

# Measuring Impact of Social Media Marketing on Consumer's Decision Making

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**Abstract--** Advertising is a means of communication with the users of a product or service. We live in an age of publicity where different methods and medium of advertisement are conducted by the companies to attract the responses of the consumers. Out of these methods social media is emerging as a powerful tool. It is the Next Generation of Business Engagement deconstructs the tools and techniques, showing how to apply social technology to business. The marketing form like social media marketing help the consumer's attitude and turn the shift in their purchase intention and whether or not the consumers built their attitude with the aid of social media is the concern of this research. For this purpose the data of 265 consumers of Rajasthan were gathered and analysed with the help of structured questionnaire and multiple regression method by SPSS-19 software. The results of the study revealed that four variables i.e., Pur\_Dec\_12, Pur\_Dec\_1, Pur\_Dec\_6 and Pur\_Dec\_7 explained that Social Media advertising's helps in purchase decision.

## I. INTRODUCTION

Social media is now the most popular activity on the Internet and this, becoming more popular than pornography for the 1st time in Internet history and this, in less than 3 years. This is mostly due to the ability of social media to help users limit the too big flow of information they can receive and to help users to understand what the people are doing. Another reason is that social media enables anyone to stay connected and accepted to people having importance to them. Social media can make consumers save time more than making you waste it and that it actually makes you really more productive. Several options are offered to consumers now regarding reading some random magazine without interest, calling someone just to beguile the time, or go on the social networks. Social media are now interconnected and search engines like Google, Bing or Baidu (Chinese search engine) are willing to offer more social alternatives. Also, these ones look for and gather the tags and names of the links to rank social media items. For instance, a blogger will receive an important amount of traffic from search engines as people vote for him through social bookmarking, by re-tweeting his articles or reposting articles.

One key point for businesses, that the author explains, is that thanks to social media, companies are now aware of customers' disappointments regarding a product or service, as the customers now give their feedbacks at any time and any place from a computer or a mobile device. Hence, companies can quickly and easily respond to customers' complaints on social networks like Twitter and improve their offerings to stay ahead of the competition. This is a critical opportunity for businesses to strengthen their relationship with the customers, something that some companies don't understand yet and see customers' feedbacks as a bad thing and avoid them. This is a big mistake as, nowadays, as Qualman explains, consumers want to create a relationship with the brands they have an interest for and are even willing to give them a hand however they can. Aimed to adding something for the society,

company and consumer, the research problem was identified that whether the marketing form like social media marketing help the consumer's attitude can turn the shift in their purchase intention and whether or not the consumers built their attitude with the aid of social media among the consumer of Rajasthan state..

## II. REVIEWS OF LITERATURE

Although some studies have started to touch upon influences and factors that affect consumers' responses, previous research does not clearly state if social media marketing is valuable to retailers' in terms of return on investment. Moreover, research based on a small retailer's perspective is limited. How have smaller firms utilized social media within their business model? How successful has social media been with increasing their customer base, brand awareness, and sales? It has become clear that when marketers from large corporations present a new product or brand, they consider both traditional and nontraditional media in which to place advertising in order to make sure they reach their target market (Cheong and Morrison 2008). Small retailers also need to start utilizing nontraditional methods of marketing in creative and engaging ways to make certain that they attract a larger number of consumers. Sorescu et al. (2011) states "another way in which retailers can engage customers is by selling not just products, but an entire experience that – while centered on the products, adds an entirely new exciting layer to the retail setting."

Kamal (2013) confirmed that social media websites such as Facebook, Twitter, YouTube, and Foursquare provide consumers with tremendous opportunities to create and disseminate brand-related content and product usage information around the world. The results suggest that Arab social media users exhibited higher levels of materialism and social media usage as well as more favorable attitudes and positive relationships between materialism and purchase intention toward luxury fashion goods.

Muk, Chung & Kim (2014) examined the exogenous factors that affect South Korean consumers' intentions to join brand pages and found that utilitarian and hedonic values of social media advertising enhance users' positive attitudes toward social media advertising, but attitudes toward social media are not related to intention to join brand pages.

