1.1 Introduction
People were communicating with other people without a language in olden days. There is a massive change in the method of communication in modern days. Social Media have become a convenient way to communicate among all age clusters. The Internet and particularly social media have modified the shoppers and marketers communicating medium. The Internet has characteristics such as - the power to inexpensively store huge amounts of data at different locations - the powerful search engines, organizing and disseminating of data - the power to function a physical distribution medium as software - relatively low prices. With the help of net and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing customers for the product before he purchased the product. Consumers use the technology now a days too much as computer is used by many consumers so use of online marketing. Consumer purchase decision is influenced by social media through group communication. The web platform is a new method for developing the business. Social media modifies the communication methods between sellers and buyers. E commerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services. The analysis of consumer behavior is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how Social media is affecting consumer behavior.

1.2 Social Media
1.2.1 Definition of social media.
It is termed as the collection of online communication of various inputs which may be community-based or individual, interactions, intercommunications, contents sharing, websites and many more among different users”. Whereas
various social media specialists define the term Social Media and their definitions on the various points: it's
- An on-line medium powered by the net for social communication.
- A two-way communication medium.
- A medium that permits creation and exchange of information.
- A medium that is supported by web technology services.
- Are platforms like Twitter, Facebook, Social Gaming, Blogs, Social Bookmarking, etc.

1.3. The rise of online social networking sites.

According to Wikipedia report, there are three hundred and more Social Networking Sites and 150 crore members all over the world (www.en.wikipedia.org). At the basic level social network is a web community where people move through profiles that represent themselves to others. The important reason for today's people to browse these sites is because of the emergence of Social Networking Sites major paradigms shift that has taken place among the millions of people. The Social Networking Sites able to realize friends simply and form teams accruing to the interest, business, etc. It is very straightforward to transfer photos, share views on culture, cinema, sports, education and day-to-day events and happenings. Social Networking Sites is reuniting old friends and helps to continue the broken bonds. Through Social Networking Sites knowledge grows in cultural, social and economical aspects. The ultimate reason for the ascension of Social Networking Sites is, because of its user friendliness. Anybody can have an account and relate with anyone. Most of the content shared in Social Networking Sites is personal details, photos, interest etc. Social Networking Sites are still terribly a lot of its early stage but contains many software applications which are used worldwide, when it attains maturity stage, new applications will come into existence. Social media concentrates on relationship with the users by way of sharing of information and interest among users. There are numerous Social Networking Sites present across the world, ranging from Facebook, MySpace, Orkut, and Cyworld to LinkedIn. Among the rapidly growing list of Social Networking Sites, Facebook is the global leader, catering to concerning 300 million registered users around the world.
1.4 Bird's eye view of the social media

Figure-1- Social Media Landscape by Brain Solis

(Source -www.briansolis.com)

1.5 History of social networking sites

In 1995, classmates.com helps to establish connection and communication with their classmates where they have previously studies. Now the website has forty million users. This website doesn’t permit the users to connect with different users, it permits to establish communication only with the users who studies in the same college. Six degrees.com started in 1997, the earlier social networking website that permits its members to establish communication with different users.

Social networking began with the on-line communities like Theglobe.com which was started in the year 1994, Geocities started its working in the year 1994 and Tripod.com started in the year 1995. This community centered on user interaction by way of chatting and helps social media users to share personal data and concepts via websites by providing free web space for websites. Classmates.com has a new approach by having links to every user through mail. In 1990s, user profiles were a feature of Social Networking Sites, permits users to have a lists of friends and search for different users with interests of similar nature.
In 1987, online social network were witnesses with the users in GreenNet within the Britain who communicates with their colleagues at the Institute for Global Communications (IGC), earlier termed as PeaceNet and EcoNet, in the US. People shared information in a method which will be thought-about online social networking. When we take these features in into consideration, then we can say that the Social Networking Sites already exists even in 1990’s. It is possible to do several of the items, since the olden days that social networking website users do currently, like creating personal websites and human action with others through interfaces such as internet relay chat, online forums and communities. Several function of Social Networking Sites what we have today was there in late 1990’s.

