

THE IMPACT OF SOCIAL MEDIA MARKETING STRATEGIES ON
CONSUMER BUYING BEHAVIOR

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Approval of the Graduate School of Natural and Applied Sciences, Atılım University.

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ABSTRACT

THE IMPACT OF SOCIAL MEDIA MARKETING STRATEGIES ON CONSUMER BUYING BEHAVIOR

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Social media marketing presents new changes in the consumer buying behavior towards purchasing of brand product or service. The utilization of the social media has become most important and an effective tool that perceived to improve the consumer decision making, increase trust and awareness as well as more satisfaction for brand's profit and market sales growth. The main purpose of the research is to analyze how social media marketing tool has an impact on the consumer purchase decision making process, how social media improve the customer trust and awareness about brand products or services.

A research methodology was based on descriptive statistical approach (questionnaire) in which total 202 participants' responses from people from Libya who are actively engaged with social media and buying products or services. The findings of the present study is indicating that social media marketing have a positive impact on the consumer buying behavior, awareness, trust, communication and improve the productivity of sales growth respectively and there are some factors can affect customer buying decisions through social media.

Keywords: Social media marketing, Consumer buying behavior, Trust, Awareness

ÖZ

SOSYAL MEDYA PAZARLAMA STRATEJİLERİNİN TÜKETİCİ SATIN ALMA DAVRANIŞI ÜZERİNE ETKİSİ

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Sosyal medya pazarlaması, marka ürün veya hizmetlerin satın alımına yönelik tüketicilerin satın alma davranışlarında yeni değişiklikler göstermektedir. Sosyal medya kullanımı, tüketicilerin karar vermelerini, onlarda güven ve farkındalık oluşturulmasını ve markanın karının yanı sıra pazar satışlarındaki büyümeden daha çok fayda görülmesini sağlayan en önemli araç haline gelmiştir. Bu araştırmanın asıl amacı, sosyal medya pazarlama aracının tüketicilerin alım yaparken karar verme süreçlerini nasıl etkilediğini ve sosyal medyanın, tüketicilerde marka ürünler veya hizmetler hakkında nasıl güven ve farkındalık yarattığını analiz etmektir.

Araştırmanın metodolojisi, sosyal medyayı etkin şekilde kullanan ve ürünler veya hizmetler satın alan Libyalı kişilerden oluşan toplamda 202 katılımcının yanıtlarının yer aldığı betimsel istatistik yaklaşımını (anket) esas almıştır. Mevcut çalışmanın bulguları, sosyal medya pazarlamasının, tüketicilerin satın alma davranışları, farkındalıkları, güvenleri, iletişimleri üzerinde olumlu etkisi olduğunu ve tüketicilerin davranışlarını sosyal medya aracılığıyla etkileyen bazı etkenlerin olduğunu göstermektedir.

Anahtar Kelimeler: Sosyal medya pazarlama, Tüketicinin satın alma davranışı, Güven, Farkındalık

To my parents

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LIST OF ABBREVIATIONS

ANOVA	-	Analysis of Variance
IMC	-	Integrated Marketing Communications
SM	-	Social Media
SMM	-	Social Media Marketing
UGC	-	User - Generated Content
WOM	-	Word of Mouth

CHAPTER 1

INTRODUCTION

1.1 Background of Study

In the past several years, the technology development has provided the consumer with an online system that brings them together and improves the consumer attraction and influence the consumer buying behavior. There are several tools that actively enables of the web / online service. Web 2.0 is the range of the social media tools and technique of communications method was developed to build consumer content, and influence customer behavior with online service as social or community network, forums, blogs and content rating. It is also defined as web 2.0 as a new design or label for online web method and customer behavior to improve user participation and attraction on the web [1].

This online environment has also provided the satisfaction of social media that has become a significant factor of IMC (integrated marketing communications) and provides the brand to create strong market relationship with their potential consumers [2].

The factor of social media is most of the top priority for various brands today, therefore, the organization needs to describe and find the ways that they can improve the profitable use of online social media networks such as YouTube, Facebook, LinkedIn, Twitter and others. These social media may have an effective marketing tool for brands to engage with consumers. In this new era of the competitive world of business environment, brands can use social media marketing as brand awareness and tool of communication to influence their consumer and attain their potential group with decrease cost and message effectiveness [3].

The social media tools are an interactive factor to influence the consumer buying behavior through a share of opinions and experience about brand's products or service with a large group of the general community. The main advantage of these tools, the social media communication methods have a significant amount of consumer profit and change the buying behavior patterns [4]. Since starting of social media network viewers/consumers engagement through social interactive tools is most effective as most of the brands incorporate social media. The online social media websites are providing a way for consumer to consumer discussion about products and brand which represent an effective tool for automated W O M (Word-of-mouth), customer easily build and distribute brand-related data and information in their designed social media environment [5].

1.2 Purpose of Study

The main purpose of the present study is to analyze the impact of social media marketing strategies on consumer buying behavior. This study provides the effective information about the social media marketing effectiveness towards changing the decision making of the consumer towards purchasing of brand products or services.

1.3 Research Problem

In this new era of the world, general community and society has been changed significantly towards modern societies. In this regards, social media network is the most important factor utilized in connection to build consumer together. All of these things have resultant create a significant effect on the general community. Social media includes several networks, opinion, and conversation, and blog, forum, sharing of media content and collaborating discussion.

The problem of the present study is how to analyze the social media marketing tool to effect on the consumer buying behavior. Because brand is targeting the potential consumers through social media marketing tool and various kinds of influencing factors to effect on the consumer buying behavior.

1.4 Research Objectives

The main research objectives of the study are

- To evaluate the social media as a brand's product or service trust and awareness.
- To identify the factors that effect on the consumer buying behavior.
- To analyze the effect of social media marketing tool on the consumer buying behavior.

1.5 Research Questions

The major research questions for the study are:

- To what extent social media improve the customer trust and awareness about brand products or services?
- How to analyze the effectiveness of social media marketing on the consumer buying behavior?

1.6 Research Hypothesis

The main research hypotheses of the study are:

H0: There is no impact of social media marketing consumer buying behavior.

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

H0: There is no impact of social media marketing on trust and awareness.

H2: There is impact of social media marketing on trust and awareness.

1.7 People Detection and Counting

The main population or people are based on the all those people who are actively involved with social media and brands using their social media marketing network. There were total 202 primary respondents, including male (113) and female (89) from which the data were collected.

1.8 Research Topic

The main research topic of this study is “The impact of social media strategies of marketing on buying behavior of the consumer”.

1.9 Methodology of Research

The present study is based on the descriptive statistical strategy. The study was based on the descriptive research approach in connection to draw the results and conclusion that are fundamental to adequate knowledge and original study on the main issue that is the main viewpoint of the topic has been taken into the consideration. The descriptive or statistical research design is pinched always emphasizes on the population characteristics which are always paid an attention on the subject topic and decision making to present the conclusion.

1.10 Contribution of Research

The contribution of the present study research analysis is on the effective utilization of social media along with marketing strategies in order to improve the consumer buying behavior and attention towards product or service awareness. This study helps the brands and relevant organization to recognize the importance of social media in marketing and effective utilization during most of the business operations.

1.11 Organization of Thesis

The present study is consisted of the five chapters. These chapters are the introduction, review of literature, methodology of research, analysis of data, conclusion and future study respectively. They are the main whole outline for the study chapters which are based on research and thus considered very critical in that context. Therefore, they are the most significant and basic agenda / road map of the current study. All chapters are very important from the introduction to final because it has a potential impact to draw the resulting outcome of the research analysis in relation to generating investigations.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction to Social Media

These days, the web has turned into a critical part in people life, the portal is being replaced by local destinations through the media, which replace the input destinations, local query adds to the Web2.0 innovation becomes an inevitable channel for online customers get data[6]. Social media is an increase and the explosion of traditional verbal systems. A reliable word-of-mouth argument has been recommended to disperse the data. By enabling innovation, anyone with an access network and an evaluation can be a piece of media [7]. SM refers to exercises, practices and practices among groups of individuals who meet over the Internet for data exchange, learning and assumptions using communication media[8].

Social media is a media for social collaboration, using highly available and adaptable distribution systems. The media used online developments to intelligently discoursed transform correspondence, and to speak to devices used minimum effort to promote innovation and social collaboration with the use of words [9].

Media, also called “correspondence produced by customers” now speak from the mainstream data source; It changed the implements and techniques used by organizations to convey, indicating that data control now rests with the client[10]. Social media gives a virtual system where individuals can appreciate communicating their feelings, business appraisals, dispersion messages and control anywhere at any time, is a kind of model site where individuals happen to be part of a larger virtual partners group, as well as doing increased business and social volume Make associations through in-

dividuals on the Internet. SM may be known as a methodology and reach their output for broadcast, while social management systems is a device and instrument associated with others [11].

Unusual parts of the media and exhibition practices have changed, such as advertising and promotion. SM also influenced the buyer's data collection post-purchase behavior, for example, statements and practices of deception and examples of Internet usage behavior[12].

The expansion of SM does all the new time for organizations and brands, forcing them to look for new smart methods to reach and attract customers. This fast growing advertising channel, which now reaches more than 66% of all Internet customers, offers unprecedented opportunities for brand building and reputation [13].

2.2 Types of Social Media

There are basically six SM categories according to [[8], P.59], and are given below:

- A) Social Network: These destinations allow the user to build individual site pages and then collaborate with their counterparts to exchange articles and correspondence. Greater social Networks, Pepo, Facebook and Myspace.
- B) Blogging: Probably the most famous type of media, websites and magazines online, with clips that appear the most recent first.
- C) WIKI: These destinations allow people to add material or change information in them, and go as a shared report or database. The most popular wiki is Wikipedia, an online reference book that contains more than 2 million researches.
- D) Podcasts: Audio and video records available for membership through Apple's iTunes departments.
- E) Forum: ranges to share the Internet, often about certain topics and interests. The Forum took place before the term "SM" and is a condensed and a dominant segment of online groups.

- F) Communities: A group of people who organize and exchange certain content types. The most famous collection of articles tends to conform to images (Flickr), unions marked (del.icio.us) and recordings (YouTube).
- G) Microblogging: Managing social systems is estimated blogging, where small measures of material (“updates”) are spread in the fabric and arrange the cell phone. Twitter is a reasonable leader in this area.

2.3 The Seven Functional Blocks of SM

The companion structure is honey seven-piece construction process: personal, discussions, exchange, convergence, communication, reputation and meetings. These building blocks are not completely independent nor are they all accessible in the work of SM. They are structures that allow us to understand how levels can be specifically planned for the benefit of SM [14].

