CHAPTER – 5
DISCUSSIONS & RECOMMENDATIONS
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The first objective to conduct this study was to identity the reasons why consumers use social networking sites. There are many reasons why people use social networking sites like marketing, academics, professionalism, entertainment, building relation and many-many more. The main six reasons were selected and respondents were told to rank them according to their choice. The six reasons were

- Stay up-to-date with friends
- Make new friends
- Entertain yourself
- Find old friends
- Make a purchase
- Share videos/Pictures

After the analysis it was known that people mostly use social media for making and maintaining relationship with friends and people are leased concern with making purchases when they use social networking sites.

So, the companies using social networking sites to advertise their products or services must make out new and improved way of advertising so that people feel interested and make more purchases. The reason for not purchasing may not only be that the ads are not interesting but may that people don’t have faith on the ads or they not able to convince them so companies must take due care of it.

The second objective was to identify how consumers evaluate social media on the basis of the attributes. Four attributes were taken to evaluate SNS such as orkut, facebook, linkedin, bebo, twitter. They were

- Can easily share content
- Privacy settings
- Can anonymously visit others profile
- Easy and convenient to use

and the respondent were told to rate them as 1,2,3,4 where 1 stands excellent, 2 stands for good, 3 stands for fair and 4 stands for poor.
After the analysis of the data the average rates show that for content sharing facebook was rated as excellent and for other three attributes that are Privacy settings, Can anonymously visit others profile, Easy and convenient to use orkut was rated as excellent. So it is clear that people are comfortable with using orkut and as facebook is an excellent content sharing website. So the companies must advertise on these two website.

The third objective to conduct this study was to study the influence of social media on consumer buying behaviour. And to fulfill this various questions were asked like “When you use social media website, what is the main reason that makes you click an ad shown on it?”, “As a mode of communicating market updates, what is your attitude towards an Ad on social media, “When making a purchasing decision, how often do you look online for that product/brand/company?”, “When looking online for a product/brand/company, what things do you look for?”, “When making a purchase decision, do you visit company’s profile on various social networking websites like Facebook, Twitter, Google group etc?”, “Does the above affects your purchasing decision?”, “Have you purchased anything online?”, “What is your main motivation of buying online?”, “Did you face any problem while buying online through Ads?”, “Do you visit those websites where you faced problems?”.

After the collection of data from the respondents the following results were obtained from the analysis.

1. People when use social media websites, they are mainly concerned with staying connected with friends, entertaining themselves. People are least concerned about purchasing. So the companies must find some new ways of presenting ads on SNS, so that people feel interested and do make purchases.

2. Average people feel that facebook is the best content sharing website. So the companies must use facebook to show their ads.

3. Most people click on an Ad on SNS because they recognize brand/product/company. So those companies which are not much successful on SNS must focus on building their brand name in the market.
Some people feel that the Ads shown on SNS are irritating and the content is not believable so the companies must take care of the content of an Ad and make it interesting.

While making purchase decision, people rarely look for product/brand/company online may be because people feel that the Ads on SNS are not believable or they are less convincing, they are not able to set up the mind of consumers by not providing them with full details. So the companies should take care and provide all the true and relevant details.

When people look for product/brand/company they mainly look for either No. of likes for them or information in blogs about them, so the companies must keep a regular check on these things and regularly work on them.

People face many problems while purchasing online but the two main problems are that first is that the desired product is not available and the second is that the purchasing process is expensive due to cost of access. So the companies must take care the products whose Ads are shown must be always available and they must too reduce the cost of access or eliminate if possible.

**RECOMMENDATIONS FOR COMPANIES**

1. Get Data
   
   First things first: You need to figure out where your site visitors are sharing your products. Without this information, you won’t know where to focus your social media energies. Once you figure out where your shared traffic is going, then you can modify your site’s design to highlight those services. After all, you don’t want 74 sharing buttons littering your product pages when you’re trying to sell a product.

2. Set up Facebook and Twitter profiles

   Your site does have a Twitter account and a Facebook page, right? These two are the “big guns”, with hands-down the most traction for your social media efforts. You have to focus first on what social media networks make the most impact, and these two services are the best places to start.
than just a constant stream of sales pitches. Use your social media profiles to
er stories, stats, news, and other things related to your business.

Your customer service strategy with your social media strategy

Already talking about your brand on social networks, and odds are a few of them are frustrated about something. Instead of waiting for them to call or email you, address the situation by reaching out to them. There are plenty of success stories of major companies reaching out to unhappy customers and diffusing situations quickly with social media.

What people click on social media sites

Knowing what gets people to actually click a link means that you can tailor your messages to get the most impact from your social media efforts. For example, you might find that one of your products or services is more popular among followers who click a lot more on links to coupons versus links to product updates. You can find that your Facebook followers like to click on coupons, and your Twitter followers like breaking news. The more you know about your followers and what they like, the more useful you can be to them.

Give back

Giving back creates trust, which is crucial for your brand. Think of ways that you can be useful to your followers. Share news and tips that they’ll find helpful. Ask their opinions. Give them coupons. Interact with them.

CONSUMERS

Know your Merchant:

It's a good practice to be familiar with the name or reputation of any company you are dealing with. You can often find helpful information about online companies from news sources, directories, and rating services. The Federal Trade Commission maintains a web site (www.consumer.gov) that provides many buyer's guides, lists of tips, and links to helpful resources.

Protect your privacy:

Know what information the merchant is collecting about you, how it will be used, and if they share it with or sell it to others. You can do this by checking the web site to make sure there is a privacy policy posted, and that you're comfortable with the way your personal information is treated under that policy. Be cautious if you're asked to supply
Personal information not needed to make a purchase, such as your Social Security number or personal bank account information.

Get the Details:

Check for expected delivery dates, shipping and handling fees, warranties, returns, and other important information. Look for an email address to write to (or a phone number to call) if you have a question, a problem, or if you need help.

Use a Credit Card and Safeguard Your Password:

It's a good practice to pay with credit cards but when using a credit card online, look for an unbroken key or padlock (a graphical icon usually located in the bottom corner of the web page), or for a policy that indicates use of strong security technology such as SSL. This indicates that your credit card data is transmitted securely. Keep your passwords safe, and don't share them with other people.

Keep Good Records:

Make sure to print or save electronically any records related to your online transactions. This will help you keep track of shipping dates, shipping and handling fees, and other details of your transactions.