Six degrees.com which was established in 1997, as a company permits its users to maintain profiles, friends list which helps them to connect each other. The company was closed after 3 years of establishment because it failed to perform well. The reason for failure was less usage of net and there were limited number of social networking sites. There was dating sites with different user profiles, but the sharing of profiles were absent during that time.

In 1999, live journal was created which helps to exchange journal with their friends. A Korean company named cyworld was started in the year 2001, with the option of social networking. In Sweden, lunarstrom was created followed by cyworld which has option of maintain friend’s list. A website with name ryze was created with th aim of establishing connection with business people in san francisco. Similar social networking sites like friendstr, likendin, Tribe was established one by one. Tribe was familiar with business people, friendstr was failed to withstand in the market during the infant stage but gained momentum in the later stage.

Many new social networking sites came into existence with many advances options for the users to maintain friend list and to communicate with friends. In 2002, freindstr gained importance and many people started using it followed by MySpace, LinkedIn and bebo. Because of the increase in usage of social networking sites, in 2005 myspace was viewed by more people than Google. In 2004, face book, the largest & most popular social networking website was launched.
LinkedIn the famous website was concentrated on developing and establishing employment and business networks. Flickr was established for a specific purpose of photo sharing. Myspace became a competitive website to other social networking site including friendstr. Myspace permits users to customize their profile which got heavily attracted by the user community and the position of holding largest users in social networking sites. Increase of love passion and fashion for Social Networking Sites, many teams additionally ventured this field. The other Social Networking Sites that emerge during this period includes YouTube, Zoomr and BlogSpot.

For the people at the age of 50 and above, sagazone was started in the year 2007. With the advancement of technology and growth in the usage of net users social networking sites began to grow leaps and bounds among the internet users particularly among the kids. The main of thee social networking sites is to locate friends, permitting the users to communicate with friend of friends, share photos, establish chats, develop business networks, create employment opportunities through known sources, sharing of information and experience about product and services. At the end of 2010, there were numerous sites for social networking and millions of people were users of these sites.

1.6 Evolution of social media

The first and foremost purpose of social media is to communicate; People were interacting even before communication tools were fancied. Discussions have always existed however the speed to that the connections happened modified eventually that gave rise to social media platforms. Traditionally these discussions used to unfold through Word of Mouth. Social Media has become part life, thoughts, culture and business world wherever folks have started exploitation digital technologies for networking, socializing, information gathering and spreading. Social media, in one form or another form has been presence since the 1970's. The look and feel has modified greatly since the early days, the communication concept remains the same. Today technology permits for a larger interaction and period of communication however similar to its roots; social media allows people to broadcast to the lots.

The bulletin board system began as a virtual imitation of bulletin boards found in schools, community halls and grocery stores. Primarily used by gamers,
hackers and other net users, Bulletin Boards were among the first on-line communities. Users could communicate by email, dial-up chat rooms and community message boards. Prodigy brought the first industrial bulletin board system, yanking social media up from the underground and making it additional thought. It was launched in 1990 it gained mass appeal due to its color interface. The internet existed since the late Sixties, as a network, but the World Wide internet became publically out there on 6th August 1991. Friendster was launched in 2002. It permits the users to set up profiles, contact other members and share data with them. In 2003, Myspace was launched, and it held the title of most widespread social networking website for a few years. It is still a useful website for artists and musicians to push their work. In the year 2004, the most famous website Face book was established by, Mark Zuckerberg. The platform has been integral in bringing social media into the thought and nowadays sees over millions of active users. Twitter was launched in 2006 and is a popular micro-blogging website. Currently social networks exist for each passion, hobby, interest, industry and cluster. Corporations in all types of industries are developing variety of niche social networking sites. Social media is not just restricted alone, it includes sending photos, multimedia message contents etc. With the growth of social media, the social media websites started concentrating on developing technology for sharing of information in various forms like photos, audio and video. Photobucket was established in 2003 for sharing of photos through website. In 2005, YouTube was launched which was the first and foremost video sharing and hosting site. The advent of social news and bookmarking sites like Delicious, Digg, and Reddit, within the mid-2000's caused an entire new way of exchanging of information in the world. Social media has evolved itself day by day from the period of bulletin boards and presently there were separate social networking sites for searching, financial solutions, movie reviews, book reviews, sharing and shaping of personal goals, sharing business ideas etc.