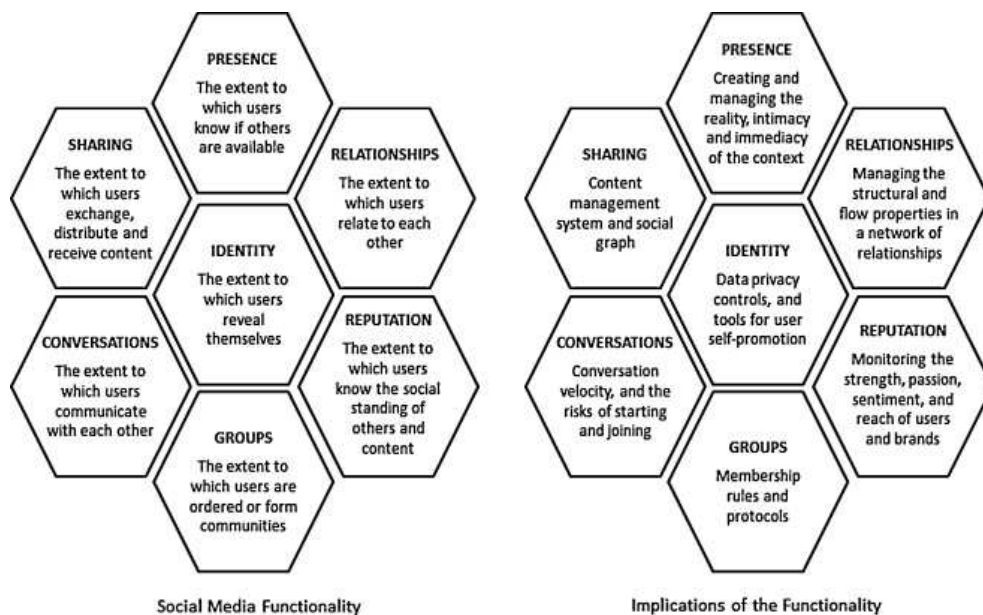


Figure 2.1: The Honeycomb of Social Media

This Honey Show demonstrates the suggestions that each piece can have on how companies draw on SM in three inevitable forms. First, the model depicts various characteristics specific to meet with customers social networks. Each stage of SM, for example, driven by a box of basic buildings, is optional and commercial, which

advises the way of thinking of criticisms of choices of media. Second, the use of honey screen SM as a scientific focal point allows administrators to guide and focus on previous research on the specific needs of their organization groups, whose results can be taught plan or using SM appropriate stage. Third, the model can be used in the continuous premise, as a focal point to see how the dynamic changes of the group's needs changes in the SM tools put forward the company's proposals [16].

2.4 Domains of Social Media

Domain 1: Social community is to portray media and social channels that focus on communications and basic exercises that individuals interested in with others who share a similar conspiracy or test can be identified. Thus, social groups emphasize two-way, multi-way correspondence, discussions, joint efforts, exchange meetings and assets. All social networking and joint effort to build relationships and support are the primary reason why individuals participate in these exercises.

Domain 2: Social Publishing is an aid in the dispersion of material to a crowd. Channels of distribution include online magazines, common destinations on a scale, miniaturized, social bookmarking and new buildings.

Domain 3: Social entertainment joins channels and vehicles that offer open play and happiness. This includes social entertainment and gaming destinations

Domain 4: Social Commerce refers to the use of SM to help buy and supply departments and articles on the Internet. Social shopping practices are used when social commerce is based online customer cooperation and knowledge of transmission between shopping. The stages of social trade include studies and assessments (in audit or destinations or marked local Internet companies), negotiation of destinations and arrangements for aggregation (total arrangements in customized purchases), social shopping markets (online shopping centers, including items provided by the client, The ability to talk to peers while shopping) and the social customer facing the interface (in online retail sites work from time to time on a social website like Facebook with social skills) [15].



Figure 2.2: Domains of social media

To sum things up, social trade can be described as business exercises mediated by SM. In social trade, people do business or purposefully investigate business openings by connecting with or potentially taking an interest in a community online condition [17].

2.5 Social Media Marketing

This is due to the vastly divided communications in the general day of the year, buyers get regular upgrade procedures (for example through advertising and television advertising) is an increasing problem. At the same time, the rapid development of online customer population and diversified social world online (for example, Facebook) has thrown in a lot of consideration and enthusiasm of advertisers [18].

New innovations have cleared the way for more creative and paid advertising tools that companies can use to attract more people, with SM presentation and other means of system management [19]. Media is currently a marvel of creation on the screen. Advertisers are beginning to understand and use social networks as part of the presentation of methodologies and strategies to contact customers [20]. Many associations are beginning to see the impact of social networking on existing social orders and stay informed of the latest patterns in an effort to incorporate them into their latest promotional plans. The basic guideline is to use it as an opportunity to attract your customers. SM environments allow associations to frame and engage in business asso-

ciation closely with existing clients and potential clients. The media can also be used to trust, because trust is driven through the partnership efforts to talk to customers, call criticism and open to the interest of customers. The behavior of buyers for messages encouraging SM is intensively mixed with stocks using generous SM. However, not for fun purposes, Social media at any time in the future is a source of motivation; it is a day to exercise daily. Customers are more attracted and more inclined to respond to SM technique when they can reach and communicate with people. The association must receive criticisms and assessments made by the presence of online groups on their components before the action can be taken up by Social media [19].

SMM is another style and rapid development path that organizations are focused on communicating to customers without trouble. Ads on social networks can simply be described as the use of SM to promote the organization and its elements. Consider this kind of preference as a subset of online advertising exercises all traditional online progress systems, such as brochures, e-mail and web promotion efforts. In urging customers to deliver messages to individual contacts, the SM presentation instills the latest exponential dispersion and confidence to mass messaging and block reinforcement. With this approach and new advertising effort, they are creating and expanding new tools for organizations. SM advertisers are currently advancing a better and more successful understanding through the logical presentation of requests for power site stages of the social system [21]. Social advancement creates and applies the presentation of ideas and actions to make an incentive for people and society [22]. SM advertising refers to the path to the activity site collection or viewed through social networking destinations. SM advertising programs are usually fixed in efforts to make content based on consideration and urges users to provide social systems. The company's message spreads from customers to customers and the echoes of what appears in light of the fact that it seems to originate from an external source of trust, rather than the brand or organization itself. From now on, this kind of preference is driven by listening to the conversations of others, which means they produce the media rather than the paid media [23].

The possibility of SM advertising in a general sense shows how to transfer business or sites through the stages of SM. It is a way able to show that it describes how people transmit. It is one of the methods essentially minimal special effort organizations

give large amounts of communications and movement to a large extent. Associations know how to get a huge study and it really works for business. Encouraging SM is an effective way to achieve dynamism connected by its departments and materials or to be allocated only for the proceeds of advertising associations. Media is a valuable tool that uses associations to obtain their own information, a description of the elements and advances that are embedded in world chain management systems. Due to the novelty of this type of promotion, creative thinking organizations to deal to improve their own advertising systems. New channels are made to approach potential customers. Thousand tons of business organizations and the distribution of spending plan to change the online business by using the display and SM. It will be developed to be part of what will distinguish how the ad and the formation of procedures and advanced [24].

In contrast to the traditional advertising approach, SM advertising offers two-way exchange, for example, (1) dynamic buyers: Ultimate buyers clearly dynamic subjects, they also participate in online discussions, make their own web magazines and exhibition galleries Comment on the other positions, to become the evaluation leaders, to be a passionate pioneer of fancy, county brands, radio and sound recordings, communicate and name wonderful places, share or send curiosity material with peers, meet with someone who has the same provisions and interests (2) SM allows customers to talk with organizations and encourage correspondence between the client and clients. This makes the media a “broad element of the mixture of progress (3) long-term relationship: organizations create long-term partnerships with customers and current expectations” [25].

Social media organizations use advertising for computers and departments to deal with customers, promote mining ideas, and make contacts with groups of brands. There are several types of SM, which measures profiles, for example, online journals, and local management of social systems and collections of materials. The material produced by customers is an important way through which buyers convey what they need and talk to others on the Internet. The core of the creation of brand-related customer can form a buyer to recognize the challenge and advertising experts dramatic. Evaluating this traffic is vital for advertisers who target the co-production of their brands socially [26]. The media may change the business environment to establish

partnerships and give them open doors and difficulties. On the plus side, social networks transfer associations have different advantages. Associations immediately, enabled them to have a dynamic and cooperated with partners, and to listen and respond to their requests. Second, it allows associations to have instant access to ongoing information that data partners, and search partners receive and receive cash from their nationals and departments. Thirdly, I have made a cost-effective way of correspondence for associations as it should have clear responses to queries from other partners who can have their own research associations [27].

The media must collect the buyer's recognition taking into account the ultimate goal of effective mail-merge advertising in the SNS, but destinations that do not deal with it wisely can bring negative states of mind who obviously lead the decline in enrollment and income [28].

Reviews says SM greatly affect the buyer's purchase of basic administrative leadership. A new type of media has emerged, which seems to be due to the social components of having a buyer's influence on getting basic leadership. Today an increasing number of customers use SM to talk to others in addition to the signs. Informal is an essential part of the SM influencing the option of buying customers. SM offers more potential results for advertisers to draw an interface with traditional customer promotion. Put up around recommended that virtual groups have become a vital buyer education systems that clearly affect the behavior of customers [29].

2.6 Advantages and Disadvantages of SMM

2.6.1 Advantages

In order to better understand the benefits of SM presentation, there are five basic criteria for victory in this area:

Related Costs: Compared to the usual marketing and communications [30], and the preferred display by the advertising center on social networking is related to costs. Budget challenges for low SM advertising appeared to be different for others. Most local media allows access to personal data and information dissemination [21].

Social Interaction: One of the most striking new media wonders is the way it has spread and made new types of social participation. People spend more than a quarter of their busy online time with correspondence practices [21].

Intelligence : At all like sitting in front of a television or listening to the radio, the new media's primacy gives customers turn out to be something other than separate beneficiaries of agitation. Intelligence can be widely portrayed as the number of clients who value material change and the type of situation mediated in real time [21]. With social advertising, commitment is the key and has the ability to continuously cooperate with target customers can allow the customer's client to form the best communication and manufacture high trusts and produce extraordinary dedication to customers benefiting the business and its customers [30].

Processed: SM encourage advertisers to provide the ability to hold meetings and clients given the location of customers near their home interests and their peers like [21]. Unlike the traditional wide communication that shows where communication promotions for anyone, even people who do not care or do not feel intrigued by an article or specific management [30].

Customer Service: Another imperative is to promote SM group. Regulate satisfaction and fast and basic transport frames in order to improve fidelity electronic replacement elements. The established coordination framework ensures rapid transfer after a payment process that adds to consumer loyalty, which adds to firm behavior[21]. Social advertising is described with ongoing contacts that can link their businesses to a much more sustainable way with targeted customers. What you get is the direct outcome of your exhibition [30].

2.6.2 Disadvantages

There are five fundamental flaws that must be considered in the presentation of SM, which are:

Serious Time: As the name suggests, SM are smart and viable two-way deals take responsibility. How to encourage changes in social systems, focusing on building long distance links can turn into more sales [21]. Getting one with SM is very daunt-

ing. As an organization, you should designate someone to continuously encourage profile pages and meaningful material. This individual also has the ability to provide feedback and answer questions. For small businesses this can be a difficult subject, because they all need hands on the deck to keep a brand above [31].

Copyright Issues and Trademarks: It is absolutely necessary for associations to secure their own brands and copyrights while using social networks to promote their brands and materials. Partnership marks and other protected innovations are no less important than regular departments or items that give [21]. Protection, security and security issues: the use of SM to push image elements or departments can also capture issues of trust, security and data security. It is important that partnerships take into account these issues and take appropriate action to reduce the introduction to the collection, use and maintenance of individual data related to risk [21]. IT supervisors and marketers are evaluated with the system to change the atmosphere in line to choose to keep shoppers online. This enormous enthusiasm has created to discover about online confidence and the growth of new web page features to respond to expanding energy customers [30].

