is preferred more significantly (result of the Mann-Whitney U test p-value < 0.05 with mean rank 689.91) than Text Messages (with mean rank 505.94).

Conclusion: The comparison of Social networking channels as whole and tradition marketing channels as a whole results in favor of social networking channels as respondents significantly preferred social networking channels than tradition marketing channels. The independent channel comparison reveals that some of the social networking channels are even not preferred and some of the traditional marketing channels are preferred. Like Online Marketing, Facebook, Twitter and E-Mail are preferred significantly by the customers when compared with tradition marketing channels but traditional channels like Television, Newspaper and Text messages are also preferred by most of the customers. So social networking channels are appreciated but not at the cost of the traditional marketing channels Television, Newspaper and Text messages.

- The comparison of the social media channel and tradition media channels is carried out on the basis of different essential features of the advertisements. These features makes advertisement more attractive and reachable to the expected population. On the source of the information analysis myself have following observations.

- Social websites advertisements are more **Interesting and attractive** advertisements than that of traditional advertisements

- Social media channel advertisings are more **Interactive advertisements** than that of traditional advertisements.

- Social media channel advertisings are more **Informative advertisements** than that of traditional advertisements.

- Social media channel advertisings are more **Reliable advertisements** than that of traditional advertisements.

- Social media channel advertisings are more **Ability to change views about the products** than that of traditional advertisements.

- Social media channel advertisings are more **Fast spreading advertisements** than that of traditional advertisements.

- Social media channel advertisings are more **Long lasting effect on perception of a brand or product** than that of traditional advertisements.

- Social media channel advertisings are more **Reach to the target population** than that of traditional advertisements.

- Social media channel advertisings are more **Credibility** than that of traditional advertisements.

- Social media channel advertisings as a whole has significantly more impact than that of the traditional media advertisements.

Conclusion: The comparison of Social media advertising channels as whole and tradition channels advertising as a whole results in favor of Social media advertising channels. On every aspect of the advertising respondents agree that Social media advertising channels are better than that of tradition media advertising.

The following table gives the hypothesis and the results of the data analysis for these hypothesis.

Sr. No.	Hypothesis	Results
1	**Ho:** All social media types are not equally preferred by consumers for buying decisions. **H1:** All social media types are equally preferred by consumers for buying decisions.	Null Hypothesis Rejected
2	**Ho:** There is no positive impact of social media on consumer buying behavior. **H1:** There is positive impact of social media on consumer buying behavior.	Null Hypothesis is rejected
3	**Ho:** Social media marketing is not preferred by consumers over traditional channels of marketing. **H1:** Social media marketing is preferred by consumers over traditional channels of marketing.	Null Hypothesis is rejected
4	**Ho:** Area of consumer and impact of different marketing channels are independent of each other. **H1:** Area of consumer and impact of different marketing channels are not independent of each other.	Null Hypothesis rejected

CHAPTER 06

SUMMARY, CONCLUSION, AND SUGGESTIONS

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.

6.1 Introduction of social websites

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 researchers 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 helps them to contribute the broken bonds.

6.1.1 Social Media Marketing

Social websites that doing Marketing is an online way of communication powered by Internet for Social Communication. It is one kind communication in two ways. By the help of social media marketing not only products, goods and services are exchanged but also is way of exchange of content generated by users.

The Social Media was began 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 whatsup, 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 ultiuser 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 society including industrial society 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 websites

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 taken days to reach and do communication with any of consumer but now the situation has changed a lot.

Social media marketing has changed however shoppers and sellers communicates. 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.

6.1.2 Consumer Behavior.

Consumer behavior is a very difficult phoneme 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.

6.1.3 Purchase decision made by consumer and social media marketing

On daily basis four thousand six hundred photos are uploaded and downloaded in instrgram, 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 describe the method a client goes through once by a goods. It consist 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.

6.1.4   Various Effects of Social Media Marketing on Consumer behavior.

Introduction of Social websites has created an extra ordinary 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 you tube. Each and every day 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.

6.1.5   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 avoiding frauds. So it can be seen that since last ten years social media has done extra ordinary work in the life of the consumers.

6.2   Review of Literature.

Various researchers have already done the research and undertaken and investigated about how social websites which are doing job of marketing on

consumer purchasing decision behavior. Researcher has done to find out the important gap between the research done by many researchers and research which is going to do. Researchers has collected the literature from various national Journals, International Journals and many thesis too.