1.7 Functions of social networking sites

Social Networking Sites help people to maintain their existing relationships with friends and family and interact with them with ease and rapidity. Though the function of Social Networking Sites was believed to fortify real-world
relationships, users often loosen the means of friends and extend their
networks to acquaintances and strangers.

1. Categorizing Social Networks
Social Networking Sites can be classified in an exceedingly variety of the way,
with specific function. Digizen, a company categorizes the social network,
based on different functions.

2. Profile-based social networks
This is based on user’s Profile pages. www.facebook.com, www.bebo.com
and www.myspace.com, are examples for profile based social networks. The
webpage developed by users include a variety of ways in which they typically
contribute to every other’s areas – usually text, embedded content, links to
other contents. Some sites permit the users to post video links from various
sites in their profile pages.

3. Content-based social networks
User profile plays an important role in establishing connection with others. But
they have a very little role when compared to posting of contents. The
contents are mostly in the form of photos, and these photos are commented
by other users in social network.

4. White-label social networks
They offer their users a chance to make and be a part of communities which
implies that users can develop their own personalised small Site concerning
to the social network with an importance to their area of subject matter of
importance. Wetpaint is a website which forms a group, where people
become members of this site and they are permitted to create a content on
their subject interest and communicate with others whose subject of interest is
one and the same.

Mobile social networks
When people are connected through social network using mobile phones, that
is termed as mobile social network. Currently Face Book and bebo are
providing the service and many other sites are also working on this
environment.

Multi-User Virtual Environments
Multi user Gaming sites like Runescape and Second Life permit users to create virtual users like various real world avatars in the game to make them interesting.

**Micro-blogging updates**

This type of network provides user to post short messages about the current moods and thoughts. It helps the people to understand what the user of the group is thinking and talking about. Twitter is a good example.

**5. Social Search**

These type of social networks helps the people to search various social networking sites and profile pages of people and permits the user to find a person by way of name, location or subject interest. Social networking sites such as wink, spokeo are good examples.

**Local Forums**

These type of category are not actually coming under the preview of social networking, but it play the role of social networking by way of localized discussion through online and offline.

**1.8 Types of users on social networks**

To be a member of social media site, the user needs to register with their personal information. The users of Social Networking Sites can be classified as

1. **Friends** – Friends are termed as users of the social networking sites whom the users are aware of the person and believe them as friends, and can be shared anything like photos, blogs, information and many more.

2. **Friendsters** - Friendsters are users who might be termed as friends by others despite the fact that they're not far-famed and trustworthy. It shows that Friendsters are showing as friend but they are not of that category where anything can be shared.

3. **Fakesters** - Fakesters won’t reveal their original identity to others in the network. They are completely different from friends and wants to hide themselves, no body can idea who they are and what they need.

4. **Fraudsters** - Fraudsters are users of social media and they will pretend them to be persons and will take part in deceitful monetary or issues inflicting damage to other users in the social media. There are many members in that case are misusing the information which is uploaded on websites like
information on Face book and many more social networking sites, that’s why they are coming under Fraudsters.

1.9 Social media marketing

It is a method by using social media site to attain the attention of people. These programs concentrate on developing a content which will attract the attention of the readers in social media and make them to share the contents in their social networking site.

Any statement that is shared in the social networks, which included short messages, information about a product or service, brand or a company is termed as electronic word of mouth. When the information about a product / service / brand / company is shared in a social media by a user, it is reshared by many users in other social networks and when the information is shared by a trustworthy source, it becomes appositive promotion for the product than the promotion done through paid sources. This shows the power of social media marketing.

What the major search engines seek for in terms of social media signals are the source’s authoritativeness and trust. Authoritativeness is different from Authorship. Authorship is a function released by Google in 2011, which permits authors and publishers to add varied parts, including photos, ratings and more details to search engine results pages. Trust is fundamental to social signals being read by the search engines. Those people, whose social media profiles have a trust score, are called as influencers.

As per consumer socialization theory, communication with customers plays an important role and its influence the psychological feature of customer. It also has an impact of attitude of the customer. Social media networking sites provides an environment that enables the consumers to communicate in the web which will have an important impact on consumer socialization concept.