Van-Tien Dao et al. (2014) in his field study conducted in Vietnam found the three social media advertising beliefs – i.e. informativeness, entertainment and credibility – have positive effects on consumers' perceived value of social media advertising, which in turn positively influences their online purchase intention. Additionally, on social networking websites, the effects of advertising informativeness and entertainment on advertising value are weaker than those on content community websites. Nevertheless, there is no difference in the effect of advertising credibility on advertising value in both types of social media.

As noted earlier, many marketers are risk adverse and experience has taught them to be reticent about consumer-generated media due to their inability to control the message. In one instance, pharmaceutical manufacturer Johnson & Johnson released an online marketing campaign via an online video about pain relief for women who carry their babies in a sling (Khan et.al, 2012; Chandra et.al, 2012; Chandra et.al, 2012). Within hours, Twitter and the “blogosphere” exploded with negative commentary about the video’s perceived denigration of motherhood. On top of this, the online discussions would also be communicated off-line and sometimes reach traditional media. Thus, over a single weekend, the volume and sentiment of the consumer-generated media brought down a well-planned advertising campaign (Baker 2009).

Related to the source credibility issue identified earlier, another hurdle for marketers is that customers will consider information if it is both useful and believable, but will react badly to sales-push messages that violate social networking’s intrinsic qualities of socialization and trust (Angel & Sexsmith 2009). Making social networking sites overly commercial is risky, as users might turn away from the site if they feel their interests are being subjugated to those of advertisers; a warning issued by analysts to News Corp when it acquired MySpace, shifting it to a mass-market advertising platform giving brands the opportunity to both advertise and also interact with the website’s users. Similarly, creating fake blog entries is another example of how the misuse of social media can irritate consumers and harm brands. The now infamous “Walmarting across America” fake blog (or “flog” as it became known), came under severe criticism online after the ethical breach was exposed (Burns 2008). Poor execution brings poor results (Chouhan & Verma, 2014:a; Chouhan. & Verma 2014:b; Chouhan, 2013)).

The size of online communities is also a factor in the limitations of social media on generating online WOM. Many marketers are born in an era of mass marketing and are driven by the prospect of large and often hard to reach audiences viewing their campaigns. Paradoxically for these marketers, for online groups to be effective, there needs to be a finite size to each community (Phillips 2008). The concepts of “reach” and “mass media” needs to be reconsidered and new emphasis needs to be placed on “focused” “customised” marketing campaigns. For social media campaigns to be effective, the new commercial imperative dictates marketers need to belong to a large number of groups or communities (Chouhan et.al, 2014; Chouhan et. al, 2013; Khan et.al, 2014), rather than merely rely on broadcasts to an online group with a large number of members. This recognises that both the cultural and emotional relationships are paramount (Phillips 2008), suggesting the need to continually monitor and truly belong to these forums rather than be users of mere convenience. The often unanswerable prediction is whether online viral marketing campaigns will be effective in the short and long terms. Viral marketing is notoriously difficult to execute successfully and measure adequately (Naghshbandi et.al, 2016; Chouhan et.al, 2016, Chouhan, V., & Naghshbandi, N. 2015). The quest for reliable metrics means that some marketers will shy away from implementing online viral tactics that draw only short-term attention (such as viral videos) to tactics that actually allow for prospect identification and capture of behavioural data (Ferguson 2008). Much of what happens in social marketing is little more than experimental, or simply about “insights” rather than metrics. Many marketers feel the need to “tick” the social media box and demonstrate how

cutting edge they are, while the primary drivers of their campaign remain embedded in traditional media (Goswami, Chandra & Chouhan, 2012; Chouhan & Gorana, 2014).

There is a need to affect a paradigm shift from a traditional “more is better” approach. While many social marketers fixate on volume metrics (website traffic, hit rates, click-through, time spent on-line, postings etc), successful social marketing often depends more on qualitative metrics for desirable signs of the tone, quality and customer benefit of the interaction (Angel & Sexsmith 2009). These may include: unique visitors, interaction rates, relevant actions taken, conversation size, conversation density, author credibility, content freshness and relevance, audience profiles, unique user reach, and so on (Fisher 2009). Such metrics not only measure whether people are engaged, but how they are engaging. However, such metrics often need to be customised for individual campaigns and need to be considered in the pre-launch phase, ideally incorporated in message testing.