In study conducted by bikhchandani in the year 1998which shows whether or not consumers shall buy or not to buy goods and services and whether or not they inform about goods to others. These are mostly used as characters for purchase habit. Plus this study shows the result of knowledge an social media by different goods and services. Features are without condition with different addition power by buyer. At the end to come up to conclusion that the buyers try to show totally different types of engagement in different situations where they feel issue with branding buying and affecting to others.

A research scholar of CMS, Comibatore mad his research on interpersonal relationship by using social media. The main objective his research are interpersonal relationship in changing life style. How social networking sites are helping in that. Result found on the bais of data collected from various male students and female students from the combitore and channai. Total sampling were taken as 600. The result shows that majority of the students are using or taking the help of facebook that is nearly 68.5%. Where as only 16.8% are don't have inter relationship with each other without using the social networking sites.

Other research made by Niclson in the year Two thousand and ten an Austrian Young generation who are using social networking sites. He clearly indicated the result that around from the age of 16 to 29 years of age using internet users are around 90%. Many young generation people are using internet at home. Around 78% of people are having broadband at their house. Nowadays young people are using internet on the Mobile Phones too. Not only they are downloading something but except that they are looking information, sending mails and receiving which is rapidly increasing. Whereas 12 to 17 years are less. He concluded not only social networking sites are the facility of communication but also sharing varied information like likes or dislikes on Facebook, Blogs remains at the top ten position.

Alem Arnavtoue presents his study saab automobile. The study gives emphasis on how in the current situation and explaining also how to use

media in their strategy of marketing. Authors uses the qualitative approach to collect the data. The findings of the study show that customers are allowed to use two way communications. The customer can do complaints online by using of internet and it can be seen that social media is very cost effective way not only to reach the local, national but global customer too.

A white paper published in the year Two thousand and ten "Social Media Analytics" and that paper has two authors that is Bisal Rani and Dasgupta Punyaborta. In that paper explaination is given that how importance is Social Media. The paper throws a light on current social media, ever changing the mind and behavior of consumer. The authors summaries the list of various types of social media used as Matrics. Like conversation value, demographics matrics, message reach, share of voice, viral factor, conversation buzz and sentiments type. Report explain that how facebook, youtube or twitter can be used for a solution to a specific problem.

In research conducted by Kim youg shows how purchasing choices are mostly affected who is the consumer is aware of and fault. Many online buyers ask for the helping before purchasing branded goods and services too. Many social sites communities help customers to express their encounter by transferring the rating done by others. Views and their reviews and infer among faithfully members. Online sites that how take information on the social sharing between customers is their online websites, to understand and find out social influence on purchase steps, to increase customer maintaining relationship management and try to raise their sales and revenues

Research conducted by Gurasakal in the year 2009 related to effect of media into the full world how leziure time should spend in interact on social websites. Which are doing job of net and marketing. Nowadays consumption pattern have changed. Mostly place can be choose by seller as well buyer too are now changing by finding in internet or mail, various websites as also transferring information in social networking sites. Because of the great role of social websites, the time devoting on the internet increases and consumers. Passing from old physical to new strategic environment. Social media have become an important environment where goods and services are done through publicity, improving are mentioned, and product are going to be purchased and not to be purchase.

In the wordings where survey conducted by Iyenger raghurama which found out in the city of Korea, how many friends affect purchasing of goods and services through social network. Study shows and giving importance on two important and powerful questionnaires out of that the first one is there any affection by friends on buying by consumers in social media and where as the another question shows if yes then how such affecting which buyers are affected. To improve the analysis the data collected from various sample taken from social networking websites. Sample data of more than two hundred users of social networking sites for last ten weeks of purchase and non-buying information was collected. The researcher build a sample model of the final decision of purchasing and non-purchasing and also with the amount paid. Bayesian and monte carlo technique system was used to estimated model. And finally result showing that there are many different types of consumers with different behavior of consumers.

In the enquiry made by Kozinets in the year 2010 which shows that websites buyers and teams makes an attempts to understandable creating on the behavior of buyers of and also in purchasing decision. Taking an example the public discussions showing behavior of consumers and departments of social networking sites of social media offers buyers to collect information about goods and services, which helps mostly to them to decide on the selection of the purchasing of goods and services.

Articles of Miller which conducted in the year 2010 shows that more than eleven million buyers uses more than seventy percent of social networking buy various goods and services. The consumers give very and most important information concerning the product and goods and transfer suggestions with various consumers over social networking.

In the wordings of Zembik Marta which was conducted in the year 2014 shows that social websites affecting of public departments, social websites and various blogs and many more that is used for exchanging of some information. The information given in social websites is advantages for firms and customers. Many consumers taken advantage from the goods information posted by many people, rating by other buyers. Firms taken benefit by the information given by the customers in social media about their products, getting the reply on their goods market, about the caliber customer, and

demographic feature. This survey given emphasis on how social websites, information is important for companies and customers in their making of decision.