1.9.1 Benefits of social media marketing

In the above diagram which is showing information about Social Media Marketing Report and it is clearly showing various benefits which are as follows:

1. Increased exposure:
Now a days the importance of Social Media Marketing have increased. Consumers and Marketers are using the Social Networking too much. The exposure increased now a days which is showing 92%.

2. **Increased Traffic:**
With the introduction of web based marketing the users are increasing day by day. The research says that consumers and even marketers using social networking sites too much and due to that sites the traffic has increased day by day which is showing the research that traffic increased up to 80%.

3. **Develops Loyal Fans:**
Brand Loyalty is the another is most important advantage of social networking sites. Taking an example if a consumer is satisfied with any product he or she will never go to any other company to buy the product. This creates brand loyalty.

4. **Provided Marketplace insight:**
Social networking sites provides information about product and is available clearly. That means its Features, Functions, Price etc. Consumers will get full information about product only on websites and customers don’t have to go to anywhere. The result shows that 72% customers agreed that social networking sites are providing marketing insights.

5. **Generated Leads:**
There are various different ways to lead generation. Most of the social networking sites generate leads for product and services. For example A blog give as hub for customers engagement. No doubt Face Book is also important source, so in short it is generated leads.

6. **Improved Search Rankings:**
Most of the customers are now spending hours even more than watching television too. And what curiosity they get as social networking sites are the search engines. With the help of social networking the ranks is given to products on the basis of feedback given by the customer online.

7. **Growing Business Partnerships:**
As a Trading form of selling and purchasing is now replacing with Social Media in the same idea of business is also changing. After taking many years now Binch Box wants beauty obsessed Instagram followers to join them.
Now a days growing partnership are also important advantage of social networking sites too.

8. **Reduced Marketing Expenditure:**
Trading method of selling the product is too costly. As business man needs salesman, office and many more requirement. But now a days social networking sites are user friendly and anybody can use the social media at any time and even businessman can do the advertisement on social media site very cheaply.

9. **Improved Sales:**
In the present scenario where 4600 photos are shared, 600 websites are created every day. 1,00,000 tweets are sent. Now a days different social networking sites are created so differently as customers can purchase the goods online at any time. No doubt now a days revenue has increase online as compare to earlier days.

1.10 **Effects of social media marketing on consumer behavior.**
Daily more than one lacs different types of tweets are sent, nearly Seven lakhs contents are posted on facebook, millions of information are searched in google, thousands of photos are sent through instagram, six hundred websites are hosted. There were lot of business opportunities due to development and advancement of social media. In the business environment, consumers become the focal point because of the powerful presence of social media. Several studies were conducted to find out the influence of social media and results of these studies helps the firms to maintain a good position in the market with the help of social media.

1.11 **Social media platforms**

1 **Social networking websites**
Social media helps the people to establish communication with each other and build a good relationship with others. It enables the firms to directly communicate with their customers. This strategy makes the consumers to feel more better than the traditional methods of selling and advertising. Social media permits the users to share information, post comments on products which others can see and repost them to others. When a message is shared by many users of social media it reaches more individuals. When a information about product / service are shared more through social media
websites it brings huge traffic to the product / service. If the information retweeted is positive and from a original source then there are more chances that the users of social media becomes a prospective customer for that product.

1. **Mobile phones**

Mobiles phones with social networking facility are a powerful platform for selling products. With the help of mobile phones people came to know about the recent changes, happenings and discussions in the social media. Mobiles phones enable continuous connection with social networking sites and firms are using this chance to update their product and services to their customers through social sites. Firms are using QR codes to make easily available to their customers about their websites and other services. Smart Phones are enabled with QR code readability with helps the customer to know the information in an easier and quicker way.

2. **Engagement**

When the customers of the product become the participant in social media for promotion of the product, then it is termed as engagement. With the help of social media, user can post or comment on a product or service. With the concept of engagement, the client of the company promotes the product by way of posting a comment, whereas the viewers will see the comment. By engaging the existing customers for marketing the product through social media, selling becomes more successful.