User Generated Content (UGC): It allows customers to comment on various web structures, for example, images, recordings, evaluation, auditing, podcasts, websites and articles. Regardless of whether video or shared images on a web page or messages that clients distribute on the site to people in the system, UGC has a lot of certification as a promotional tool. Moreover, the content produced by the client is an abnormal state of credibility where most customers, especially in the event that someone make the material or tweet among peers. Requesting product content by the customer regarding the technical will appear with some risk of causing a legal obligation to the material made by an individual taking interest in the campaign. In any case, discover how to restrict legal risks identified with advertising efforts that involve posting content created by the client through social networks [21].

Negative Comments: Changes in SM for advertisers, shoppers and developers, customers can provide positive or negative weight to the association, its government and its components, depending on how the online society introduced, the nature of departments and materials provided to customers [21]. Negative criticism can damage your

reputation online. A comment or tweet that only stigmatizes or gives false claims and negative criticism about their articles or departments can heal and destroy a bad reputation the Internet for a while [30].

2.7 The Social Feedback Cycle

Social Feedback Cycle gives the association between the basics of SM promoting and the bigger thought of social advances connected at a “whole business” level.

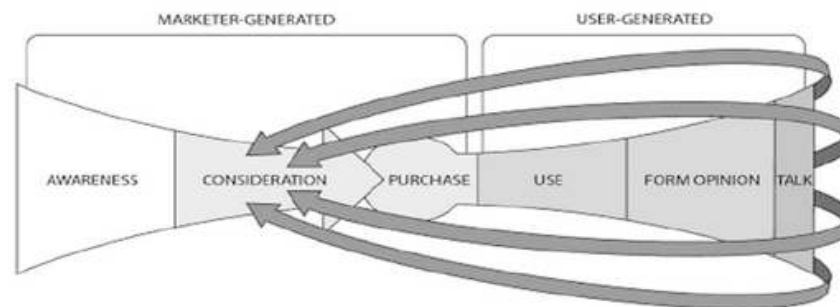


Figure 2.3: The Social Feedback Cycle

Social reactions is a basic course of understanding based on social business input models. What the social reactions really talks about is the track where online distribution and social innovation has been linked to people around the business or professional exercises. This new social availability between businesses, their customers and different organizations, and the customers themselves, as in the support groups and comparative social applications are also applied relatively well among workers. Everything in mind, it's cross-board information exchange revealed more widely. The information available to only the selected or preferred group was open to all[32].

2.8 Effect of Social Media on Marketing on Consumer Buying Behavior

2.8.1 Brand Awareness of Consumers

The media, which includes online steps to share and engage in different types of exercises, speak from the undeniable vitality of brands to talk to the attractive meeting

of middle people divisions. Industry Report 2013 SM developers can find a long opportunity to open meetings target brand message, the spread of traffic to the cities of the brand, the best classification of fishing and sincerity among customers [33]. Preferences for brand management, one of the problems that do not soften - despite the accumulation of university premium - is the problem measuring the impact of SM advertising exercises on the key measures to achieve the brand [13]. Organizations use Sm's computerized advertising and management departments to deal with customers, promote mining ideas, and make turnkey sets on brands. There are several types of SM, which measures organizations, such as online journals, local management of social systems and collections of materials. Customer Essence creation is a vital way through which customers pass on what they should be and talk to others on the Internet. Material produced by customers related to this brand can form a customer feedback dramatically and challenge the expert show. Estimating this traffic is essential for advertisers who are targeting the co-production of their brand socially. It is essential for brands to manufacture a partnership with customers and enhance the sense of presence of customers. SM with different areas meet the desire of buyers to adhere to the brand, who want to be related. Brands are enhanced through cooperation and allowing outside groups of viewers to communicate with them, finishing the inches clearly required between buyers and regards others' feelings as more objective messages to strengthen organizations. SM instinctively drives buyers to take over an organization promoting their production in SM [34].

There are three vital parts that help make the brand. Advertisers must use SM to achieve their goals of creating an image.

- Make a relationship can be trusted.
- Separated by a relationship to be more wonderful and unambiguous
- Care and loyal fans clearly more important to finish [35].

2.8.2 Trust

Trust is seen as one of the keys to improving between a buyer and a particular brand connection, and has recently seen as a long-term variable central partnership with

customers[36].

Trust takes an important part of the Internet business. There are certain effects of trust, based on different standards of altruism, respect, ability, ability and empathy. There are also estimated two-dimensional scales of confidence, skill and altruism ability, causing confidence in the brand. In any case, all definitions and measures refer to the risk and instability of the online situation. Good and Healthy Two basic measurements of confidence are based on this review. The basis of trust refers to the belief that the other party is reliable and the exchange of data depends on a bad reputation, while the generosity refers to contacts frequented by retail buyers.[37]

Traders believe that SM is a source of reliable data regarding the two articles and departments that exchange is supported by companies that move through traditional components of the mixture in advance [38].

The social relationship of buyers produced through SM fundamentally affects the clear confidence of buyers. The connections in these steps create social support. Social support created through SM along these lines affects confidence [37].

2.8.3 Consumer Buying Behavior and Social Media

The media showed the most complex customers and helped develop new strategies in research, evaluation, selection and purchase of products and companies [39]. Buyers have to settle for innumerable options constantly, thus adapting to overload data in expansion. As a result, tendencies and development of “inference” are specific alternative methods and “reliable evidence” is used as part of the basic leadership to adapt to this mental overload. Brands are the most reliable in contemporary mall style. They encourage many options and provide convenience as options for meeting current and future meetings, compliance and information. As a result, manufacturers assume a vital part of the buyer’s basic driving and buyers guide during the time spent settling in the purchase option. The buyer’s basic command includes driving different steps that occur when the customer sits on the purchase option [40].

2.8.3.1 Five Steps to Consumer Buying Behavior

We focus all the retail options, and get many buyers to research some information on how buyers are set on what to buy, brand, and store to get them. Thus, it is necessary to identify how buyers sit in the purchase options. There are many models that try to clarify the procedures of buying customers' behavior, but in this review we will focus on the well-known five stages of recognizing the need of the main feeling needed to make the option to buy the search through data and evaluate alternatives at this point in the end after buying behavior [41].

The models are mostly relevant to the basic complex leadership and which measures noteworthy risks include this is a script that will be taken to move forward with a speech [42].

(1) Requires Recognition:

Purchases are initiated when individuals realize they have an unmet need, while unmet need arises in fact when customer satisfaction contrasts with its current level of compliance. They also require excitation that can be activated by outside or within the same buyer's requirement, and the emerging needs of physiological (biotic) or mental (psychic) states, once the buyer's need have been moved looking approaches to achieve it[41].

(2) Search the Data:

Once the buyer has received a necessity, it is often not obvious any more ideal approach to meet this need will, well, feel this stage with the data collection and preparation to allow the buyer to move towards the purchase option, The game buyer data memory recovery (internal), as well as outside the investigation if the internal data is poor[41]

(3) Evaluation of Choices:

This stage is increased above, once the necessary data are available, the buyer will begin evaluating each option with a decreasing point step by step purchase summary depicting one. This procedure will really build a solid expectation of buying inside the brain buyer waiting to wait for the purchase unless some

problems arise in the period between the target and the last purchase of the pre-stage[41]. This is mainly concerned with how the buyer chooses between the options and brands. The main idea is that buyers consider the elements are sets of properties [42].

(4) Purchase Decision:

Not a lonely choice, but a lot of options, i.e., who can bring a change of mind and of course the option to be taken later. In addition, if we are to be particularly at the retail Leviathan Whits (2004) says that customers cannot buy the item that is highlighted in the summary of the evaluation, because it undoubtedly gives a huge advantage but cannot be accessed in the warehouse or risk beyond the potential benefits [41].

(5) Post-Purchase Evaluation:

Once purchase has been made and appraisals go ahead in what the buyer may feel created in the right choice to meet the wishes as we call it post-purchase compliance or after buying a disappointment if the ratings do not satisfy the wishes. Again, advancement can take a lot of this situation to ensure that customers' desires are met through the adequate implementation of the brand before buying and helping the buyer who bought the advertised brand to do as such [41].

CHAPTER 3

RESEARCH METHODOLOGY

In the given 3rd chapter, the research technique was used by researcher in the given analysis is the impact of social media marketing strategies on consumer buying behavior. Several kinds of research methods are used to analyze the research study. This chapter also discusses about the research approach, research design, population, sampling of data, research methodology, reliability and stability and ethical consideration.

3.1 Research Design

The descriptive research design is taking place during the statistical or quantitative research method applied. These methods are effective to collect primary data and information from primary respondents. This method is helpful to analyze the population's attitude, opinion, behavior and other under the various groups of samples. This study is also includes the analysis of data and information of important level of research significance and conclusions centered on the population or any behavioral change subsequently in respect of opinion and attitude. The research design assumes the methods of design for analysis of phenomenon. The quantitative research method is a process to provide the data and information in respect of statistical analysis by using questionnaire, telephonic survey, physical survey and others. The quantitative research methods are also used to observe the research hypothesis with primary data analysis [43].

In this research study design has provided the comprehensive research exercise. It is analyzed with very important to describe the population or people utilized to as-

sess the several issues. The quantitative research methodology was designed in this given study. In this keeping view of actual population that can show in right mode is measured an important assignment. The primary data was collected from primary respondents and several organizations. A total of 202 primary responses or data questionnaire were filled and entered into the statistical software SPSS.

Under this research study, the current study framework described that all required things of research analysis which assumed more primary and secondary data beneficial research. During the course of research analysis, social media market strategies were discussed and analyzed through primary data collection from respondents in order to ensure the quality of research analysis to resolve the study research questions or problem statement of existing study.

3.2 Research Approach

Research approach is an important factor of any assessment which includes the data and information about the significance of approach or method to analyze the study results. It is also important to find the study analysis with most appropriate method [44].

This study is based on the quantitative study method. The present study is based on the social media market strategies and influence on the buying behavior of the customers. In this regards, the five point Likert scale of questionnaire was used to collect the primary information from main respondents. And it is essential for research analysis to increase the quality of study results to find out the research question's answers. The statistical data results were processed into manageable way with several statistical tests such as descriptive analysis (mean, standard deviation, maximum, minimum) and frequency of each questions response.

3.3 Research Method

In this given study, both primary and secondary sources of research method were used to collect the data and information.

3.3.1 Primary Sources

The primary source of data collection is mainly based on the present data and information with respect to the original sources. The primary data sources are based on the physical or website / online survey especially design survey questionnaire or questions such as Likert scale questionnaire, survey, interview, discussion group, telephonically and others. The primary data is more reliable, effective and authentic way of getting more information about the research study analysis. There are two main parts of the research are questions and demographic to find out the main problem study in this regards [45].

This study is based on the social media marketing strategies to effect on the consumer buying behavior. In this regards, primary data sources are important factors to assess the research questions. Therefore, the primary information was collected from the concerned respondents through five Likert scale of questionnaire as the main tool for current research study.

3.3.2 Secondary Sources

It is very essential to have researcher to get secondary data from authentic sources which are helpful to improve study analysis and answers the research questions / problem statement from the point of view of secondary or past sources such as articles, books, magazines, journals and others website sources[46].

In the theoretical aspect of the search, secondary data sources were used, which were represented books, articles, journal, reliable online / website sources, industry magazine and other reverent reports. The research studies previous on the subject of the study, in addition to research and reading in the various web sites.