Survey conducted by Am Sakkthival which is showing analysis and interpretation an attempt to find out the effect of social websites on young ladies consumers purchasing behavior from those countries who are Islamic trust countries. This study follow up structural modeling equation to find out the effect on young ladies customers and the final result showed that brand, society and many teams and extra effect over young ladies consumers exchange shopping behavior through social sites.

The research conducted in the year 2015 by Saboo Alok which shows that according to social theory of identity, customers work without hesitation to raise the affections of the teams people in the group. In the world of music world the researcher showed that consumers will embed in three social activities to raise the effectiveness of their brands. First they showed sent sample of music in social sites, secondly they instrument to follow artists in social sites and most importantly thirdly they put rates on the artists social sites. With respect to researched brand attachment, the researchers discuss that these three different types of activities are social media influence the consumer behavior many statistical analysis and interpretation were made and used with more than thirty six music lovers more than seventy three weeks and the final conclusion shown that of the consumer is affected by social sites and its work.

Survey conducted by Pietro in the year 2012 which clearly indicates the use of social websites. In general and many websites in particular like facebook, Skype which influencing buying thought. They search happiness in using social websites for buying thinking. The survey shows about consumers intentions and suggestions on facebook, happiness in survey the information on goods and brands, behavior is the use of many techniques given by social websites for purchasing decision of the goods. The survey also helping in proper way of keeping relations between the behavior of consumers with social networking and buying habit of many consumers.

In the wordings of Esche Vordem which conductg study in the year 2013 showing that initially, social networking shows are in all the most different

challenges for promoting managing directors. A just now study by the marketing manager promotion did at the city of country Germany, that asked from six managers to say about the most valuable businessman challenges above continuous few years, find that around ninety percent those who given response in social media.

Study conducted by Grahl which shows the ground experiment in an social website where the showing of goods is considered on like for the goods and services too. The research clearly shows that casual answer of social helping on finding of consumer behavior. Experiment done on the few week basis with old and many consumers. And ultimately result shows that social helping reasons increase in income, compared to sales is last method. The findings of social suggestions result in more than twenty two higher probability rate of purchasing goods by them who are users or using first time.

6.3   Main objectives of the present study:

6.3.1   The main objectives of the study shows how social media marketing has changed the life of consumers. Not only traditional media changed but now in modern era social media marketing has emerging rapidly.   People are sharing their views on various social media marketing like whats up, youtube, facebook, skype, and many and the aim and objectives of this study clearly showing that how social media preferred by consumers for buying decision channels, many people are preferred by customers, and researcher has taken thane area for research work.

6.3.2.   Importance and utility of research:-

Importance and utility of the research shows that there is either favorable or unfavorable relationship or its impact between various social sites which are affecting marketing, and to understand social sites how media is going to change the behavior of consumer. Understanding the idea of social media and consumer behavior, also understand the idea of different factors which going to change the mind of the customer. To understand this that is the concept of social sites like Skype, Facebook, Twitter and many more how it changes the mind of the consumers. Researcher has tried to find out how old media channels are different from various modern channel of marketing as well as researcher has tried to find out the usefulness of social websites which

are doing the job of marketing which has changed total outlook of consumers with respect to buying behavior.

6.3.3   Steps or Process of Methods of research:-

There are very important things have to understand that process of research is system to complete the related problem. It is not an art only but the science too of describing how to do research scientifically and systematically. It is the logic method used in relation of search. Here situation can be understand from various different types of reviews and related information. The researcher has try to understand the problem which give him road map or blue print which clearly indicate how to complete the related problem. Steps and procedure of research consist of series of various actions or steps needed compulsory to carry out research work systematically. It not only involves research methods but also behind logic the methods we use, in the relation of research. Researcher has taken into consideration lot of things before come to final conclusion and trying to come to a proper conclusion.

6.3.4   Scope of the study

Researcher has tried to find out the scope with various parameters like location-Thane city, bhiwnadi, wada, ulhasngar, Gender- Male and Female, Age group -18 to 55 years and above also considered for that. Occupation- Researcher has taken various respondents like students, professionals, service class employees, housewife and many others.

6.3.5   Methods of Statistics used in Research:-

For the purpose of research many analysis of simple data information which is descriptive in nature and statistics which is descriptive has used. Many different types of diagrams and many different types of charts like Diagrams which is having Bars, Pie, Multiple and many more Given pressure and highlight which increase the impart of social media, behind many techniques used in statistics researcher has used various other techniques too like Dispersion, Chi-square. Various ways of tabulation and many more by the researcher.