3. **Twitter**

Twitter permits the users to post one hundred forty characters to advertise and promote about their product or service. This message can be a text, website link, photo etc…

4. **Facebook**

It helps to post information about a product and enables to post comment on the post. It facilitate the user to like the page r post and also share the page or post to other users in the facebook. The information posted includes text, audio, video and website links. Facebook is designed in such a way it will connect with twitter page.

5. **Google+**
Google + contains some of the features of facebook and is associated with google adwords and maps. Google + includes location based search, navigation services, location based selling etc.. Google+ helps in marketing activities.

6. LinkedIn
It is a social networking site which enables the firms to develop for professional and business profiles to network with people. Twitter can be merged with linkedin page. It helps the users by providing opportunity by way of generating leads. The pages are similar to facebook pages which can be used to promote their product and services.

7. YouTube
Youtube permits the users to upload videos. Youtube is used to upload advertisements for target their customers by firms. The taste and style of the customers can be reflected in the commercial ad’s developed by the companies and it can be used as medium to market the products by way of advertisements. Youtube videos can be downloaded anytime on request. Sponsoring of video is possible on youtube.

8. Delicious, Digg and Reddit
These are well liked social sites used for marketing activities. These sites are the targets of social media marketers to advertise their websites and to share the links to their customers.

9. Blogs
Blogs are webpages developed by companies that contains information about products and allows consumers, employees to post comments, view and share information to others.

There are some positive impacts as well as some negative impacts are there of social websites which are doing the job of marketing. Some of them are as follows:-

Positive Impacts:-
1. Social media which is doing the marketing helping to businessmen to understand their customers by understanding their likes and dislikes.
2. It helps various firms to understand how different types of activities can be done.
3. Social websites are helping to make not only to old customers but also to many new customers to attract them.
4. it increases awareness for consumers how to use branded goods and services.

Negative Impacts:
1. Social websites are not fully protected. Anybody can misuse the websites information like Facebook anybody can take the image of any person can create problem for consumers.
2. Social websites are sending many advertisement mails, messages to customers due to those customers are thinking as unsought goods.
3. Wrong type of brand advertisement can create a big problem for the company.
4. Many companies are not getting feedback from the customers though it is a free of cost. But still consumers are reluctant to share ideas and thoughts.

**Figure - 3 - Key Social Platforms**

Source : By Researcher

1.12 Social media marketing techniques
The main purpose of social media marketing is communicating about the product to the consumer and makes them accessible to people who doesn’t know about the product. Social media is used by companies to promote the product to the prospective customers. Social media marketing helps the consumers at a various stages of buying process.

A research indicates that of thee ten factors for effective marketing, Social media is one amongst them, which indicates if any brand is in operative on social media, then the result will be less chances of the brand to be present on google searches.

There are large no of users in facebook, Twitter and Google and there is huge exchange of information which made the business firms to use the social media to interact with prospective customers.

Instagram has hundred thirty million users monthly and twitter has two hundred ten million monthly users and the average communication rate ranges from 1.46 percent on Instagram and 6.03% in the case of twitter. The cost involved in social media marketing is very less when compared to ancient modes of advertisements using TV/Radio/Print channels. Infact there is no price involved when using social networking site, it also covers wide range of people.

Many firms are now changing their approach for interaction with customers they are using online platforms for better client interaction and visibility. Social media are used as a platform by customers to post reviews, recommendations, ratings, raise queries to the firms.

Companies are employing people to handle social media communication with the customers and they are working as online community managers. The job of these managers are to handle social media communications in an effective manner and win the trust of customer. Firms are taking steps to manage client issue, identify various modes of social media marketing, engage the customers to influence the new and prospective customers to market their product/service.

**Targeting, COBRAs, and Electronic Word of Mouth**

To successfully advertise online, social media marketing is used which includes consumer COBRA & e-wom. The comments post by users of facebook, that is likes and dislikes are shared with advertisers. When there
are more likes for a product/service, then business people will more advertise for the product. COBRA will help to market their product with the consumer. Consumer to consumer interaction in the social media will help the firms in an cost free advertisement. Product review, Ranking, recommendation are examples of e-wom. On the other hand, if there is a negative review by customers, which will have a negative impact on the marketing of the product.