3.4 Reliability and Validity

The validity and reliability is a major part of the research study analysis to investigate the research significance. The validity of the study is important in which descriptive

statistical data or quantitative method is more reliable to conduct the research assessment against the relevant study method. The study reliability is highly grounded on the consistency while, the research validity is assumed on the findings or results / outcome accuracy of research questions to be answered with the primary data collection [47].

In this given study researcher had used quantitative which is reliable and validate the research study method including accuracy of statistical results. Thus, the secondary sources are based on reliable and creditable sources such as past academic studies, articles, journals, books, website sources for gathering of data.

The overall data were gathered from primary data sources which were already very reliable and valid, because the researcher has used the five point Likert scale questionnaire for collection of data. All researchers had used the secondary sources from most reliable and creditable sources of journals, academic studies, articles and others.

3.5 Population

The main population of this study is all primary respondents who are actively involved with the social media marketing and buying of products or services accordingly. In this regards, the primary data was collected from Libyan people.

3.6 Data Analysis

The data analysis is an important factor under any research study. In this present research analysis, descriptive statistical (mean, standard deviation, minimum, maximum and frequency distribution) and other test method were used to analyze the present study hypothesis and the relationship between the independent and dependent variables. In this regards, the primary data through five Likert scale were collected and entered into the statistical SPSS software in order to get the main results. In this regards, researcher had also used the Microsoft Excel software to get the more graphical images of data frequency.

3.7 Ethical Considerations

Ethical consideration are major part of standards in the research study which followed by all kinds of educational institutions. It is a form of data utilization and should be in keep confidential of privacy of primary respondents. The information and necessary data are kept confidential to secure the primary respondents from any further challenge[48].

In this research study, researcher had used all kinds of ethical standards to ensure the confidence in the research study and meet the university requirements. All the necessary documents or information is kept confidential and make sure the safe custody of material / resources in line with the ethics and university standards.

CHAPTER 4

DATA ANALYSIS AND DISCUSSION

4.1 Introduction

The major purpose of this study is to analyze and discuss the effectiveness of social media system on consumer's buying behavior. In this chapter, data analysis has been carried out in order to effectively understand thajor factors of social media which affects the buying behavior of the clients. This chapter is also includes the demographic, descriptive and frequency statistical data analysis to measure the study results effectively.

4.2 Demographic Statistics

Gender

Figure 4.1 describes the statistical data analysis about primary respondents from which the data were collected. There were total 202 primary respondents, including male (113) and female (89) (see Table B.1 in Appendix B).

Age

The age statistics for several groups of participants are presented in figure 4.2. The dominant age groups are 18 – 25, 26 – 35.(see Table B.2 in Appendix B).

Education level

In Figure 4.3, the education level frequency statistics are presented showing the level of education for the several groups of respondents. Most of the age frequency and estimates are indicating that participants have had qualification of Bachelor; Masters; Matriculation; and PhDs respectively (see Table B.3 in Appendix B).

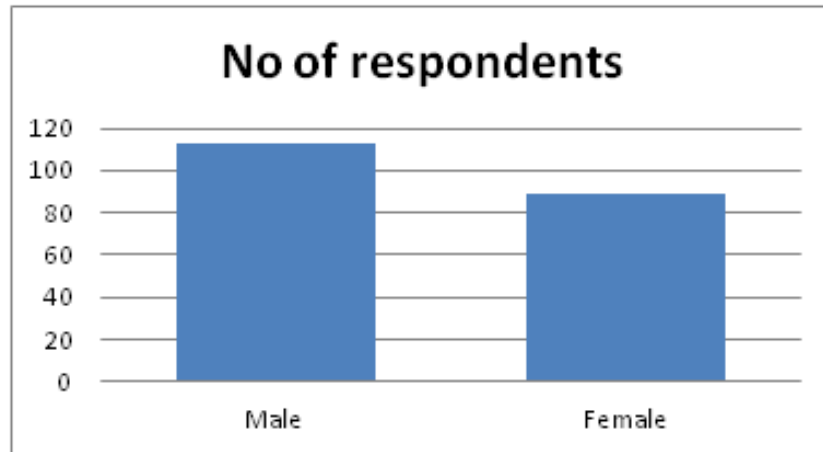


Figure 4.1: Gender wise statistics

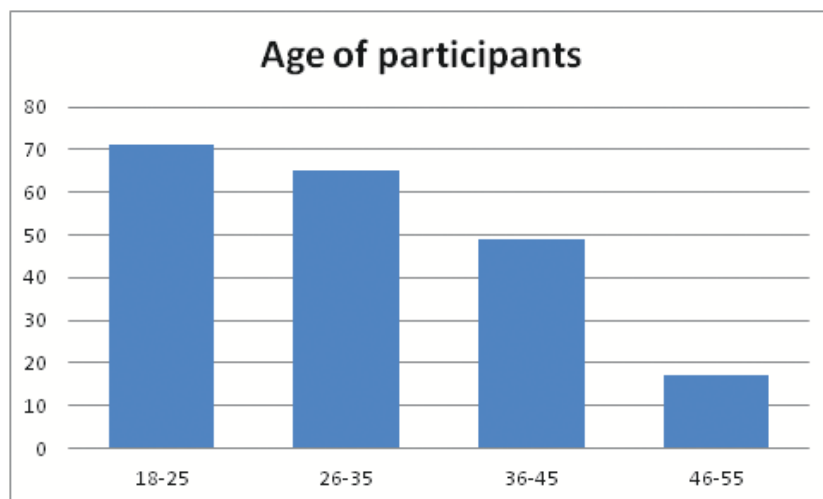


Figure 4.2: Age statistics

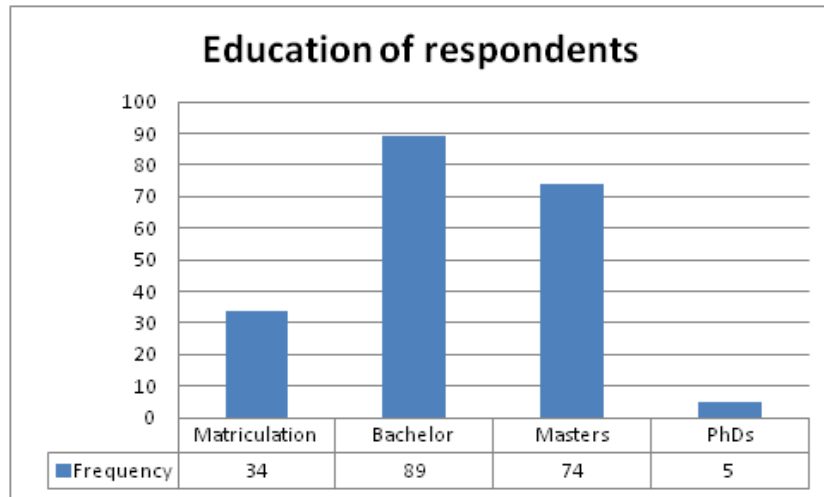


Figure 4.3: Education level

4.3 Descriptive Statistics

The table illustrated mentioned at (Appendix C) is describing about the descriptive statistics for primary data analysis which comprises social media and its effectiveness on the consumer buying behavior with respect to the several decisions making, motivation, customer attention, brands, reviews, opinion and ordinary media network.

The minimum and maximum frequency is showing that likert scale of the design questionnaire such as 1= Extremely Disagreement; 2= Disagree; 3= Neutral; 4= Agree and 5= Extremely Agree in a respective way.

The mean value is showing that most of the results are sloping on average towards 4 and above which signify the effectiveness of social media marketing network on the consumer buying behavior positively.

The standard deviation expressing the quantity in which the group members or respondents differ from the mean value, signifies that on average standard deviation value is 1 or less than one which express that there is no risk against the respondents responses as most of the mean value slops positive side (see Table C.1 in Appendix C).

First question

The first question information is about the social media network and consumer suggests / recommends product or service by the follower or fan. Most participants agreed, but some of them were neutral and very few of them completely disagreed (See Table D.1 in Appendix D).

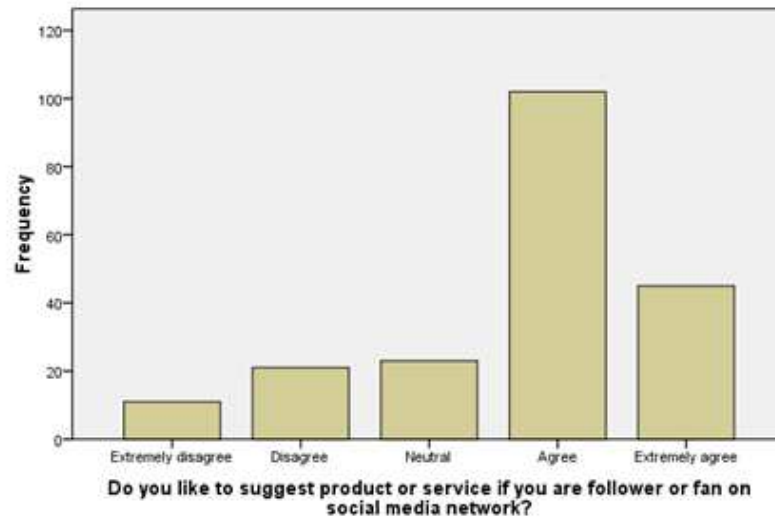


Figure 4.4: Social media and consumer brand followers

The result signifies that the follower or fan of the social media network most suggest or recommend the product or service of brands.

Second question

The second question information is about the social media network and influences them to purchase a product or service. Most participants agreed, but some of them were neutral and very few of them completely disagreed (See Table D.2 in Appendix D.)

The result signifies that the follower or fan of the social media network most suggest or recommend the product or service of brands.

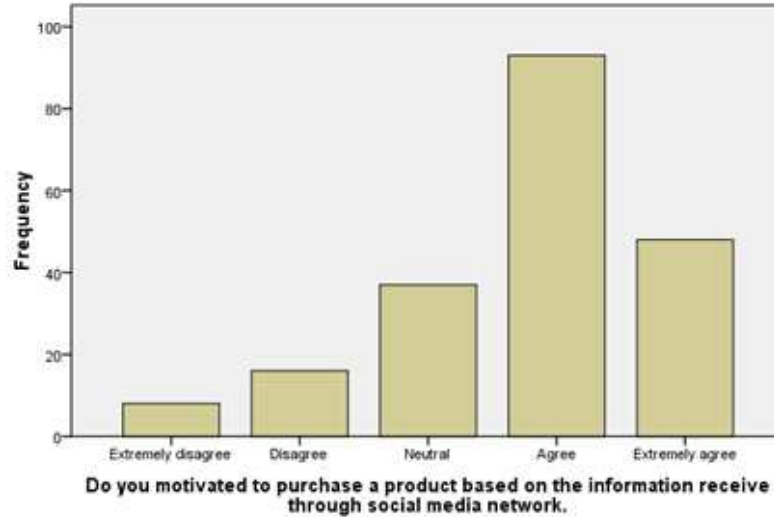


Figure 4.5: Social media and motivation to purchase

Third question

The third question information is about the social media network and information trustworthy. Most participants agreed, but some of them were neutral and very few of them completely disagreed (See Table D.3 in Appendix D).