6.3.6   Sources of Data Collection:-

The researcher has collected the data from various sources like original and first hand information that is primary or main sources. It is always collected first time. It can be collected from various respondents related to that

particular research. Here also researcher has tried to collect the data from various respondent personally by visiting many places like social site companies, house of working population, their offices and researcher has tried to collect the first and original information.

The research also used the additional sources of data are some of them are published sources and some of them are unpublished sources. Additional or secondly sources is that sources which is already collected by same edge. And it is analyzed and tabulated too.

Researcher has tried to collect sources from various books, journals, E-journals, Government publications and many more.

Utmost care has been taken by the researcher while collecting data from various sources which may be first hand or published or unpublished.

Period of the study done by researcher:-

Researcher has taken into consideration many years in general and last twenty years in particular. That is up to 2016.

6.3.7 Statistical methods

For the purpose of various analyses simple data descriptive statistics methods has used. Diagram and various different types of charts like bar diagram, pie diagram, multiple bar diagram used to emphasis and highlight growth of impact of social media. Except above statistical tools, researcher has used various other tools too like charts, measures of dispersion, analysis of dispersion, chi-square test, tabulation used by the researcher.

6.3.8 Examination of Hypothesis:-

Hypotheses are tentative generalizations which are yet to be tested or examine. The research has used various tools and techniques used to examine the hypothesis like Analyzing of factor, variable, test which is known as chi-square and multi variable etc.

6.4 Summary and findings

Social Networking Sites are nowadays growing day by day. It is an important channel for the Consumers to take proper decision to buy the product.

6.4.1 Summary of findings:

Age Wise Distribution

The total number of respondent was divided in between 25 years, 25 - 35 years and above than 35 years which shows that 45.1% of the respondent

who are involved in age group of 18- 25 years, 25 -35 are 37.5% whereas more than 35 Years of age are 17.4 %

Gender Wise Distribution

The gender is one of the important parameter for the present study. Both Male and Females are observed 50 %.

Education Wise Distribution

Education is an essential Modulating parameter of the study. Education wise respondents are taken from 10th till post graduation.

Income Wise Distribution

On the basis of income which is also very important parameter of Social Networking Sites. The Respondent included in the Survey from less than 3 Lakhs & More than 10 Lakhs.

Profession Wise Distribution

Profession is random category for the respondents profession wise the respondent are student, service class people, Housewife and some professional are there. Among that service class people are almost 57% which is significant portion whereas Housewife are least which is approximately 7% of respondent data.

Various Social Networking Sites are taken consideration like Facebook, Twitter, Online Marketing, Link din and Other Social Networking Sites.

Age, Gender, Income, Occupation and Education are considered as important parameters which may have affect of Social Media Marketing.

6.5   Summary of conclusion:

Major Findings and Conclusions:-

Basic Data Distribution:

1.   The researcher has considered various Social Websites which are doing the Job of Networking that is Facebook, Whatsapp, Twitter and many more.

2. The research shows that Facebook usage is 19% who are using very rarely whereas 40.3% are using very frequently whereas 29.8% are using average use.

3. In case of Twitter the number is 32.1% who are using very rarely whereas 33.3% are using very frequently and 27.5% are using Average.

4. In case of Linkdin 40.5% are users who are using very rarely and 11.8% who are using frequently and 33.8% are these who are using Average use.

5. Others like YouTube, Google etc. the number of very rarely users 8.3%and in the case of very frequently the number is 14.7% and average number of users are 8.8%

6. The total numbers of respondents are 1675 which are divided into various use like Facebook 600, Twitter 513, Linkdin 412, others are 150. So it shows the highest users are Facebook whereas Twitter and finally Linkdin at last.

Facebook:

7. In the case of Facebook comparison with Twitter. Facebook usage are mean rank of 586.07 whereas in case of twitter are 523.00 which shows Facebook is higher as compare to Twitter.

8. The comparison of Facebook and Linkdin shows that total Facebook users are 600 and Linkdin has 412. The finding shows that Facebook have users more than that of Linkdin as mean rank of former is 583.89 whereas later having 393.30 which shows that Facebook users are more as compared to Linkdin.

9. The comparison of Facebook and others shows that mean rank of others means Linkdin, Twitter and other Social Networking Sites are 406.45 whereas that of Facebook is 367.76 which shows as compare to Facebook other Networking Sites are using by respondent.