### III. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. The methodology used for the current study is as under:

1. **Population:** A population is the aggregate of all the elements that share some common set of characteristics and that comprise the universe for the purpose of the research problem. All the items under consideration in any field of inquiry constitute a ‘universe’ or ‘population’. The universe of present study includes customer and user of social media.
2. **Sample unit:** Customers and users of social media
3. **Sample size:** 265 respondents
4. **Sampling Technique:** Sampling techniques may be broadly classified as non-probability and probability.
5. **Data Type:** For achieving the objective of this study and to conduct the investigation, data was collected from both primary and secondary sources:
6. **Primary data source:** Primary data was collected from industry professionals and customers. This study involves primary data collection through structured questionnaire.
7. **Data Collection Tool:** All selected users and customers received a survey questionnaire as part of data collection process.
8. **Data Collection period:** Surveys were distributed directly to employees over a three month period during March 2016 to April 2016.
9. **Research Area:** Rajasthan.
10. **Response Rate:** The total number of respondents contacted was 300 customers, but due to incomplete responses and other faults the final responses subjected to data analysis are 265. The high response rate of 88.33 percent was the effect of the constant direct contact and reminders between employees/customers and researcher.

The demographical details of the respondents are enlisted in table -1 as under:

Table 1: Demographical details of consumers

Profile variables	Details	Number	Percentage
Age	15-24	92	34.7
	25-34	93	35.1
	35-above	80	30.2

Gender	Male	144	54.3
	Female	121	45.7
Educational level	Undergraduate or lower	212	80.0
	Post Graduate	53	20.0
Occupational level	Student	38	14.3
	Employee	96	36.2
	Business	131	49.4

Income Group	Low	92	34.7
	Medium	82	30.9
	High	91	34.3

**A. Data Analysis**

To analyse the above hypothesis the data were collected from the consumers first regarding the various methods of Marketing/Advertising. The data were analysed by using the one sample t test. The results were tabulated in table-2 as under:

Table 2: One-Sample t test

<b>a. Test statistics</b>						
	N	Mean	Std. Deviation	Std. Error Mean		
SMS	265	1.8189	.67225	.04130		
You_Tub	265	1.6075	.48922	.03005		
SMA	265	1.7623	.42650	.02620		
E_Mail_ad	265	1.3321	.47185	.02899		
Mobile_ad	265	1.2792	.44948	.02761		
Bann_ad	265	1.3472	.47697	.02930		
<b>b. One-Sample Test</b>						
	Test Value = 1.5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
SMS	7.722	264	.000	.31887	.2376	.4002
You_Tub	3.579	264	.000	.10755	.0484	.1667
SMA	10.010	264	.000	.26226	.2107	.3139
E_Mail_ad	-5.793	264	.000	-.16792	-.2250	-.1109
Mobile_ad	-7.995	264	.000	-.22075	-.2751	-.1664
Bann_ad	-5.216	264	.000	-.15283	-.2105	-.0951

To test the above hypothesis the one sample t test were being used with average awareness score and 1.5 as test value. The output of the 'one sample t test' in the table-2, reveals that significant gap exists between the hypothesized test value with the calculated sample statistics for the customers' attitude towards social media advertising ( $p < 0.05$ ) at 5% level of significance. The respondents were more aware about SMS,

You tube and Social media advertising while less aware about the email, mobile and banner advertisement.

Further, as per the third objective (To examine the customers' attitude towards social media advertising) to test the Social networking sites were more likely to be used by the respondents the responses were gathered from the respondents which were analysed in table-3 as under:

Table 3: One-Sample t test for sources

<b>a. One-Sample Statistics</b>						
	N	Mean	Std. Deviation	Std. Error Mean		
Likely_use	265	1.5434	.49906	.03066		
<b>b. One-Sample Test</b>						
	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	

					Lower	Upper
Likely_use	-14.894	264	.000	-.45660	-.5170	-.3962

The output of the 'one sample t test' in the table-3, reveals that significant gap exists between the Social networking sites more likely to be used by the respondents ( $p < 0.05$ ) at 5% level of significance. High mean value of the respondents revealed that they are extremely likely to use social media sites.