Companies like Dell and Sony have got experience that use of social networking sites have increased their sales. In the second month of the calendar year Sony had made declare through Twitter. They have earned a surplus of Dollars one point six million in sales. After that in the sixth month of calendar year the US based company Dell announced through Twitter accounted for dollars three million risen in sales. It is very clear today that internet is a treasure of knowledge and information. Social networking sites are playing a very important and crucial role in the life of many people. How social media is working it is very clear. First of all we have to do formation of Attitude that how and what social media have knowledge and it could be monitored and how it can use. Not only one type of social networking site is important but some like Blogs are important for many companies as they can increase the reputation of business and many organizations very easily. Social media which are doing the job of marketing is now also known as social media marketing too. Social media marketing a new concept of brand building and image which is generated by many marketers. Attitude the behavior of any person is a part of overall personality. It is part of all of us. No doubt there are millions of people are here in this world and all of them are different from each other in one way or other. It is very clear now that how people are using mobiles phones for using of social media. with the help of web pages through using of internet the consumer are changing their attitude towards pattern of consumption. Nowadays, websites are using in different areas like communication, business and many more fields. Even many literatures showed that social marketing has a great impact on many and varied consumers. Nobody cannot denied in the light of the present situation where communication plays a very important role and in this process internet in particular which changes the decision power of many consumers. With the
invent of third generation not all smart phones but tablets, mini laptops and various notebooks are also used to attract the many and different types of consumers. The study clearly showed that are consumer is always effected by another consumer who might be his friend. The reason behind that people like to share ideas, thoughts, feelings either directly or indirect. These behaviors describe how the behavior of one person can change the other individual. With the help of social media people means consumers can build social relationship, ask and reply any kind of question and answer. Friends can distribute information is the form of many photos, videos, audios and even tweets and retweets too. The question arises why people and many friends, consumers are using social media the reasons are like to stay touch with friends, find partners, find those people who are having same kind of interest, reconnect with old friends, even stay touch with family and there are many more reasons are there where people can take the help of these kind of social networking sites. Again question arises why people share any kind of information with others and the research concluded that there are many reasons like efficiency, personal gain community interest, social interest, reputation, etc.

1.13 Advantages of social media

1. Increased Brand Recognition

Social Media is a new platform for promoting the brand. Social Media helps the companies to attain new customers and also have quick access to customers. When a particular brand is familiar and available in multiple social media sites, It increases the brand recognition to the customers and also attract new customers. When the brand is tweeted frequently in the social media, then the company’s brand image will get increased, there by increasing the growth of the company business.

2. Improved brand loyalty

A research work published in US, indicated that when there is higher level of interaction about a brand in social media, then there exists higher level of trust about the brand among customers. It also suggest that companies can take the benefit by using social media tool to connect with its customers. The study also suggests there should be some strategic plan for use of social media to influence the customers. Another study indicates that fifty three out
of hundred in American population are following their brands in social media and also they found to be loyal to their brands.

3. **Chances to Convert**

There is chance that each and every comments, post, sharing, likes in social media will become a sale and bring customer. Every comments, post, website links, video, tweets will make the viewers to visit the page and view the product and thereby there is a chance for conversion into sale. Though all the comments may not get a chance for conversion into sale but every good comment about the product will get a chance for conversion into sale.

4. **Conversion ratio**

The conversion rate of conversion of discussion in a social media into sales is high. It is the important element as seen by business people nowadays. The brands and the reviews about the product started to speak like individual salesman in the social media channels. Due to this effect business people want to improve and increase their business with various people in social media than with firms.

5. **Brand Authority**

Continuous communication with the customers will bring a faith about the product among the customers. People are searching and viewing the comments in the social media about products and services, whenever they are planning to buy a product or avail a service. Every new post about a product in social media by a user will attract many users in the social media and they follow the page for information update. When there is more talk about a product in social media, there it becomes more attractive brand.

6. **Reduction in selling price**

Due to the presence of social media, the advertising cost is getting reduced by way of advertising through twitter, face book etc... Hubspot research concludes that six hours of spending in the net in a week by a seller for social media will bring more number of viewers to the product in social media. In order to get more customers, sellers can spend one hour a day in the social media which will definitely bring more customers and thereby reducing the cost on advertisement which in turn seller can reduce the price of the goods.

