

Effect of Social Media on Online Marketing: A Study on Young Generation.

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Abstract: Social media allows customers and prospects to communicate directly to the brand representative or about the brand with their friends. However, the obvious question is: who are the people interacting online and how engaged are they in online activities? This paper aims to answer this question based on a study regarding the online activities of 70 social media users, to evaluate the factors influencing, use of social media, for marketing. As Internet is becoming part of the day-to-day life of the majority of the world, and within this environment, a new form of communication has gained importance in recent years, and that is Social networking sites. It is one of the most effective and significant business development tool in the 21st century because of its ability to connect individuals with others.

To satisfy the research data has collected from the primary and secondary sources. Secondary sources of data have been collected through internet, consulting past studies on the subject and also books have been used, Primary data has been collected from the respondents through questionnaire by direct survey method. The findings can help to discover how to engage with different segment of users in order to maximize the effect of the social media marketing strategy.

Keywords: social media marketing, online consumer behaviour, online segmentation, Demographic Profile

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I. Introduction

Every aspect of internet marketing is digital, meaning that it is electronic information that is transmitted on a computer or similar device, though naturally it can tie in with traditional offline advertising and sales too. Although the relative importance of the internet marketing for an organization still largely depends on the nature of its products and services and the buying behaviour of its target audience, there has been a global dramatic change in media consumption over the last 08 years towards digital media which means that the internet is becoming important for all categories. As new technologies became available, businesses that learn to use new technologies gain great benefits. Some of the best-known examples include technology-driven companies such as Microsoft, eBay, Amazon and Google. In a short span of time, social media has become one of the most loved mediums for the Indian youths today. Social Media Marketing is the hottest new marketing concept and every business owner wants to know how social media can generate value for their business. People are social by nature and collect or share information that is important to them. Social Media Marketing is about understanding how technology is making it easier for people to connect socially with their social networks and how your business can profit from that understanding. More and more of your customers, whether for personal use, business-to-consumer or business-to-business reasons use social media in every aspect of their daily life. There is a common misconception that social media and social networking sites (SNS) are two synonymous terms. Social media are tools for sharing and discussing information. It can be described as a kind of online media which encourages every member for feedback and contribution. It is a social instrument of two way communication facilitating the sharing of information between users within a defined network via web 2.0 (O'Reilly, 2005). It involves online activities in which the user contributes to content creation. This media encourages user involvement which can be as simple as posting comments or giving votes or as complex as recommending content to other user on the basis of preferences of people with similar interests and lifestyle. Thus social media can be described as a broad term inclusive of activities where people create content, share it, bookmark it and network at a phenomenal rate. On the other hand social networking sites are a place where in one forms communities of interest to connect to others. Social networking sites utilize social media technology to connect with people and build relationships. Social networking sites allow individuals to construct their profile within a bounded system, share with other users and view and traverse their list of connections and those made by others within the system (Boyd & Ellison, 2007). It can be thus concluded that social networking sites are a form of social media. The increasing dependence on technology for basic communication highlights the importance of analyzing how these networking sites are affecting daily processes.

Anyone including teens and young adults, women, men, affluent consumers, and older individuals can join a social network site. Once registered the person can begin to socialize and create his/her own network of friends with common interests or goals. Sites like Face book, Twitter, LinkedIn are influencing the way users establish, maintain and cultivate a range of social relationships, from close friendships to casual acquaintances. Consumers today want to be more informed about products before they make the purchase. Most importantly, social networks are extremely capable of informing and influencing purchase decisions, as many users now trust their peer opinions more than the marketing strategists. Customers now have the power to talk back at the brand and broadcast their opinions of the brand. Therefore, marketers have no choice but to treat them differently and with greater respect.

Through Social media marketing consumer research detail about product or services after watch advertisement which has been done online at the same time, that's why it is consider less time consuming market, and more variety of people available, their comparison between different companies become easy because you can see different marketing webs at a same time regarding same products. Options are widely open. Through scientific research it is also be found that nowadays people are relaying on Social media marketing mostly. Living in this century, everyone is running to achieve their target and goal, nobody have time to survey the market physically, so with the help of Social media marketing your time and cost both maintain equally. The reason behind online shopping increment is that our youth is highly depending on technologies, they do not survey physically in the market, they don't read newspaper any more, the trend of watching TV advertisement is declining, because they prefer internet mostly to search for news, movies, dramas, etc rather than the TV, Radio, Novels, and other stuffs, so that's the reason companies preferring online marketing of their product or services advertisement. Besides its widespread usage, social network marketing also provides a considerable advantage to businesses in terms of social commerce and possibly, expenditure minimisation. Social network marketing facilitates quick and viral delivery offers and it grabs the attention of consumers fairly quickly and this can generate an increased purchase intention (**Baird &Parasnis, 2011**). Nowadays government and private sectors understanding the importance of digital marketing so they also help consumers how to get product through online marketing. It also helps host countries companies by giving them as a middle-man profit. They appreciated that because they earn high profit in this way.