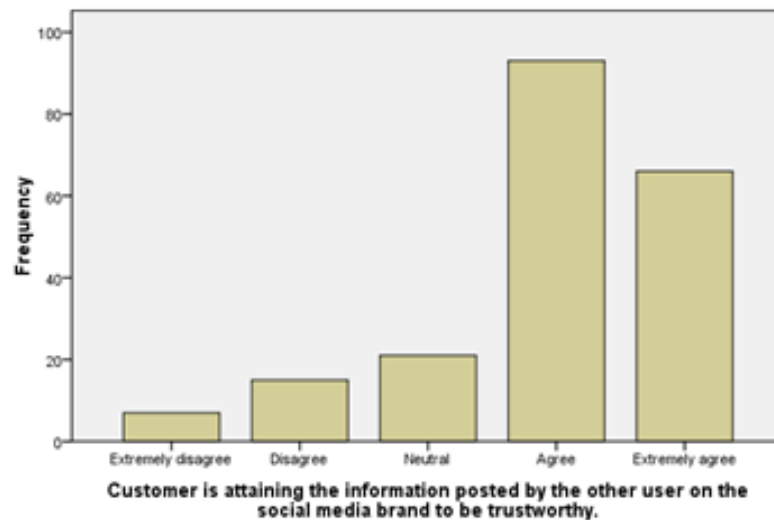


Figure 4.6: Social media and attaining the information

The result signifies that the customer is attaining the specific information posted on the social media network which improve the consumer behavior towards purchasing of product from brand and loyalty with trustworthy.

Fourth question

The fourth question information is about the social media network and promotional activities. Most participants agreed, but some of them were neutral and very few of them completely disagreed (See Table D.4 in Appendix D).

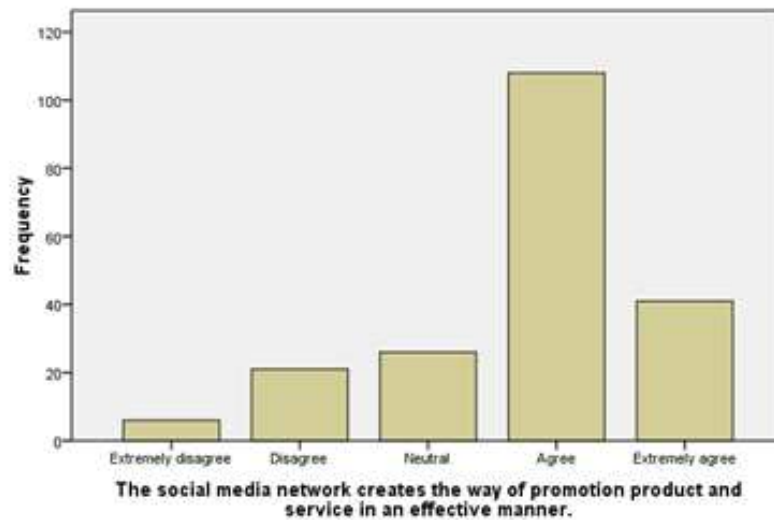


Figure 4.7: Social media and promotions of product and service

This signifies that social media network creates the way of advertisement, promotional and campaign for the brand product and service in an effective manner.

Fifth question

The fifth question information is about the social media network and brand post about product quality and effectiveness. Most participants agreed, but some of them were neutral and very few of them completely disagreed (See Table D.5 in Appendix D).

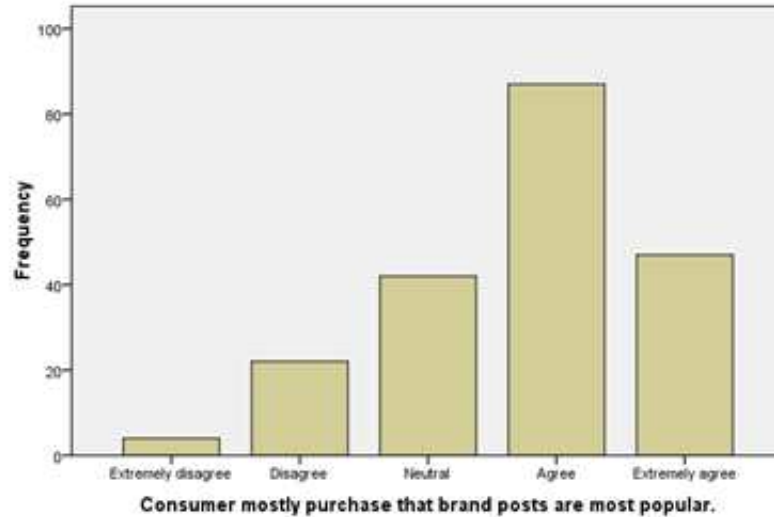


Figure 4.8: Social media and brand posts

This signifies that consumers most of the time buy products from brands posted description, quality, effectiveness and other features.

Sixth question

The sixth question information is about the social media network and content available online site about the brand. Most participants agreed, but some of them were neutral and very few of them completely disagreed (See Table D.6 in Appendix D).

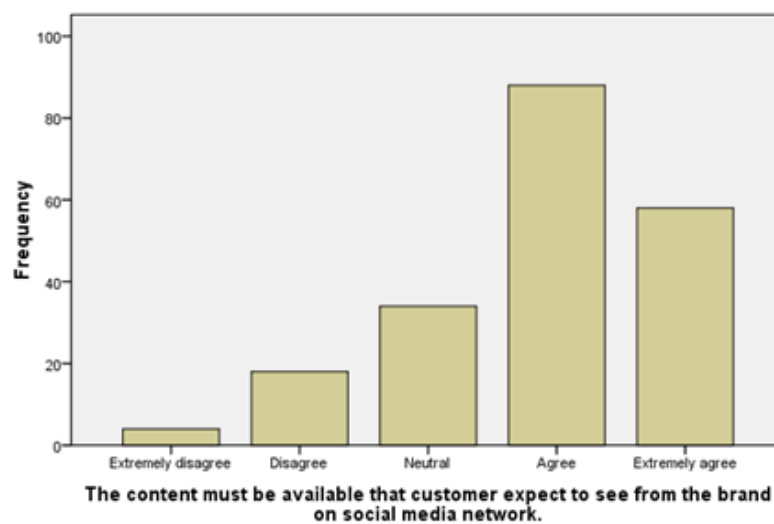


Figure 4.9: Social media and online content to review

This signifies that brand product or service content available on the social media net-

work that customer expect to review and accordingly want to purchase.

Seventh question

The seventh question information is about the social media network and customer perception about the brand. Most participants agreed, but few of them were neutral and fewer numbers of them completely disagreed (See Table D.7 in Appendix D).

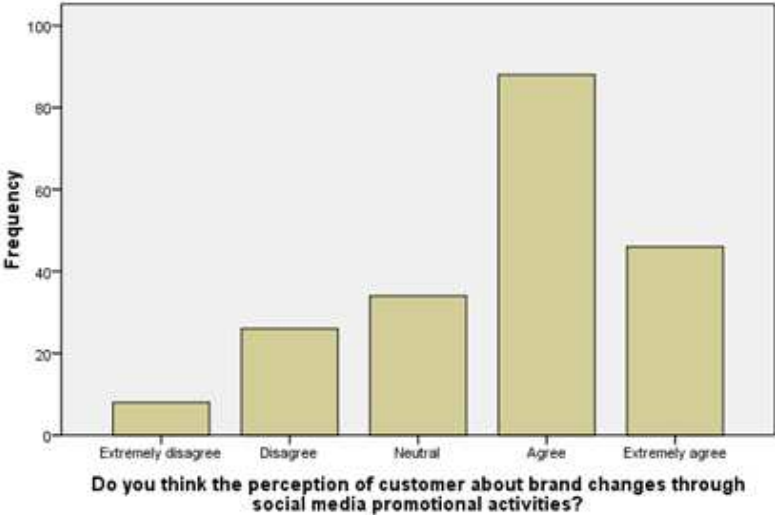


Figure 4.10: Social media and perception of customers

This signifies that the social media network has more effect to change the perception or behavior towards branded products or services through more online promotional marketing campaign activities.

Eighth question

The eighth question information is about the social media network and credibility of information. Most participants agreed, but some of them were neutral and very few of them completely disagreed (See Table D.8 in Appendix D).

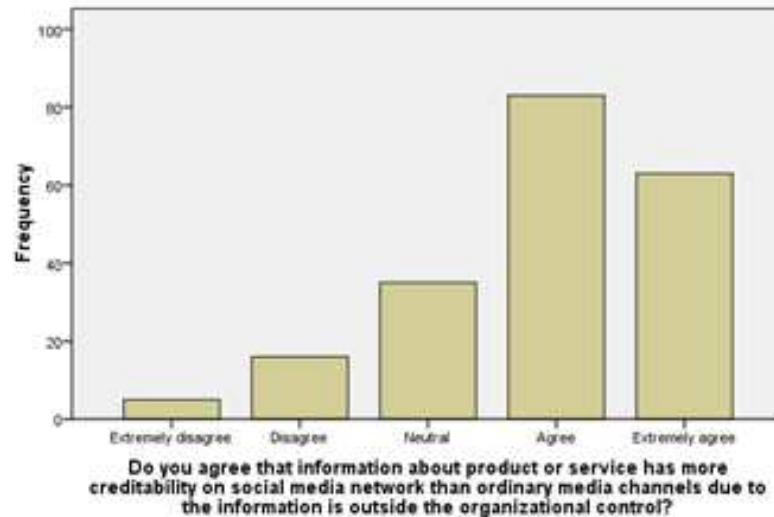


Figure 4.11: Social media and credibility

The result signifies that information about a product or service on the social media network will create the credibility more effectively than ordinary media channels (TV, radio, newspaper and other).

Ninth question

The ninth question information is about the social media network and consumer voice or opinion about purchase. Most participants agreed, but a moderate percentage of them were neutral and very few of them completely disagreed (See Table D.9 in Appendix D).

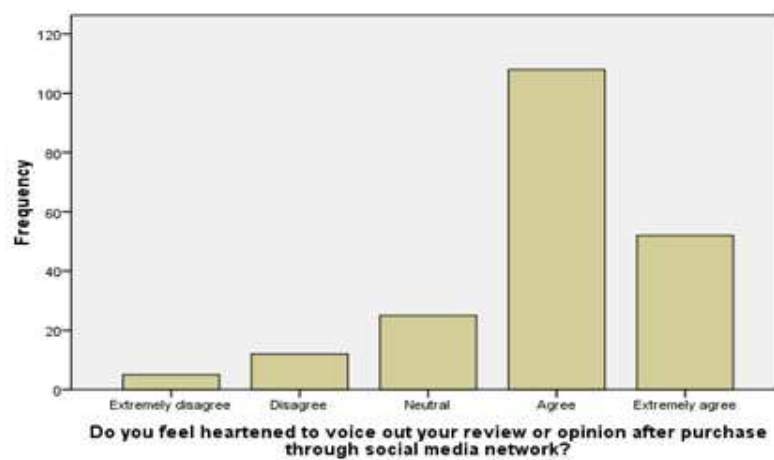


Figure 4.12: Social media and review or opinion for purchase decision making

The result indicates that social media network is the most effective strategy by brands to get the customer opinion and review after the purchase of online products.

Tenth question

The tenth question information is about the social media network and effective platform for customer to communicate. Most participants agreed, but some of them were neutral and very few of them completely disagreed (See Table D.10 in Appendix D).