As per the forth objective (To investigate customers' perception towards Social Media advertising's helps in

purchase decision) the agreement of the respondents related with the various areas are checked with the broader hypothesis in relation to purchase decision factors for use of social media sites. To identify key variables affecting Social Media advertising's helps in purchase decision multivariate regression analysis has been used with SPSS-19 software and results were shown in table-4 as under:

Table 4: Multiple regression of privacy factors

a. Descriptive Statistics			
	Mean	Std. Deviation	N
Purchase_dec	2.1283	.77762	265
Pur_Dec_1	2.6264	1.26134	265
Pur_Dec_2	4.1094	.76828	265
Pur_Dec_3	3.8000	.98934	265
Pur_Dec_4	2.6906	1.47790	265
Pur_Dec_5	2.4075	.92110	265
Pur_Dec_6	2.0906	.72254	265
Pur_Dec_7	2.6377	1.25412	265
Pur_Dec_8	4.0604	.81425	265
Pur_Dec_9	3.7321	1.03715	265
Pur_Dec_10	2.0151	.82098	265
Pur_Dec_11	2.3811	.95049	265
Pur_Dec_12	2.0906	.72777	265

b. Correlations														
		Purchase_dec												
		Purchase_dec												
			01	02	03	04	05	06	07	08	09	10	11	12
Pe ar so n C o r r e l a t i o n	P	1.000	.362	-.176	-.139	.035	-.063	.256	.040	-.024	-.018	-.003	-.082	.455
	01	.362	1.000	-.204	-.166	-.091	-.03	.033	.230	.022	.007	-.071	-.175	.091
	02	-.176	-.204	1.000	.477	-.020	.038	.037	-.10	-.047	.051	.117	.119	-.113
	03	-.139	-.166	.477	1.000	-.058	.106	.015	-.01	-.055	.040	-.085	.170	-.069
	04	.035	-.091	-.020	-.058	1.000	.079	-.08	-.26	.091	-.064	-.034	-.102	.086
	05	-.063	-.035	.038	.106	.079	1.000	-.13	-.17	.043	.095	.042	.056	-.123
	06	.256	.033	.037	.015	-.080	-.13	1.000	.337	-.151	-.149	.087	.121	.200
	07	.040	.230	-.104	-.010	-.267	-.17	.337	1.000	-.090	-.130	-.024	-.001	.019
	08	-.024	.022	-.047	-.055	.091	.043	-.15	-.09	1.000	.517	-.075	-.123	-.067
	09	-.018	.007	.051	.040	-.064	.095	-.14	-.13	.517	1.000	-.004	.012	-.108
	10	-.003	-.071	.117	-.085	-.034	.042	.087	-.02	-.075	-.004	1.000	.065	-.021

		11	-.082	-.175	.119	.170	-.102	.056	.121	-.001	-.123	.012	.065	1.00	-.028
		12	.455	.091	-.113	-.069	.086	-.12	.200	.019	-.067	-.108	-.021	-.028	1.00
Sig. (1-tailed)	Purchase_dec		.	.000	.002	.012	.287	.155	.000	.258	.347	.384	.480	.092	.000
		01	.000	.	.000	.003	.070	.287	.296	.000	.360	.454	.124	.002	.071
		02	.002	.000	.	.000	.372	.267	.276	.045	.223	.203	.028	.026	.034
		03	.012	.003	.000	.	.173	.042	.405	.437	.184	.259	.084	.003	.130
		04	.287	.070	.372	.173	.	.100	.097	.000	.069	.149	.293	.049	.081
		05	.155	.287	.267	.042	.100	.	.017	.003	.244	.062	.248	.184	.023
		06	.000	.296	.276	.405	.097	.017	.	.000	.007	.007	.079	.025	.001
		07	.258	.000	.045	.437	.000	.003	.000	.	.072	.017	.348	.492	.376
		08	.347	.360	.223	.184	.069	.244	.007	.072	.	.000	.112	.023	.139
		09	.384	.454	.203	.259	.149	.062	.007	.017	.000	.	.473	.424	.039
		10	.480	.124	.028	.084	.293	.248	.079	.348	.112	.473	.	.144	.365
		11	.092	.002	.026	.003	.049	.184	.025	.492	.023	.424	.144	.	.324
12	.000	.071	.034	.130	.081	.023	.001	.376	.139	.039	.365	.324	.		
N		265	265	265	265	265	265	265	265	265	265	265	265	265	