II. Literature Review

Dehkordi and Javadian, (2012)

investigated that ecommerce and digital marketing shows internet marketing is way easier rather the traditional marketing. It decrease the marketing cost and target marketing increases. They get low cost without physical appearance. Result also show that people feel more relax and comfortable by digital marketing and e-commerce rather than Newspaper, and TV and magazine advertisement.

Nazir, Tayyab, Sajid, Rashid, and Javed, (2012)

studied that in social media marketing, company have their own social links, Facebook page and other networking sites to target the audience. Through social media advertisement the target audience increased through their social appearance. E-mails, social networking sites company receive online information from their customer's feedbacks. By liking the companies facebook pages you and your friends also get information of that company's products or services. Through this way company's target market increases and cost decreases.

Hidayat and Diwasasri, (2013)

reported that consumer purchase intention has been used as a key construct in marketing researches in a variety of contexts but they include varying variables such as consumer attitudes perceived value perceived risk, usefulness and the ease of use

Nielsen(2013)

consumers spend more time on social networks than on any other category of website. Approximately 20 percent of their total time online was used on a personal computer (PC) and 30 percent of total time online on a mobile device. Other devices such as tablets, game consoles, handheld music players and e-readers also increased in popularity for accessing social media.

Laudon and Traver (2013)

the Internet has succeeded in expanding the information intensity of the market place immensely by providing marketers and customers with well detailed real-time information about consumers as they transact in the market. Consumers are much more available to receive marketing messages due to the "always-on" environment created by mobile devices which results to an extraordinary increase in marketing opportunities for firms.

Magneto (2015)

reported that a few years back, the concept of consumer engagement was about catching the attention of consumers by emphasising on ‘touch-points’ when marketing products and services. Presently, with a vast range of merchandise options, media means and novel shopping experiences, consumer engagement is about making supreme efforts and constructing emotional ties which can steer the word of mouth marketing and generate future sales (Magneto, 2015).

Forbes (2015)

reported that today’s companies need to utilise the influence of social media to engage consumers instead of using it only as a platform for intensifying their products and brand promotions. Social media can be used to engage consumers by creating value for them. In other words, strengthening social network marketing as a medium for business promotion is necessary.

Mirabi, Akbariyeh, and Tahmasebifard (2015),

reported that factors such as product quality, brand and advertisement can be the most important factors that contribute to consumer’s purchase intention. These factors act as the very reason for companies to invest more on the marketing efforts achieved through novel means besides traditional approaches as both approaches can help to boost their market shares.

Scope of the study

Millions of people nowadays access internet throughout the world. We know that Social media marketing nowadays is the best way for the companies to advertise their product. The target audience increases almost 60% to 70% as compare to the traditional advertisement coz our target audience are mostly youth sector who spend more time internet rather than TV or reading Newspapers etc. As we know the internet mostly used for the working purpose business people or other educational people so the advertisement done on those webs are mostly sophisticated and not loud. The audience of e-advertisement are unlimited it can be male/female, youth, elders, young, adults etc. so it’s easy for the marketers to capture almost everyone through internet marketing or web-marketing. Hence, this study will be helpful in getting an insight into the impact of social media marketing on customer purchase intention.

III. Research methodology

Research Design

The study carried out with both primary and secondary data. The primary data was collected through structured questionnaire from samples of 70 respondents from the specified area. The samples have been considered by using non-probability technique (purposive sampling method) was validated and took it for further analysis. Secondary data is collected from articles, journals etc. The statistical tool used to analyse the data is correlation.

Area of the Study

For this study the respondents are randomly selected from Allahabad city.

Research Approach

For this study, survey method is used for collecting data, respondents are requested to fill the questionnaire by self after explaining the various aspects mentioned in it. It contained both open and closed ended questions in a structured format.

Data Usage

For analysis and interpretation, the data collected through questionnaire are only taken into the consideration and it is analysed by using correlation method.