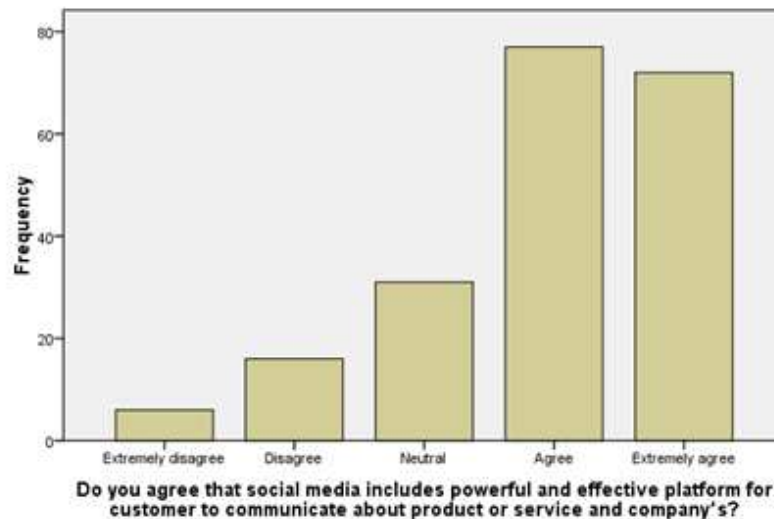


Figure 4.13: Social media and platform for customer to communicate about brand product or service

The result signifies that social media includes the features of platform for brand to get the feedback from customers when they communicate about the product or service.

Eleventh question

The eleventh question information is about the social media network and change decision making. Most participants agreed, but a lesser number of them were neutral and very few of them completely disagreed (See Table D.11 in Appendix D).

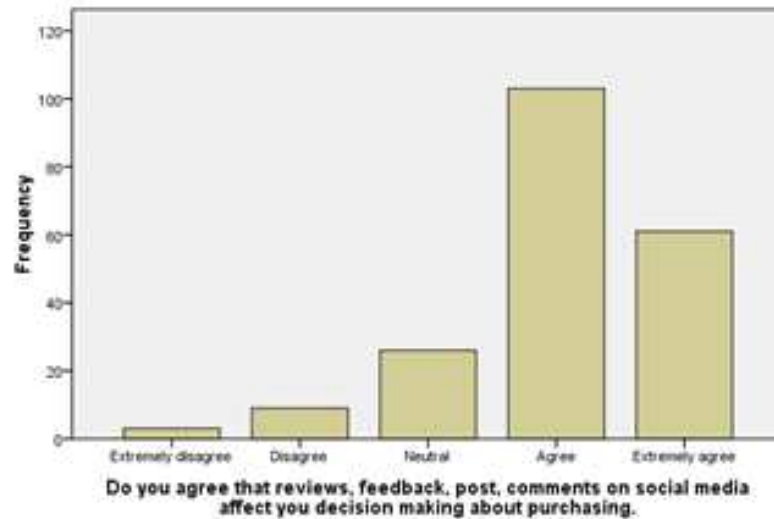


Figure 4.14: Social media and feedback, post, comments

The result signifies that several peoples’ reviews, feedback, post and comments on the social media also affect the consumer buying behavior either to purchase brand product or not.

Twelfth question

The twelfth question information is about the social media network and change opinion or behavior. Most participants agreed, while a moderate number of them were neutral and very few of them completely disagreed (See Table D.12 in Appendix D).

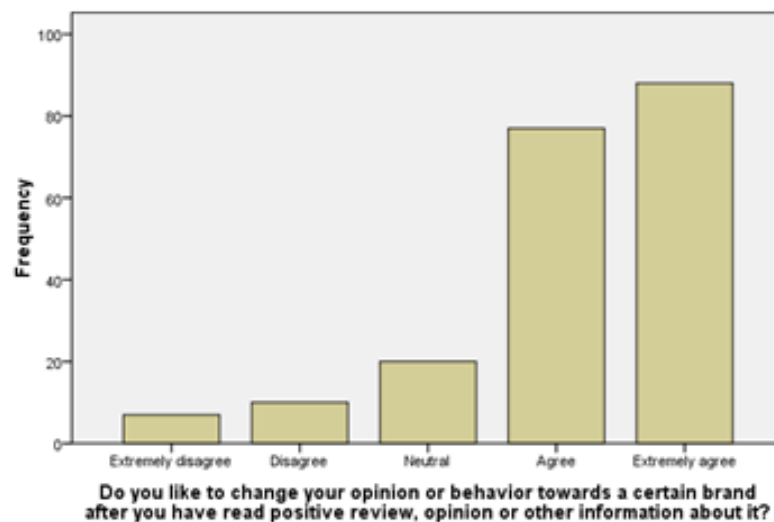


Figure 4.15: Social media and change customer opinion and positive review about product or service

The result signifies that social media change the behavior or opinion towards a certain brand after the analysis of review or opinion about a product or service.

Thirteenth question

The thirteenth question information is about the social media network and platform of customer attention. Most participants agreed, but some of them were neutral and very few of them completely disagreed (See Table D.13 in Appendix D).

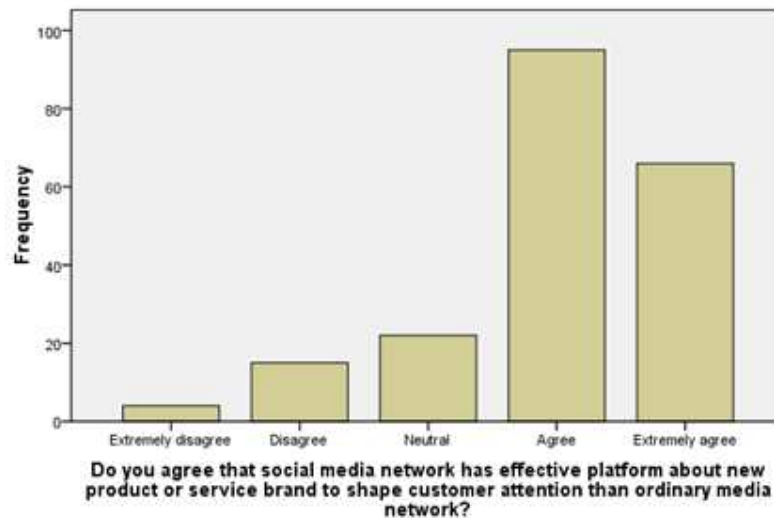


Figure 4.16: Social media and customer attention

The result signifies that the social media network has an effective platform about a new product or service by the brand to shape customer attention or behavior than ordinary media network.

Fourteenth question

The fourteenth question information is about the social media network and blog post and advertisement. Most participants agreed, but some of them were neutral and very few of them completely disagreed (See Table D.14 in Appendix D).

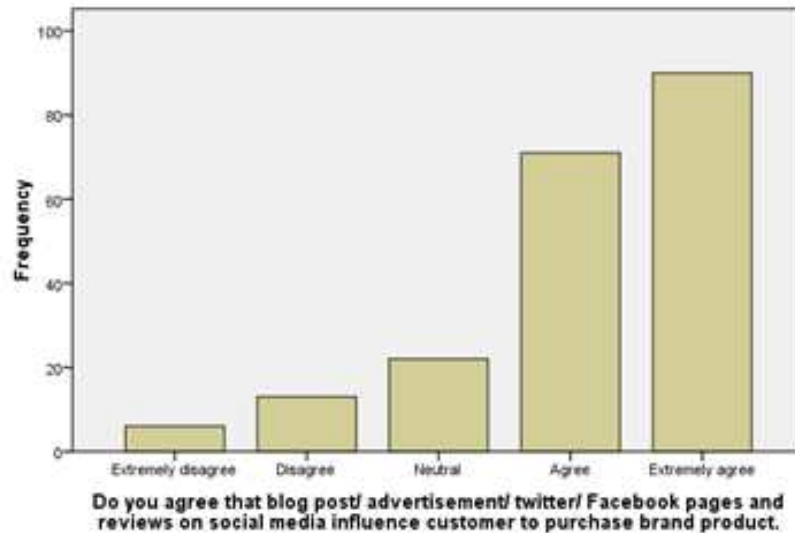


Figure 4.17: Social media and customer attention

The result signifies that social media network includes the blog post and advertisement on the several online media such as twitter, Facebook, Instagram and other pages and also review on its influence to consumers to buy brand product.

Fifteenth question

The fifteenth question information is about the social media network and searching of data and information. Most participants agreed, but some of them were neutral and very few of them completely disagreed (See Table D.15 in Appendix D).

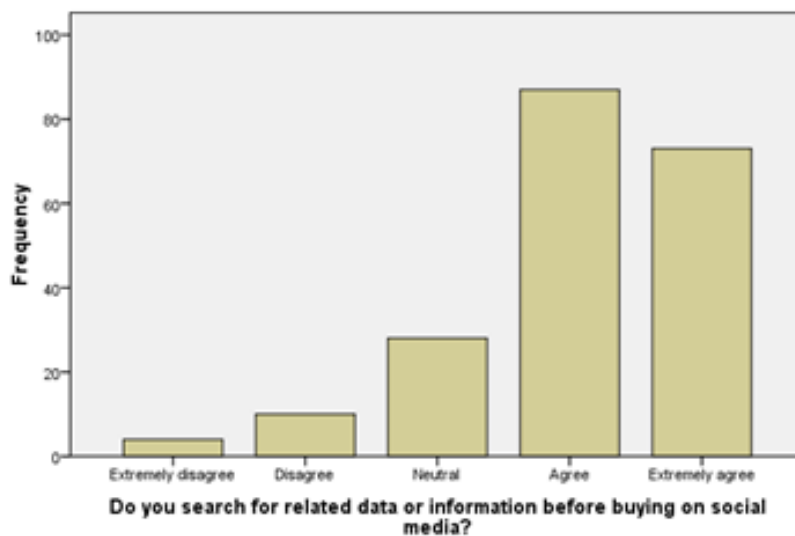


Figure 4.18: Social media and customer attention

The result signifies that social media network is an effective strategy to search about new brand product information before buying decision making.

Sixteenth question

The sixteenth question information is about the social media network and more efficient to search about the product. Most participants agreed, but some of them were neutral and very few of them completely disagreed (See Table D.16 in Appendix D).

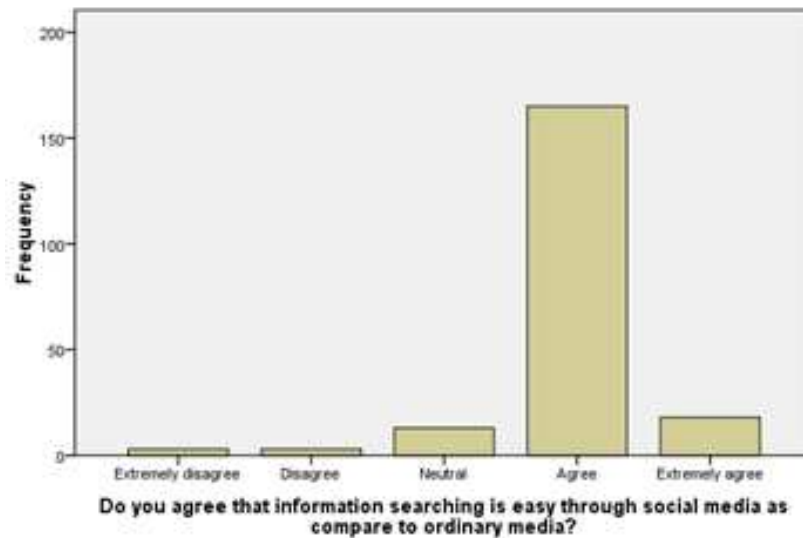


Figure 4.19: Social media and marketing and ordinary media

The result signifies that social media network is an effective platform to get information through this function as compare to the ordinary media.