Twitter:

10. Comparison made between Twitter and others. The total number of respondent given information about Twitter is 513 whereas that of others are 150 the result shows that Facebook, Linkdin are using by many respondent as compare to Twitter which shows mean rank of 316.92 in case of famer and 383.57 in case of lata.

11. Comparison made of Linkdin and others the respondent of Linkdin are 412 whereas that of others are 150 the mean rank of there are 248.50 and 372.13 which shows that others that means Facebook, Linkdin and Twitter are used more significantly as compare to Linkdin.

12. Age wise comparison did of Facebook which shows that 57.3% of population are below age of 25 years using Facebook whereas in case of

25 to 35 years of age the 36% and in case of more than 35 years of age only its 6.7% who are using very frequently.

13. Comparison did against Gender who are using Facebook. There 53.9% male members are there who are using Facebook very frequently whereas in case of Female its 46.1%, 43.8% are using very rarely by male and 56.2% in case of Female.

14. Comparison made against education which shows that the there are many respondent who are undergraduate and many are graduates and professionals too. Those have done 10th Standard are using Facebook upto 1.1% and in case of graduates it raises to 49.7 who are using Facebook frequently.

15. Income taken as a source of comparison and seen that nearly 54.9% respondents are there who are using Facebook have a salary of 3 Lakhs to 6 Lakhs are using Facebook very frequently whereas in case of more than 10 Lakhs of income respondents are only 9.9%.

16. Profession wise Student, Service respond consideration results shows that students are using much more of Facebook that is 41.6% whereas Housewives are using very less Facebook that is 3.1%.

17. In the case of Twitter as age wise comparison made it shows that respondents are of 25years of age 25-35years and more than 35years of age too. The respondent who are using Twitter are 54.4% in the age group of less than Twenty Five years of age whereas in case of 25 to 35years of age 37.4% and in case of more than 35years of age only it is 8.2%.

18. As of against Gender comparison made there are 55.1% Male who are using Twitter very frequently and in case of Female the number goes to 44.9% whereas 29.6% are using very rarely by Male members and in case of Female it goes to 70.4%.

19. As against Education respondent are from 10th Standard to Post Graduate too. Only 0.7% are using very frequently Twitter whereas plain Post Graduate students are using 15.8% and plain Graduate students it goes to 51.4%.

20. In case of income those who are using Twitter are 56.3% in the age group of 3 Lakhs to 6 Lakhs and result shows that only 9.2% are using more than 10 Lakhs.

21. Professionally, the response shows that students are using Twitter 35.6% very frequently, service class are using 51.9%pp whereas in case of Housewives it is confined to 3.7% only.

Linkdin:

22. In case of age group the age wise comparison made than Linkdin was using by below 25years of age are 59.6% whereas in case of greater than 35years of age it confined to 3.8% only.

23. Comparison made of Linkdin against Gender who are using Linkdin are 57.7% are Male members who are using Linkdin very frequently whereas in case of Female it is 42.3% and 30.3% who are using very rarely in case of Male respondent and 69.7% in case of Female.

24. Taken Education as base the result shows that from the 10th Standard the users are 0%, Plain Graduate the number are 53.8% whereas Professional Post Graduate it is 7.7% who are using Linkdin very frequently whereas those who had done 12th Standard are 10% using very rarely and Professional Post Graduate it is 0%.

25. In the case of income the respondent are taken as less than 3 Lakhs and more than 10 Lakhs as base and result shows that those respondent who are using Linkdin very frequently are 28.2% and 57.7% are very rarely, whereas in case of more than 10 Lakhs its 7.7% in former case and 0% in later case.

26. Comparison made against Profession than respondent taken as student, Service Class, Employees, Housewives and Professional respondent taken into consideration. The result shows that very frequently users are 20.5% and 9.7% are using very rarely whereas service class respondent are 68.2% and 64.5% respectively.

27. In the case of Education respondent taken from 10th Standard to Professional Post Graduation and result seen from very frequently and very rarely. In case of upto 10th Standard users are 0% whereas 3.3% in respondent are using Linkdin, in terms of Graduate respondent is the maximum that is 53.8% and 26.7% respectively.

28. Comparison between Linkdin and income taken consideration below 3 Lakhs and above 10 Lakhs the result shows that very frequently users as well very rarely it reveals that those whose earnings are 3 Lakhs to 6

Lakhs are 48.7% and 42.3% are maximum respondent using Linkdin, and in case of lowest respondent user 7.7% and 0% in former and later are there.

29. When data collected and did comparison against Profession in that case Student, Professional, Service and Housewives are taken into consideration. It clearly shows that respondent belonging to Service category one 68.2% who are using very frequently whereas very rarely are 64.5% and this result is very low in case of Housewives that is 0% and 9.7% in former and lata.