Research Instrument

Data was collected through structured questionnaire by using non comparative scaling technique *i.e.* Likert scaling is used in the questionnaire. to identify the impact of social media marketing on purchase intention which can be studied through analysing the collected data. Secondary data were collected Journal, Case Studies, web sites, E-book, etc.

IV. Analysis And Interpretation

Correlations

Correlations

		Social media useful in online shopping	Social media marketing reduce time	SNS reduces wastage of time to go to stores	SNS Advertisement	Decision Making
Social media useful in online shopping	Pearson correlation Sig. (2-tailed) N	1 .000 70	.247** .000 70	.210** .000 70	.123** .004 70	.334** .000 70
Social media marketing reduce time	Pearson Correlation Sig. (2-tailed) N	.247** .000 70	1 .000 70	.248** .000 70	.277** .000 70	.261** .000 70
SNS reduces wastage of time to go to stores	Pearson Correlation Sig. (2-tailed) N	.210** .000 70	.248** .000 70	1 .000 70	.353** .000 70	.387** .000 70
SNS Advt	Pearson Correlation Sig. (2-tailed) N	.123** .004 70	.277** .000 70	.353** .000 70	1 .000 70	.263** .000 70
Decision Making	Pearson Correlation Sig. (2-tailed) N	.334** .000 70	.261** .000 70	.387** .000 70	.263** .000 70	1 70

** . Correlation is significant at the 0.01 level (2-tailed).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.491 ^a	.241	.235	.91318

a. Predictors: (Constant), Perceived Usefulness

According to the theoretical reviews (Gefen et al. 2003; Pavlou 2003). Perceived usefulness, trust, information search, evaluation of alternative and intention to buy are constructs that have frequently been used in social media marketing and the questionnaire items were adopted from the existing literature, which increases the content validity of the research. Convergent validity can be ensured by assessing discriminant and convergent validity (Chin, Gopal & Salisbury 1997). The correlation coefficient and Cronbach's alpha measure convergent validity and it is $\alpha = 0.863$. Average Variance Extraction is conducted to check the goodness of convergent validity (Naylor et al. 2012). The above table shows the results of AVE. For the discriminant validity, Partial Least Square is a good way to ensure the extent to which a given construct of the model is different from other constructs (McLureWasko&cFaraj 2005). The square of the correlations among the variables has been compared with the AVE to assess the discriminant validity (Chin 1998). The above table shows the square of correlation between latent variables, ensuring the research's discriminant validity which is a matter of fact, the proliferation of social media is a double-edge sword. The usefulness of Social Media which is a latent variables like Real time communication, reduction of time and ultimate decision making process are corelated with social media usefulness. The values obtained from correlation are highly significant at 0.01 level. So it can be concluded that social media has empowered the consumers due to they have access to information which previously was not available for them, has accelerated information flow, as well as has allowed discussions happened globally, yet social media has also offered marketers with the tools

to better target their consumers more efficiently, to cultivate relationship among groups of consumers, as well as to exploit new opportunities.

Perceived credibility / Trust

Trust and perceived security in SNSs play an important role in attitudes towards shopping (Jiyoung 2009). Data shows members of SNSs can assure each other through their information exchange and experience, thus increasing trust and, consequently, willingness to buy (Han & Windsor 2011). Trust in the transaction and the network influences the online purchaser (McCole et al. 2010), and enhances intention to buy (Lu et al.2010; Shin 2010). Therefore, trust plays an important role in developing purchase intention. Around 59% of respondents accepts they feel secured in conducting online shopping transactions. Simultaneously they develop trust in online shopping website due to information exchange and experience by other users, almost 64% consumers claimed they prefer social media marketing because they get complete information about the shopping website from their fellow members as they share their views and experience on social media.