Seventeenth question

The seventeenth question information is about the social media network and change in the initial opinion and preferences. Most participants agreed, but few of them were neutral and very few number of them completely disagreed (See Table D.17 in Appendix D).

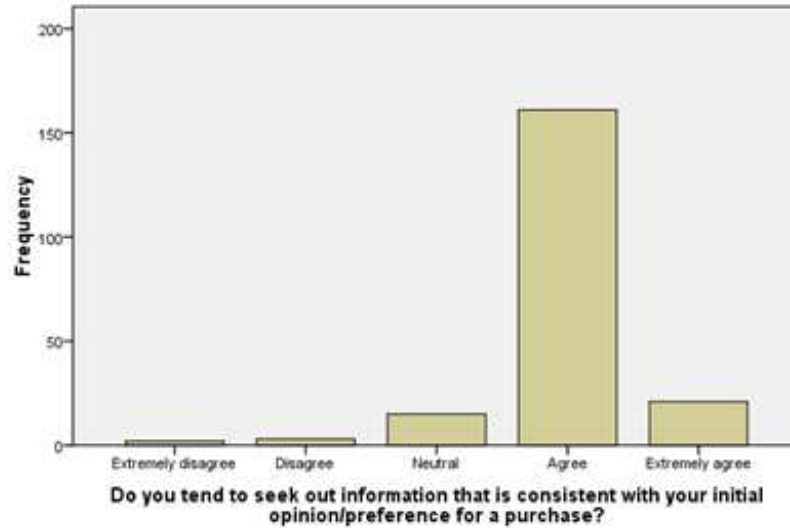


Figure 4.20: Social media and customer preferences

The result indicates that social media network is seeking to provide information that is reliable and consistent or change with a consumer initial preference for a purchase of a product or service.

Eighteenth question

The eighteenth question information is about the social media network and seeks the information about product actively. Most participants agreed, but some of them were neutral and very few of them completely disagreed (See Table D.18 in Appendix D).

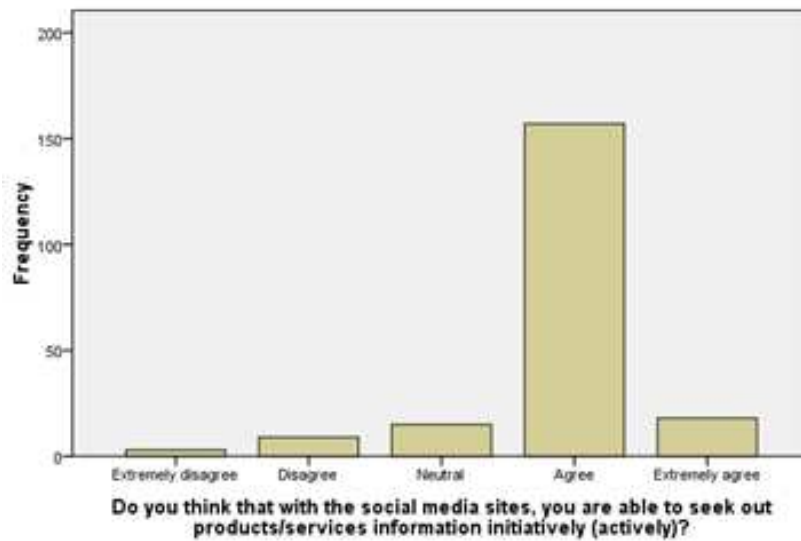


Figure 4.21: Social media and actively seek information and decision making

The result signifies that social media network enables consumers to find out the product or service information actively.

4.4 Research Hypothesis

In the given study analysis, the researcher analyzed the effect of social media marketing on the buying behavior of the consumer. In this regard, research hypothesis were analyzed with respect to ANOVA (Analysis Of Variance), regression, correlation and other relevant statistical aspects. These are most of the reliable and effective statistical tests that are used in a comparison of the results between independent and dependent variables. The standard deviation is showing the level of risk spread among the questions. The ANOVA table is showing the summary of the regression line and the level of significance among the variables. The regression line shows the positive or negative movement of the variables and correlation shows the positive or negative effect between the dependent and independent variables.

Table 4.1: Model summary

Model summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.655 ^a	0.430	0.421	0.50619

^a Predictors:(Constant),Trust & Awareness, Customer buying behavior

Table 4.2: ANOVA

ANOVA ^b						
Model	Sum of squares	df	Mean Square	F	Sig.	
1	Regression	38.215	3	12.738	49.715	0.000 ^a
	Residual	50.732	198	0.256		
	Total	88.947	201			

^a Predictors:(Constant), Trust & Awareness, Customer buying behavior

^b Dependent Variable: Social Media Marketing

The model summary is illustrating that there is one dependent variable (Social Media) while others are independent variables including trust & awareness, marketing

and customer behavior. The co-determination of efficient is analyzing that R-square value stands in normal range between zero to one. The above model summary table is showing that model summary fitness by 43% and adjusted R-square is 42% respectively. Therefore, we can say that research model is sufficient to evaluate the further hypothesis of research analysis.

Table 4.3: Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.172	0.401		-0.430	0.668
	Customer buying Behavior	0.265	0.086	0.175	3.079	0.002
	Trust & Awareness	0.202	0.069	0.162	2.926	0.004

^a Dependent Variable: Social_Media_Marketing

The coefficient table is justifying that research model significance or *p*-value is less than 0.005. Therefore, the subject analysis is an indication that there is positive correlation among both variables which are; the dependent and independent variables.

H0: There is no impact of social media marketing on consumer buying behavior.

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

The research variable of social media has major effect on consumer buying behavior. The result indicates that the significance value is 0.002 henceless than 0.005. Therefore, the null hypothesis is rejected as social media has positive impact on the consumer buying behavior.

H0: There is no impact of social media marketing on trust and awareness.

H2: There is impact of social media marketing on trust and awareness.

The research variable of social media has major effect on trust and awareness. The result indicates that the significance value is 0.004 which is less than 0.005. hence, we reject the null hypothesis as social media has positive impact on the trust and

awareness of brand products in the market through marketing on online social media such as twitter, Facebook, Instagram and others.

CHAPTER 5

CONCLUSION AND FUTURE WORK

5.1 Conclusion

Social media is one of the most effective solution and opportunities available to enhance the brand awareness, trust, and marketing and ultimately improve the customer buying behavior decision making. The present study indicates that social media marketing is a tool of socializing the medium of brand awareness which also improve the consumer trust by linking them at a level that is deeper.

The social media marketing is composed of new and evolving strategies for various market brands since last several years. The brand is taking advantage of higher level of growth and market return than ever before.

The analysis of social media marketing is indicating that SM provides the brand platform to recognize as a form of potential marketing, innovation, market campaign, promotional activities, product market awareness, the flow of new information about products and engage with customer online at all the time.

The study is indicating that several social media networks such as twitter, Facebook, Instagram, YouTube, Snapchat, among others create the significant impact on the consumer buying behavior. It allows the brand to analyze the opinion, feedback, review, views and content influence interaction and building community towards purchasing.

The study findings and primary data analysis are indicating that social media networking has a positive impact on the consumer buying behavior. Social media significantly change the consumer buying decision making by regular updates, reviews, content,

preferred product, brand awareness, communication, marketing and decrease the gap between both.

The analysis is also justifying that there are several factors which define the perceived value in the online business environment, For instance, the online social media marketing quality is terms of service and usefulness to influence the customer behavior to purchase products or services. A brand can concentrate on data and information, quality system and service to improve the online e-commerce and also improve the perceived usefulness in their customers.

There are some factors can affect customer buying decisions such as customer feedback or comments for instance; when a customer reads a positive comment about any product or service, this comment may encourage the customer to buy. On the other hand, if the customer reads a negative comment, the customer may cancel his or her buying decision or may need to think more.

The present study has been provided the significant amount of information to engage the consumer towards buying process through social media marketing practices. The customer utilizes the online social attraction, to create content and to liaison with other users. The present study of the social media marketing effect on consumer buying behavior identifies the advantages to be gained by business companies and brands in the market.

The advancement of online sources interacts the multiple online users and provides the opportunity to use social media to support, shared values, trust, awareness, communication, trust building network, interaction, connection, and affecting the consumer intention to buy products online.

The study is also indicating that social media provide different values to brands such as improve the company's product or service popularity, more sales growth, development, sharing information in the context of business enhancement. It is also generating the support for customers and social interaction. Moreover, the individual networking through social media helps to shared values, trust and positive effect on brand market awareness.

The present study reveals that social media marketing are important factor to develop

brand communication, trust-building system to purchase online goods or services. This new social media platform develops the new system where individual emerge on a social network where individual can share thoughts, reviews, opinion and feedback share quickly and globally.

This study has also signified that individual easily share the information and review about the product or service quality which leads to influence the consumer buying behavior. The new generation in the business community utilizes the online social media tool for development of brand attraction in the given market.

Hence, social media marketing is one of the key processes that help to create awareness, trust, communicate and create the product review to potential users with the main purpose of enhancing the consumer base. It provides more advantages when it comes to marketing of the brand. It encompasses various forms of marketing, communication, networking, entertainment, trust and awareness.

It is important for brands to understand all kinds of elements of social media marketing which enable them to improve the customer experience more effectively and efficiently. The most effective things are increasing the brand trust, more consumer base line, sales enhancement, brand image, customer loyalty, high return / outcome at cheap cost, promotions, advertisement and notification of any new events to the customers. It is also helpful to improve consumer interaction, reputation, monitoring, importance to campaign and viral marketing.

The analysis of the study also indicating that customers see the information about products or services provided by other customers through social media is more trustworthy because this information is not under the control of organizations, therefore social media marketing increase customer' trust.

Finally, the present study has given more clarification about the importance of social media marketing though more important and effective strategy by most of the brands in the market which create the strong or positive impact on the consumer buying behavior. The online social media network gradually becoming most effective factor in the local and international market to interact a wide range of consumer base.

The consumer buying behavior has been changed quickly or rapidly in which brand

has to design the new strategies in line with changing market needs and trends. Therefore, brand should focus on the new promotional campaigns, contest, discounts offers and innovative ideas to influence over the consumer decision making process and choices.

5.2 Suggestion for Future Work

Social media is one of the most effective digital marketing networks used to explore new market trends and brand awareness. The brand must recognize the social media network as its primary marketing tool. Following are the main recommendations for brand in relation to the marketing strategies incorporated in social media:

It is important for future to understand the other technical functions that brand or companies may use during the course of social media marketing. It is also effective to learn new innovative features of social media in respect of niche segmentation of products or services, consumer loyalty, brand image, perceived quality assurance, assessment of reviews, opinions, feedback and others.

It is also critical to discuss the influence of social media marketing on operational cost and increase the communication with customers; social media page and regular post impact on market awareness, communication and product marketing.

In the future, we need to analyze the consumer feedback impact on brand market about products and promotional schemes through social media survey system which provides the information about current trends and market position of the brand. It is important to link the social web page with customers to improve brand recognition, brand loyalty, covert to more opportunities and more conversion rates.

Moreover, the future research study must also take consideration towards further steps to analyze the role of social media perceived values and intention to purchase and to analyze their effect on the brand model.