30. Linkdin comparison made against age group which is having less than 25 years of age and more than 35years of age shows that 68.8% in very frequently in age of less than 25 years of age whereas 57.1% are using very rarely and those whose age are more than 35 years of age are 1.6% and 28.6% in former and later respectively.

31. In case of Gender Male and Female are taken into consideration and result clearly shows that Male respondent are 55.4% who are using very frequently and 1.0% who are using very rarely, whereas in case of Female 44.6% and 5.0% respectively.

32. When comparison was made against education where education upto 10th Standard and Professional Post Graduate are there. In case of very frequently Graduate are maximum that is 53.8% and 57.1% and those who completed 10th Standard are using less that is 0% and 0% in former and later.

Other Social Networking Sites (SNS):

33. In case of other SNS the Age, Gender, Education and Income taken as base and result shows that in age group of below 25 years of age are 68.8% who are using frequently whereas very rarely are 57.1%, Gender wise 55.4% and 16.7% in case of Male whereas in case of Female are 44.6% and 83.3% are there. Education wise Graduates are those who are 53.8% and 57.1% in case of Income 46.7% and 50% whose income are more than 3 Lakhs whereas in case of Profession wise 69.6% and 14.3% in case of santé.

Use of Different Sites:

34. In case of different Sites like Facebook, Twitter, Linkdin, others are making decisions either completely, to great extent moderately or never. On the basis of above result shows that some are very frequent and very rare and in case of Facebook 42.6% completely and 21.9% never, Twitter are 46.6% and 20.7%, in case of Linkdin 12% and 22.4%, others it is 66.7% and 46.6%.

35. In case of overall product of interest data collected from 524 respondents of which 264 are Male and 260 are Female the result shows product of interest in case of Gender are not different significantly.

36. Education wise distribution data collected from 302 respondent and result shows that the residual value of income shows that whose income ranging from 3 Lakhs to 6 Lakhs internet for the purpose of finding product of interest.

37. Comparisons of Profession wise data collected 501 respondents of which 135 are Students, 278 are in service 30 are Housewives and Professionals are 58. The result shows that those who are in service are using internet mostly.

Impact o Social Media on Consumer Buying Behavior:

38. Comparison made on the basis of Questionnaire the data collected from 599 respondents which are showing Consumer buying behavior the result shows that higher mean rank shows higher rating.

39. Comparison made on variable contributing in each other factor. For that data divided into three categories Social Networking Sites, Blogs and Internet advertisement for that data collected from 568 respondents of which mean rank are 847.03, 850.52 and 859.95 and result shows that all factors determining Consumer buying behavior are used mostly equally for making decisions.

Social Media and Traditional Marketing:

Comparison made of Social Media Marketing Websites and Traditional Marketing Channels.

40. Comparison made on Social Media Marketing that is Facebook, Twitter, Linkdin, Blogs, Email and various online marketing on one side and Radio, Television, Newspaper, Pamphlet, Text Messages on other side. The mean of SNS is 39.22 and that of Text Messages are 38.33. so results

shows that Social Media Marketing is now most of the respondents are using as compare to Traditional Marketing.

41. Comparison of Facebook and Linkdin which show the result of respondent of 1197 Facebook users are 597 and that of Linkdin is 582 and result shows that is average impact of marketing.

42. Comparison made of Facebook and Blogs the total respondents are 1192 of which 597 are Facebook users and that of Blogs are 595. Result shows that mean rank of 686.89, 505.80 which shows important difference above Marketing Channels.

43. Comparison made between Facebook and Radio the total respondents are 1189 out of which Facebook users are 597 and Radio are 592 and the mean rank are 687.74 and 501.48 respectively. Result shows that significance impact shows of marketing.

44. In this case comparison made between Facebook and Television the total respondents are 1190 out of which Facebook users are 597 and that o Television are 593 and mean rank of them are 600.26 and 590.71, result shows that there is no significance difference marketing channels.

45. In the present case, comparison made between Facebook and Newspaper. The total respondents are 1193. The user of Facebook are 597 whereas that of Newspaper 596. The mean rank is 600.92for the former and 593.07 for the later and result shows that difference between marketing channels.

46. Comparison made between Facebook and Radio. Total respondent are 1189, user of former are 597 and Radio are 592, the mean rank of both are 687.74 and 501.48 respectively. Result shows that there exits significance of difference in above marketing channels which is showing average impact on marketing.