Reliability Statistics

Cronbach's Alpha	N of Items
.796	2

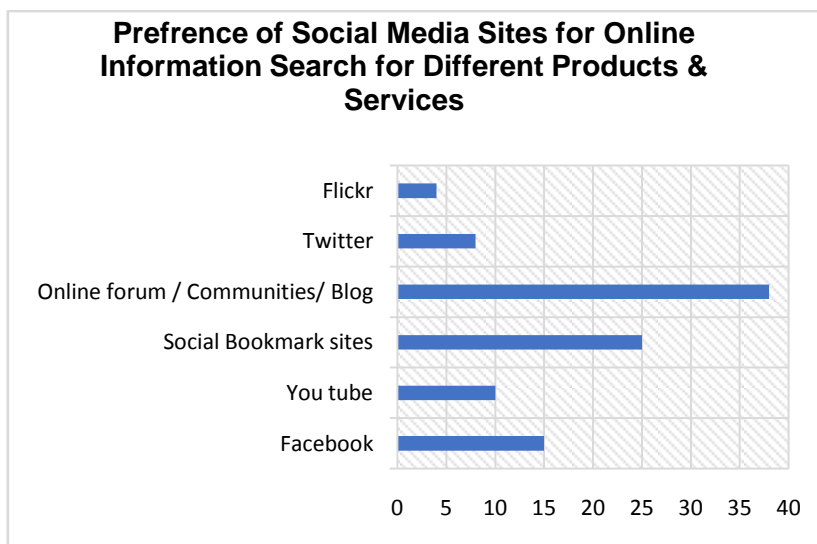
Correlations

		Perceived Usefulness	Perceived Trust
Perceived Usefulness	Pearson Correlation	1	.398**
	Sig. (2-tailed)		.000
	N	70	70
Perceived Trust	Pearson Correlation	.398**	1
	Sig. (2-tailed)	.000	
	N	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

From the above data it is found that there is a positive relation between perceived usefulness and perceived trust both the variables are increasing in same direction the obtain correlation is .398 which is a positive correlation and also significant at 0.01 level. The relationship between trust and perceived usefulness is positive, and trust increases certain features of Perceived Usefulness (Gefen et al. 2003). Previous research shows that trust will positively affect Perceived Usefulness (Gefen et al. 2003). Moreover, trust plays a key role in determining both a consumer’s behavioural intentions and actual behaviour (Gefen et al.2003; Ming-Hsien et al.2009; Shin 2010). Results show that perceived ethics of an Internet retailer’s website significantly affect consumers' trust and attitudes to the retailer's website that eventually have positive impacts on purchase and revisit intentions. Website trust is positively related to attitude toward the site. The results do not show support for a direct effect between perceived trust and behavioral intentions, but information search and evaluation of alternatives mediate these effects. Social media and

the emergence of Web 2.0 can help customers to reduce their risk and increase social trust. Applications on Web 2.0 and social media, such as customer ratings and reviews, as well as participation in SNSs, would be a good solution to overcome this barrier. Apparently, interactions among the connected users in SNSs increase trust (Swamynathan et al.2008) and trust is an important determinant in considering a consumer’s intention to buy (Gefen 2002; Roca et al. 2009). In fact, the more trust perceived by consumers, the more likely their intention to buy (Han & Windsor 2011). Therefore, trust is likely to affect intention to transact.



Among the 6 categories of social media, “online forums/ communities/ blogs” (38%) is the source of information being used most before a purchase; where most of the respondents (74%) have used the photo sharing platforms least. As it is shown, the researcher has split the category of video and photo sharing platforms into two i.e. video sharing, and photo sharing, because from this it is found that a video sharing platform like YouTube have a relatively greater impact to individuals as a source of product/service information comparing to a photo sharing site Flickr. Due to the decline in the effectiveness in traditional mass media, it is noticeable that new products, services, or brands are oftentimes neglected and are not able to overcome consumers’ filter. However, social media at this point helps mainly young consumers’ products, services, or brands to deliver their presence to individuals. 62% of the respondents has expressed that new products, services, and brands are able to draw attention via social media sites comparing to mass media; whereas there was only (6%) of respondents who has taken an opposite stand.

Correlation		Perceived Usefulness	Perceived Trust	Information Search
Perceived Usefulness	Pearson Correlation	1	.386**	.500**
	Sig. (2-tailed)		.000	.000
	N	70	70	70
Perceived Trust	Pearson Correlation	.386**	1	.274**
	Sig. (2-tailed)	.000		.000
	N	70	70	70
Information Search	Pearson Correlation	.500**	.274**	1
	Sig. (2-tailed)	.000	.000	
	N	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

One of the frameworks that is widely used to analyse how information search can affect the consumer behaviour is the Elaboration Likelihood Model (ELM). The above data shows information search

Correlations of Perceived Usefulness with Evaluation Alternative mediating Perceived Trust and Information Search