**c. Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Pur_Dec_12	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Pur_Dec_1	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Pur_Dec_6	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	Pur_Dec_7	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Purchase\_dec

**d. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
4	.590 <sup>d</sup>	.348	.338	.63255	.011	4.555	1	260	.034

d. Predictors: (Constant), Pur\_Dec\_12, Pur\_Dec\_1, Pur\_Dec\_6, Pur\_Dec\_7

**e. ANOVA<sup>e</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
4	Regression	55.608	4	13.902	34.745	.000 <sup>d</sup>
	Residual	104.030	260	.400		
	Total	159.638	264			

e. ANOVA <sup>c</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
4	Regression	55.608	4	13.902	34.745	.000 <sup>d</sup>
	Residual	104.030	260	.400		
	Total	159.638	264			

d. Predictors: (Constant), Pur\_Dec\_12, Pur\_Dec\_1, Pur\_Dec\_6, Pur\_Dec\_7  
e. Dependent Variable: Purchase\_dec

The final Regression model with 4 independent variables (Pur\_Dec\_12, Pur\_Dec\_1, Pur\_Dec\_6 and Pur\_Dec\_7) explains almost 33.8% of the variance of Social Media advertising's helps in purchase decision. Also, the standard errors of the estimate has been reduced to .63255, which means that at 95% level, the margin of errors for any predicted value of Social Media advertising's helps in purchase decision can be calculated as  $\pm 1.239798$  ( $1.96 \times .63255$ ). The four regression coefficients, plus the constraints are significant at 0.05 levels. The impact of multi colinerarity in the 4 variables is substantial. They all have the tolerance value less than 0.834, indicating that over 16% of the variance is accounted for by the other variables in the equation.

### CONCLUSION

The ANOVA analysis provides the statistical test for overall model fit in terms of F Ratio. The total sum of squares (159.638) is the squared error that would accrue if the mean of Social Media advertising's helps in purchase decision has been used to predict the dependent variable. Using the values of Pur\_Dec\_12, Pur\_Dec\_1, Pur\_Dec\_6 and Pur\_Dec\_7 this errors can be reduced by 34.83% ( $55.608/159.638$ ). This reduction is deemed statistically significant with the F ratio of 34.745 and significance at level of 0.000. With the above analysis it can be conclude that four variables i.e., Pur\_Dec\_12, Pur\_Dec\_1, Pur\_Dec\_6 and Pur\_Dec\_7 explains Social Media advertising's helps in purchase decision.

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**QUESTIONNAIRE**

Kindly tick (√) in the appropriate column

DEMOGRAPHICS		√	DEMOGRAPHICS		√
Age	15-24	√	Gender	Male	√
	25-34	√		Female	√
	35-above	√	Education	Undergraduate or lower	√
Income Group (monthly income)	(Low) 0-10,000	√		Post Graduate	√
	(Middle) 10,000-25,000	√	Occupation	Student	√
	(High) Above 50,000	√		Employed	√
				Business	√

I am aware about following methods of Marketing/Advertising			
SMS marketing	√	E- Mail marketing	√
You tube marketing	√	Mobile Web Ads	√
Social Media Advertising	√	Banner Ads	√
In a typical week, how likely are you to use social networking websites?			
Extremely likely	√	Slightly likely	√
Very likely	√	Not at all likely	√
Moderately likely	√		

**Social Media advertising helps in my purchase decision**

Strongly Disagree  Disagree  No Idea  Agree  Strongly Agree

Tick (√) in the appropriate column	Strongly Disagree	Disagree	No Idea	Agree	Strongly Agree
I visit social site pages which are shared on social media sites.					
I visit the pages which are liked/shared by my friends.					
I compare customer reviews about the products					

I find customer reviews more reliable than company's advertisements.					
I trust the company's paid advertisements posted on social networking platforms.					
I like to click on the company advertisements displayed on my social media pages.					
More reviews about a product increase purchase intention					
I trust the reviews of people who are in my friend list/connection					
I post my feedback/review after purchasing					
I get proper feedback from the online seller					
I prefer to buy products which are liked / shared by me on internet.					
I prefer to buy products which are liked / shared by the social media members					