5.0 FINDINGS AND CONCLUSION

5.1 FINDINGS

Demographic Profile of Respondents

- The majority (60%) of the social media users falls in the age group of 20 to 30. 32% of respondents are either college student or school students while 28% of them are young executives working in some company. 55% of the respondents are single and never married while 39% of them are married. 46% of the respondents are post graduate followed by 36% of them are graduates.

Usage Behavior of respondents

- Almost 95% of respondents are using social media. More than 41% of respondents are using social media for more than five years. 95% of respondents are using social media to interact with friends followed by colleagues and relatives. 39% of respondents used to log on to social media for several times in a day. 30% of respondents spends less than 2 hours’ time on social media per week. 83% respondents prefer to use social media from their smartphones. 35% of respondents used to spend 5 to 10 minutes time on each session.

Association between Demographic groups and social media usage

- All demographic variables have an association and significant with a number of years they are using social media and average time spend on social media per week. Except for relationship status all other demographic variables are important with how often they are using social media. All demographic variables have an association with when doing they mostly prefer to use social media and time spent on each session except gender.
Relationship between demographic groups with reasons for using social media

- Share my experience on different things is not significant with the occupation, gender and relationship status of respondents. Keep in touch with friends and family is not important with occupation and gender of respondents. Share photos; videos and movie are not significant with age group, relationship status and qualification of those surveyed. Make professional, and business contacts are not significant with gender, income level, relationship status and qualification level of respondents. Find some information is not significant with occupation and gender of respondents. Searching new people, friends or contacts is not significant with age group, occupation and income levels of respondents. Get an opinion from friends, family, and experts is not significant with relationship status and qualification level of respondents. Entertain myself is not significant with occupation level. Socialize is not significant with gender and relationship status of respondents. Play games are not significant with occupation level and gender of respondents. Share feedback about brands and products is not significant with occupation and gender of respondents. Contributing to online forums and discussions is significant with occupation and gender of respondents. Editing wiki articles are not significant with qualification level of respondents. Updating my own blog is not significant with income level, relationship status and qualification level of respondents. Posting or review or rating on various sites; Search about product feedbacks and get freebies are not significant with occupation level and gender of respondents.

The relationship between demographic groups and Attitude, perception towards social media, purchase intentions and word of mouth behavior.

- Attitude towards social media marketing differs significantly with only age group and qualification level among different demographic variables. While it differs greatly with social media usage variables like average time spend on social media per week, frequency and number
of years using social media. Perception towards social media as a learning tool to know about product/brands does not differ significantly with qualification level and occupation level of respondents Moreover it also differs significantly with all social media usage variables.

- Users purchase intentions through social media differs significantly with age group, gender and income level of respondents. It also varies significantly with all social media usage variables.

- Word of mouth behavior through social media differs significantly with gender and age group of respondents

- 55 % of respondents are a member of some Facebook page. According to respondents, Facebook is most likely to influence opinion or purchase intention followed by product comparison/review websites. Forum/blogs and Twitter are less likely to influence purchase intentions of respondents.

**Key motivating factors for using social media platforms**

- Feedback and content sharing, Entertainment and socializing and networking are the three main factors or reasons for using social media.

**Impact of motivation, perception and attitude towards social media on user’s purchase intentions and word of mouth behavior**

- Attitude towards social media marketing, perception towards social media as a learning tool to know about brands/products and motivations for using social media are significant predictors to predict purchase intentions of users as well as to know word of mouth behavior of social media users.

**Cluster Analysis**

- 3 clusters have been formed with the help of k-means clustering method and on the basis of respondent’s behavior towards social media: Social media believers, social media neutrals, and social media disbelievers.
5.2 CONCLUSION
The study basically aims to explore user behavior towards social media and does social media influences purchase intentions and WOM behavior of users. Young college students and executives form majority portion of social media population, habituated to use social media several times a day through their smartphones. Sharing feedback or check reviews, entertainment, socializing and networking are key motives behind the use of social media. Attitude towards social media marketing, perception towards social media as a learning tool to know about brands/products are significant predictors to know about purchase intentions as well as word of mouth behavior through social media. Three groups have been formed through cluster analysis which has been named as social media believers, social media neutrals, and social media disbelievers.
5. 3 RECOMMENDATIONS

• The demographic profile of different users and their social media usage behavior will be immensely helpful to the marketers of companies for profiling and target different segment of people of Gujarat.

• Data related to the perception of individuals towards social media as a learning tool to know about brands/products, as well as attitude of people towards social media marketing, will be helpful to companies in formulating effective social media campaign for their brands/products.

• The Research also highlights the perception of respondents about the potential of different social media platforms to influence their purchase intentions which will be helpful to companies in choosing appropriate social media platform for the promotion of their campaign and may help in efficient allocation of the funds from their social media marketing budget.

• Government organizations, NGOs, various educational institutes can plan their social media marketing policies to create awareness about various initiatives or programs to the huge mass available on social media.