		Perceived Usefulness	Perceived Trust	Overall Information Search	Evaluation of Alternatives
Perceived Usefulness	Pearson Correlation	1	.386**	.500**	.439**
	Sig. (2-tailed)		.000	.000	.000
	N	70	70	70	70
Perceived Trust	Pearson Correlation	.386**	1	.274**	.225**
	Sig. (2-tailed)	.000		.000	.000
	N	70	70	70	70
Information Search	Pearson Correlation	.500**	.274**	1	.870**
	Sig. (2-tailed)	.000	.000		.000
	N	70	70	70	70
Evaluation of Alternatives	Pearson Correlation	.439**	.225**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

completely depends on usefulness of social media and perceived trust The research explains how consumers process the information received from their exposure to social media into a concrete action. Cho (1999) created a modified version of ELM that can suit the new trends of awareness in the Internet like the advertisements through Social communities. In the general version of the ELM, the way consumers respond to an advertisement starts with their own motivation to process the information within the advertisement itself. Then there exist two routes to process the information: the central route and the peripheral route. If the motivation to process information is high, the processing route used is the central route and thus making central cues such as existing beliefs, argument quality, and initial attitude important.

Social media have mentioned individuals who share their reviews, comments, or experiences though the social media can be referred as opinion leader, in which they have a certain degree of influence on consumers for different products and services. With the available platforms on social media, the gathered data has proven that information is easier to find and the flow of information is faster and access to more individuals; that is, everyone can be an opinion leader and has a certain degree of influences on the Internet over the others. Most importantly, as mentioned in the theoretical background and with the combination of the above analysis, the social media enables information to go beyond the company’s control which leads to a higher credibility of the source of information in comparison to the information on mass media. The results, displayed in the above table, which shows a positive association between perceived usefulness of social media and evaluation of alternative which is significant at 0.01 level i.e. $P < 0.01$ and a positive association between social media and evaluation of alternatives ($r = 0.439$, $p < 0.01$) as considered and the association between trust on social media and evaluation of alternative was strongly positive ($r = .225$, $p < 0.01$).

Correlations of Perceived Usefulness with Buying Intention mediating Evaluation Alternative Perceived Trust and Information Search

		Perceived Usefulness	Perceived Trust	Information Search	Evaluation of Alternative	Buying Decision
Perceived Usefulness	Pearson Correlation	1	.386**	.500**	.439**	.397**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	70	70	70	70	70
	Pearson Correlation	.386**	1	.274**	.225**	.196**

Perceived Trust	Sig. (2-tailed)	.000		.000	.000	.000
	N	70	70	70	70	70
Information Search	Pearson Correlation	.500**	.274**	1	.870**	.799**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	70	70	70	70	70
Evaluation of Alternative	Pearson Correlation	.439**	.225**	.870**	1	.902**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	70	70	70	70	70
Buying Decision	Pearson Correlation	.397**	.196**	.799**	.902**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	70	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Coefficient is adopted, to measure the sense of mutual dependence of more than two variables. Here the latent variables are perceived usefulness with perceived trust and the dependent variables are Information search, Evaluation of Alternatives and Buying intention, each variables are individually treated with each other and result is obtained, where the value r shows positive correlation and p value representing significant at 0.01 level i.e. $p < 0.01$.

In the above table perceived usefulness is moderately correlated with buying decision where, the correlation coefficient $r = 0.397$ which is only 15 % of variation is related. But at $p = .01$ hence it can be concluded that usefulness of social media, the factor of social is less effective whereas buying decision from information search and evaluation of alternative is highly effective at $r = 0.799$ at 64% of variation and $r = 0.902$ at 81% of variation for evaluation of alternatives.

The interconnectivity of consumers through social media such as communities, reviews or recommendations is likely to establish trust in e-commerce. Consumer socialisation occurs through social media directly by social interactions among consumers, and indirectly by supporting product involvement (Wang et al. 2012). The social relationship of consumers generated through social media significantly affects the perceived trust of consumers (Pan & Chiou 2011). The interactions on these platforms generate social support. Social support generated through social media therefore influences trust (Weisberg et al. 2011). In addition, more positive comments, feedback and higher ratings lead to a higher level of trust in a vendor.