47. Comparison made between Facebook and Text Messages and total respondent are 1194 and former are 597and later are 597 the mean rank are 643.40 and for later are 551.40, result shows that these exit considerably difference between above marketing channels.

48. Facebook and online marketing are the another comparison made, total respondents are 1195 out of Facebook users are 597 for Facebook and for online marketing are 598, mean rank of both are 548.64 and for online

marketing 647.28, result shows there exits significance of difference between marketing channels.

49. Comparison made between Twitter and Linkdin. The total respondents are 1177. Out of which Twitter followers are 597 and users of Linkdin are 582. The mean rank of 668.21 and 508.02 for former and later, result shows significance between marketing channels.

50. In case of Twitter and Blogs comparison of total Twitter followers are 595 and for Blogs are 595, mean rank of them are 669.59 and 521.41 respectively. Result shows that there is significance difference between marketing channels.

51. Twitter and Radio comparison made. Total respondents are 1187 whereas for former total numbers are 595 and for later 592 are there. Mean rank are 669.48 and 518.14 respectively and result shows that significance of difference between marketing channels.

52. Twitter and Newspaper comparison made. Total respondents are 1191 out of which for Twitter are 595 and for Newspaper are 596, mean rank are 583.37, 608.60respectively. result shows that there is no significance of difference between then.

53. Comparison made between Twitter and E-mail where total respondents are 1187. Twitter are 595 respondent and for E-mail are 592, mean rank are 586.07 for Twitter and 592 for E-mail, result shows there is no significance of difference in channels of marketing.

54. In case of Twitter and Text Messages comparison made, total respondents are 1192 out of which for former are 595 and for another are 597. Mean rank are 625.82 and 567.28 result shows there is significance of difference between marketing channels.

55. Comparison made between Linkdin and Blogs, the total respondents are 1177 out of which 582 for Linkdin and 595 for Blogs. Mean rank are 581.19, 596.64 result shows there exits significance of difference in marketing channels.

56. Comparison made between Linkdin and Television for which total respondents are 1175, 582 for Linkdin and 593 for Television whereas mean rank are 492.30and 681.93 so, result shows there is significance of difference between marketing channels.

57. Linkdin compares with E-mail. The total numbers of respondent are 1174 out of which Linkdin are 582 and that of E-mail are 592. The mean rank are 509.73 and 668.73 respectively. Result shows exits significance of difference between marketing channels.

58. Comparison made between Linkdin and Pamphlet. Total numbers of respondent are 1177. Out of which 582 are users of Linkdin whereas that of Pamphlet 595. Mean rank is 534.92 and 642.19 result shows there exists a difference between above marketing channels.

59. In Blogs and Radio comparison made. Total numbers are 1187 out of which Blogs are 595 and Radio are 592. Mean rank are 591.19 and 596.82 respectively. Result shows there is no significance difference for above marketing.

60. Comparison done of Blogs and Online marketing. Total numbers of respondent are 1193 out of which 595 are Blogs and online marketing are 598. Mean rank are 464.71 and 728.62 result shows there exit significance between marketing channels.

61. Comparison did between Radio and E-mail. Total respondent are 1184 and out of which in radio respondents are 592 where as in E-Mail are 592. The mean rank are 515.47 of Radio and for E-mail are 669.53 result shows that there is significance of difference between marketing channels.

62. Comparison made between Newspaper and Text Messages. Total respondents are 596 and that of Text Messages are 597. Mean rank are 640.16 for former and that of later are 553.91 result shows there exit a significance difference in above marketing channels.

63. Comparison made between area wise distribution result shows that Facebook users are 38% are strongly agree to see Facebook whereas 3.5% are strongly disagree in Thane, 7.5%in Wada and 2.5% respectively whereas in case of Ulhasnagar it is 30% and 2% respectively.

64. In case of Twitter 31.5% are agrees in Thane whereas 0.5% are disagree with using of twitter in Ulhasnagar.

65. In case of Linkdin it strongly disagree means not using by 6% in Thane whereas maximum respondents are using in Bhiwandi.

66. In case of E-mail 42.5% are strongly agree in Thane are using by various respondents whereas in case of lowest user means strongly disagree that is 1% in Thane.

67. In case of Fast spread advertisement, the comparison made between Traditional Marketing Advertising and Social Marketing Advertising for that data collected from 598 respondents result shows that 365 are thinking of Negative ranks, 90 shows Positive ranks and some are in case of ties result shows Social Media Advertising is more using as compare to Traditional Marketing Advertising.

6.6   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 social networking sites are there like twitter, whatsupp. You tube, skype, and many more which affecting consumer behavior.

3. There many social media marketing and social networking sites where as 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 messages transmission and many more.