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Appendix A

Questionnaire

The impact of social media marketing strategies on consumer buying behavior

Age : _____ Gender : _____ Education Level : _____

	1	2	3	4	5
Do you like to suggest product or service if you are follower or fan on social media network?					
Customer is attaining the information posted by the other user on the social media brand to be trustworthy.					
The social media network creates the way of promotion product and service in an effective manner.					
Consumer mostly purchase that brand posts are most popular.					
The content must be available that customer expect to see from the brand on social media network.					
Do you think the perception of customer about brand changes through social media promotional activities?					
Do you agree that information about product or service has more credibility on social media network than ordinary media channels due to the information is outside the organizational control?					

	1	2	3	4	5
Do you feel heartened to voice out your review or opinion after purchase through social media network?					
Do you agree that social media includes powerful and effective platform for customer to communicate about product or service and company's?					
Do you agree that reviews, feedback, post, comments on social media affect you decision making about purchasing.					
Do you like to change your opinion or behavior towards a certain brand after you have read positive review, opinion or other information about it?					
Do you agree that social media network has effective platform about new product or service brand to shape customer attention than ordinary media network?					
Do you agree that blog post/ advertisement/ twitter/ Facebook pages and reviews on social media influence customer to purchase brand product.					
Do you search for related data or information before buying on social media?					
Do you agree that information searching is easy through social media as compare to ordinary media?					
Do you tend to seek out information that is consistent with your initial opinion/preference for a purchase?					
Do you think that with the social media sites, you are able to seek out products/services information initiatively (actively)?					

Appendix B

Demographics Statistics

Table B.1: Gender wise statistics

Gender wise statistics			
	No of respondents	Percent	Cumulative Percent
Male	113	56%	56%
Female	89	44%	100%
Total	202	100%	

Table B.2: Age statistics

Age	No of respondents	Percentage
18–25	71	35%
26–35	65	32%
36–45	49	24%
46–55	17	8%
Total	202	100%

Table B.3: Education level

Qualification	No of respondents	Percentage
Matriculation	34	17%
Bachelor	89	44%
Masters	74	37%
PhDs	5	2%
Total	202	100%

Appendix C

Descriptive Statistics

Table C.1: Descriptive statistics

	<i>N</i>	Min	Max	Mean	Std. Deviation
How would you like to suggest product or service if you are follower or fan on social media network?	202	1.00	5.00	3.74	1.09
Do you motivate to purchase a product based on the information receive through social media network.	202	1.00	5.00	3.78	1.02
The customer is attaining the information posted by the other user on the social media brand to be trustworthy.	202	1.00	5.00	3.97	1.02
The social media network creates the way of promotional product and service in an effective manner.	202	1.00	5.00	3.78	0.98
Consumer mostly purchase that brand posts are most popular.	202	1.00	5.00	3.75	0.99
The content must be available that customer expect to see from the brand on social media network.	202	1.00	5.00	3.88	0.99
Do you think the perception of customer about the brand changes through social media promotional activities?	202	1.00	5.00	3.68	1.08
Do you agree that information about the product or service has more credibility on the social media network than ordinary media channels due to the information is outside the organizational control?	202	1.00	5.00	3.91	1.01

Do you feel heartened to voice out your review or opinion after purchase through social media network?	202	1.00	5.00	3.94	0.92
Do you agree that social media includes a powerful and effective platform for customer to communicate about product or service and company's?	202	1.00	5.00	3.96	1.05
Do you agree that reviews, feedback, post, comments on social media affect your decision making about purchasing?	202	1.00	5.00	4.04	0.86
Do you like to change your opinion or behavior towards a certain brand after you have read positive review, opinion or other information about it?	202	1.00	5.00	4.13	1.02
Do you agree that social media network has an effective platform about a new product or service brand to shape customer attention than ordinary media network?	202	1.00	5.00	4.01	0.96
Do you agree that a blog post / advertisement/ twitter/ Facebook pages and reviews on social media influence the customer to purchase brand product.	202	1.00	5.00	4.12	1.03
Do you search for related data or information before buying on social media?	202	1.00	5.00	4.06	0.94
Do you agree that information searching is easy through social media as compared to ordinary media?	202	1.00	5.00	4.16	0.88
Do you tend to seek out information that is consistent with your initial opinion/preference for a purchase?	202	1.00	5.00	4.08	0.88
Do you think that with the social media sites, you are able to seek out products/services information initiatively (actively)?	202	1.00	5.00	3.95	1.02

Appendix D

Tables

Table D.1: Social media and consumer brand followers

Do you like to suggest product or service if you are follower or fan on social media network?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	11	5.4	5.4	5.4
	Disagree	21	10.4	10.4	15.8
	Neutral	23	11.4	11.4	27.2
	Agree	102	50.5	50.5	77.7
	Extremely agree	45	22.3	22.3	100.0
	Total	202	100.0	100.0	

Table D.2: Social media and motivation to purchase

Do you motivated to purchase a product based on the information receive through social media network.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	8	4.0	4.0	4.0
	Disagree	16	7.9	7.9	11.9
	Neutral	37	18.3	18.3	30.2
	Agree	93	46.0	46.0	76.2
	Extremely agree	48	23.8	23.8	100.0
	Total	202	100.0	100.0	

Table D.3: Social media and attaining the information

Customer is attaining the information posted by the other user on the social media brand to be trustworthy.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	7	3.5	3.5	3.5
	Disagree	15	7.4	7.4	10.9
	Neutral	21	10.4	10.4	21.3
	Agree	93	46.0	46.0	67.3
	Extremely agree	66	32.7	32.7	100.0
	Total	202	100.0	100.0	

Table D.4: Social media and promotions of product and service

The social media network creates the way of promotion product and service in an effective manner.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	6	3.0	3.0	3.0
	Disagree	21	10.4	10.4	13.4
	Neutral	26	12.9	12.9	26.2
	Agree	108	53.5	53.5	79.7
	Extremely agree	41	20.3	20.3	100.0
	Total	202	100.0	100.0	

Table D.5: Social media and brand posts

Consumer mostly purchase that brand posts are most popular.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	4	2.0	2.0	2.0
	Disagree	22	10.9	10.9	12.9
	Neutral	42	20.8	20.8	33.7
	Agree	87	43.1	43.1	76.7
	Extremely agree	47	23.3	23.3	100.0
	Total	202	100.0	100.0	

Table D.6: Social media and online content to review

The content must be available that customer expect to see from the brand on social media network.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	4	2.0	2.0	2.0
	Disagree	18	8.9	8.9	10.9
	Neutral	34	16.8	16.8	27.7
	Agree	88	43.6	43.6	71.3
	Extremely agree	58	28.7	28.7	100.0
	Total	202	100.0	100.0	

Table D.7: Social media and perception of customers

Do you think the perception of customer about brand changes through social media promotional activities?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	8	4.0	4.0	4.0
	Disagree	26	12.9	12.9	16.8
	Neutral	34	16.8	16.8	33.7
	Agree	88	43.6	43.6	77.2
	Extremely agree	46	22.8	22.8	100.0
	Total	202	100.0	100.0	

Table D.8: Social media and credibility

Do you agree that information about product or service has more credibility on social media network than ordinary media channels due to the information is outside the organizational control?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	5	2.5	2.5	2.5
	Disagree	16	7.9	7.9	10.4
	Neutral	35	17.3	17.3	27.7
	Agree	83	41.1	41.1	68.8
	Extremely agree	63	31.2	31.2	100.0
	Total	202	100.0	100.0	

Table D.9: Social media and review or opinion for purchase decision making

Do you feel heartened to voice out your review or opinion after purchase through social media network?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	5	2.5	2.5	2.5
	Disagree	12	5.9	5.9	8.4
	Neutral	25	12.4	12.4	20.8
	Agree	108	53.5	53.5	74.3
	Extremely agree	52	25.7	25.7	100.0
	Total	202	100.0	100.0	

Table D.10: Social media and platform for customer to communicate about brand product or service

Do you agree that social media includes powerful and effective platform for customer to communicate about product or service and company's?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	6	3.0	3.0	3.0
	Disagree	16	7.9	7.9	10.9
	Neutral	31	15.3	15.3	26.2
	Agree	77	38.1	38.1	64.4
	Extremely agree	72	35.6	35.6	100.0
	Total	202	100.0	100.0	

Table D.11: Social media and feedback, post, comments

Do you agree that reviews, feedback, post, comments on social media affect you decision making about purchasing.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	3	1.5	1.5	1.5
	Disagree	9	4.5	4.5	5.9
	Neutral	26	12.9	12.9	18.8
	Agree	103	51.0	51.0	69.8
	Extremely agree	61	30.2	30.2	100.0
	Total	202	100.0	100.0	

Table D.12: Social media and change customer opinion and positive review about product or service

Do you like to change your opinion or behavior towards a certain brand after you have read positive review, opinion or other information about it?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	7	3.5	3.5	3.5
	Disagree	10	5.0	5.0	8.4
	Neutral	20	9.9	9.9	18.3
	Agree	77	38.1	38.1	56.4
	Extremely agree	88	43.6	43.6	100.0
	Total	202	100.0	100.0	

Table D.13: Social media and customer attention

Do you agree that social media network has effective platform about new product or service brand to shape customer attention than ordinary media network?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	4	2.0	2.0	2.0
	Disagree	15	7.4	7.4	9.4
	Neutral	22	10.9	10.9	20.3
	Agree	95	47.0	47.0	67.3
	Extremely agree	66	32.7	32.7	100.0
	Total	202	100.0	100.0	

Table D.14: Social media and blog post advertisement twitter, Facebook and other social media

Do you agree that blog post/advertisement/twitter/Facebook pages and reviews on social media influence customer to purchase brand product.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	6	3.0	3.0	3.0
	Disagree	13	6.4	6.4	9.4
	Neutral	22	10.9	10.9	20.3
	Agree	71	35.1	35.1	55.4
	Extremely agree	90	44.6	44.6	100.0
	Total	202	100.0	100.0	

Table D.15: Social media and searching of information

Do you search for related data or information before buying on social media?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	4	2.0	2.0	2.0
	Disagree	10	5.0	5.0	6.9
	Neutral	28	13.9	13.9	20.8
	Agree	87	43.1	43.1	63.9
	Extremely agree	73	36.1	36.1	100.0
	Total	202	100.0	100.0	

Table D.16: Social media and marketing and ordinary media

Do you agree that information searching is easy through social media as compare to ordinary media?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	4	2.0	2.0	2.0
	Disagree	6	3.0	3.0	5.0
	Neutral	23	11.4	11.4	16.3
	Agree	90	44.6	44.6	60.9
	Extremely agree	79	39.1	39.1	100.0
	Total	202	100.0	100.0	

Table D.17: Social media and customer preferences

Do you tend to seek out information that is consistent with your initial opinion/preference for a purchase?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	4	2.0	2.0	2.0
	Disagree	6	3.0	3.0	5.0
	Neutral	28	13.9	13.9	18.8
	Agree	95	47.0	47.0	65.8
	Extremely agree	69	34.2	34.2	100.0
	Total	202	100.0	100.0	

Table D.18: Social media and actively seek information and decision making

Do you think that with the social media sites, you are able to seek out products/services information initiatively (actively)?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely disagree	7	3.5	3.5	3.5
	Disagree	16	7.9	7.9	11.4
	Neutral	21	10.4	10.4	21.8
	Agree	95	47.0	47.0	68.8
	Extremely agree	63	31.2	31.2	100.0
	Total	202	100.0	100.0	