V. Findings

- a) The above data shows (37% + 34%) total 71% of the overall population strongly agrees, they are frequent user of social media for online marketing. Whereas, (15% + 9 %) 24% of overall population disagrees with the above statement. The demographic profile of adult users of social networking sites for online products information and found that the use decreased as age increased and that those with more education and a standard income levels are frequent users of social networking sites than those with low education and more age.
- b) In reference to the data analysis, it shows 80% of the social media users, had a positive attitude towards advertising and 13% of them had left a certain social network because of the feeling of being overexposed to advertising or information in the social media sites, and they don't have positive acceptability towards the information provided by social media.
- c) The data shows respond towards marketing messages is highly effective almost 77% of the whole population accepts they respond positively towards the messages communicated via social media. One of the most important part is that social networks have made marketing communication more lively, in comparison of traditional marketing methods.
- d) Consumers use social media to make conversation and connections. From the analysed data it is found that consumers use social media primarily to connect with family and friends, follow trends and find product reviews or information and ultimately it changes view about brand or product as 76% of the total population say they also comment on what's hot or new and write reviews about products.
- e) It is found that social network sites (SNS) are a new marketing communication tools, which have a significant impact on awareness among the consumers the data shows 68% people says they are well aware about the way that companies communicate with consumers. Most social media facilitate the use of online marketing communications, which could simply be defined as advertising on the internet, but is not the same,

as owing to the embedded component of web applications promotes consumer-generated content as a result of information through word of mouth sharing on these platforms.

- f) The data shows 66% respondents say have awareness about different brands through fan pages and social networking accounts and causes, their attitudes are relatively enduring, consistent and constant over time. Consumers move through successive attitude phases, awareness of the brand's existence (cognitive attitude response), knowledge of the brand's offers (cognitive attitude response). Liking the brand by having a favourable predisposition to it (affective attitude response), displaying preference toward the brand in relation to others by having a positive attitude to it (affective attitude response), conviction that purchase of the brand would be sensible (behavioural attitude response) and the final purchase of the brand (behavioural attitude response).
- g) The data provides some insight into which product categories work best on social media. According to this data, 29 % of consumers buying electronic products are influenced by social media, compared to 13 % for cosmetics 15 % for health and wellness and 10% percent for travel services. The effects of social media are not something business owners can afford to overlook. The finding shows, consumers who use social media during their shopping process are more likely to spend more on purchases than those who do not. It goes even further. From this it is found that shoppers are more likely to make the purchase on same day when using social media.
- h) it is found that 51 % of respondents feel using SNS for online marketing is clear for evaluation purpose. Similarly, the study also noted that nearly one in three consumers (research purpose) are influenced by social media in their purchases. About 28% of consumers, strongly agree on the statement. The findings provides some insight how consumers uses social media for evaluation decision for different product categories which, work best on social media. It is noted that consumers who use social media during their shopping process are more likely to spend more on purchases than those who do not.
- i) 81% of respondents claimed that by investing few hours, their social marketing efforts greatly increased their exposure. There is no doubt that by simply having a social media page the brand as well as the business form also get benefited, and with regular use it can generate a wide audience for the business.

VI. Conclusion

The rationale of the examination was activated by individual enthusiasm for how web-based social networking impacts the consumers' purchasing choices. The measure of data accessible to us increments every day as an outcome, we are overwhelmingly presented and accomplished distinctive parts of data by means of the Social Web. The openness and straightforwardness that web-based social networking offers has driven changes in how purchasers position themselves in present showcase, in which it is unavoidable and fundamental for organizations to prepare with another showcasing attitude. The focal gravity of the exploration was to clarify the effect of social media on buyers' basic leadership process. Furthermore, the examination, maybe, could help organization to increase new bits of knowledge from this point of view and to recognize potential entanglements and openings through social media, for example to create fitting approaches to tab into the basic leadership process at the privilege time or to have a superior comprehension of why their web-based social networking showcasing efforts may not execute as they would have expected. To fulfil the Research questions which were intended to limit the subject and to help the specialist to recognize the clarifications of the issue. To start with, online networking has brought significant changes to the two shoppers and organizations Therefore there is a requirement for social advertising and a requirement for a move in the business associations conduct and state of mind towards advancing their items.. Aside from this, online networking assumes an essential part in impacting the consumers' purchasing choices. Consumers consistently read the sites on web to see on the web commercials. They utilize web-based social networking to give input about the items/administrations they utilize. A few of the respondents utilize web-based social networking to see online promotions to keep themselves mindful of the new items/administrations. Shoppers additionally look for feelings about items/administrations by means of web-based social networking. Social media has reformed the universe of ad and has moved a distant from conventional publicizing. It is concurred that online networking is more enlightening. Intuitive and more dependable that conventional promoting instruments. Consumer's break down the past execution of item/administrations by means of social media by checking different preferences for it. Different memberships are made by customers to keep themselves refreshed with the new dispatches and the adjustments in the current items/administrations.

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