5. The more use of social networking sites increases the persons 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 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.

6.7 FUTURE SCOPE OF RESEARCH:

Even though there are many research did in the same area, but still there is a scope of the further research in the same area. There are millions of Social Websites which is doing the job of Marketing. The researcher can do ahead research in many areas. Many Networking sites are there and major impact on Consumer behavior and many more. Some of the important areas in this regards explained below:-

1. In the Present study, the area covered the Thane District of Maharashtra State. The research can be undertaken in various other areas also.

2. There are many Social Networking Sites available on which research can be undertaking in the regard of Consumer behavior.

3. The research can be taken not only on Websites but also comparison can be done on various professionals which can be show how these Websites affects Consumer behavior.

4. Another important critical issue is that even many Social Websites are introducing the research which can be undertaking on that.

5. A research can be undertaken to provide insight into the various benefits of Social Media Marketing.

6. A research can be undertaken to find out the various limitations of the Social Networking Sites also.

So, in short the future researcher can do more research as the present study is confined to Thane area which is situated near the Mumbai in the state of Maharashtra as well research can do the comparison between various Traditional and Social Media Marketing.

6.8   Limitations of the research

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

1. The present study is based on the reliability of the primary data. The sample units were selected from the population having multidimensional features of a large group.

2. Due to lack of enough time and matter of monetary , researcher has taken only Limited area for the study that is Thane District in Mumbai of Maharashtra State of India.   The study covers Thane City Customers, other than thane city and villages area of Thane city that is Bhiwandi, Wada and Ulhasnagar.

3. The study is based on the opinion of respondent (questionnaire) and these can be bias.

4. The questionnaire might have excluded some important factor therefore the analysis and interpretation might be exhaustive.

5. The samples are selected at random basis.

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Questionnaire for customer:

- Name:

  _____

- Age:_____   Gender:_____

    Education:_____

- Annual Income:_____
- Occupation:_____

1. Rate your internet use on any of the devices like computer or a mobile phone_____
    (1 very rarely to 5 very frequently)
2. Rate the Social Networking Sites on the basis of your use

	Vary rarely	Rarely	Average use	Frequently	Very Frequently
Facebook					
Twitter					
LinkedIn					
Others(specify)					

3. How are you involved in the decision making process for buying any of the product at your family level?
1.   Completely 2.   To a great extent 3.   To Moderate extent 4.   Never
4. To what extent you use the above mentioned social networking sites for the purpose of searching the product of interest?
    1.   Yes   2. No
5. Rate the following statements about products and services:
(SD: Strongly disagree, D: Disagree, NAND: Neither agree nor disagree, SA: Strongly agree, A: Agree)

Sr. No.	Statements	SD	D	NAND	A	SA
1.	I read blogs on Internet regularly.					
2.	I employ social media to write blogs very frequently.					
3.	I share the information about product or service by writing reviews or blogs.					
4.	I use social media to view online Advertisement.					
5.	Myself use social media to seek opinions about product/services					

Sr. No.							
6.	I bring up to number of likes/ dislikes while considering any goods or service.						
7.	I visit company website and provide score for a particular goods or service used by me.						
8.	I share the links of my favourite brands with friends and relatives using social networking sites.						
9.	I read the opinions shared by friends through social networking sites before buying the product.	2					
10.	Reads online review or blog about that particular product which I want to buy.	1					
11.	I look for the advertisement of the different products of the category before buying the products on social networking sites.	2					
12.	I refer to number of likes/ dislikes while considering any product or service.						
13.	I respond to queries and promotional offers received through social networking sites.	2					

6. Advertisement related questions: (Hypothesis 1)
   (Rate the product on a scale of 1 to 5)

Sr. No.		Social Media advertising	Traditional advertising
1.	Interesting and attractive advertisements.		
2.	Interactive advertisements.		
3.	Informative advertisements.		
4.	Reliable advertisements.		
5.	Ability to change views about the products.		
6.	Long lasting effect on perception of a brand or product.		
7.	Fast spreading advertisements.		
8.	Reach to the target population		
9.	Credibility.		

7. Rate the following marketing channels on the basis of their impact on marketing:
   (Hypothesis 3)

Sr. No.	Marketing Channels	SD	D	NAND	A	SA
1.	Facebook.					
2.	Twitter.					
3.	LinkedIn					
4.	Blogs.					
5.	Radio.					
6.	Television.					
7.	News paper.					
8.	E-Mail.					
9.	Pamphlet.					
10.	Text Messages.					
11.	Online Marketing.					

8. Any suggestion:

_____

_____

_____