1.13 **Limitations of social media:**
As we know that there are always two coins of the same coin. In the same way no doubt there are many advantages of social media in the same way there are some limitations too. Some of them are as follows:

1. **Not enthusiastic:**
Think of the situation where consumers do not seem to be completely depend on online purchasing. Delayed shipping, improper packing, complicated cancellation process these are the important points which consider by the consumer and he is believing not enthusiastic.

2. **Issues related with security:**
There are many problems are related with security. Privacy concerns have hampered the thinking of consumers towards purchasing of online goods. Consumers is worried about transection frauds.

3. **Still traditional better:**
Still there are certain consumers who are thinking that as compare to online purchasing, better option is traditional as no problem of changing, fraud, deduction of money without successful transection.

4. **Financial risk:**
There is big risk of financial risk involved in online purchasing which is thinking by consumers. The level of uncertainty surrounding is also affecting online buying by the consumers.

5. **Lack of physical approach:**
This is the important limitation of social media. As consumers are purchasing the goods only online and consumers have no idea or not in a position to see the goods physically and in turn consumers will not ready to buy the goods online.

We have seen the various advantages and limitations of the social media but in reality these are not full fledged limitations we can say them as partial negative limitations.

1.15 **Consumer behavior**
It is the study about individual, group of individual and the method people use to purchase and use the product or service to satisfy their wants. The study combines various subjects which include economics, sociology, psychology and marketing. Consumer behavior will make an attempt to find out the
various factors which are behind the consumer decision making process for purchase of product. It also studies the demographic and psychological characteristics of consumers and how consumers are influenced by various factors such as friends, relatives, members in the family, co-workers, people living in the society.

Consumer behavior, also known as client behavior, provides information concerning client and his/her consumption patterns. An organization will still survive if it will offer client desires and demands with a comprehensive understanding of them. This shows the importance of studying client behavior. This requires understanding client behavior that isn't thus easy.

A group or individual in a group can make an influence on the behavior of consumer. The group can be small or large in number. Some of the groups which will make on influence over an individual behavior are members belong to family, workers in the organization, individuals living close to the consumer. Other group which may affect the individual consumer behavior are workers union, associations, trusts, community group etc.. These groups do not have regular communication with the individual customer.

1.16 Various factors that affects consumer behavior

The factors that affect consumer behavior are as follows:-

1.16.1 Various Marketing Factors:-

There are various marketing factors which affecting consumer behavior that is product, price, promotion and place of distribution.

1. Product:-

Product plays a very important role. There are various features of product like in which affect market behavior.

- Physical Appearance.
- Packing and Packaging.

2. Pricing: Price is also important factor which affect consumer behavior that is

- Target customers
- Price sensitivity

3. Promotion:-

There are various elements components of promotions that are advertising, publicity Which affect consumer behavior. There are various elements
components of promotions that are advertising, Publicity etc, which affect consumer behavior.

4. **Place:**
The channel of distribution are mainly of two types that is direct channel and indirect channel which affect marketing behavior, marketers make an attempt to select proper channel of distribution.

1.16.2 **Personal Factors:**
There are various factors which affecting consumer behavior that is.

1. **Age:**
Age is the most important factor which affect consumer behavior for example when consumer is younger that is teenager he may prefer trendy cloths where has an office executives may like to were formal clothing.

2. **Gender:**
Gender is also important factor which affecting consumer behavior like girls may prefer certain favorable color like pink, purple peach where as boys may like blue, black, brown and so on.

3. **Education:**
The consumer who are educated may like to spends on book, personal care products and so on.

4. **Income level:**
Income is also an important factor which affect consumer behavior. Highly income person wants to spend more and vice- versa.

1.16.2 **Psychological Factors:**
There are various Psychological Factors also which affects consumer

1. **Learning:**
Learning means change in individual behavior when a consumer by product online or way like perform and if he satisfied then he will always follow different social media Marketing.

2. **Attitude:**
The response given by an individual during a given situation. There exists a positive attitude to a consumer.

3. **Beliefs:**
It is a thought about a product/ thing by a person. If there is strong belief about a product/person/ thing/method then it will have an impact on the behavior of the customer in buying the product.

1.16.3 Social Factors:-
Social factors are also affecting Consumer behavior like:-

1. **Reference groups**:-
   It may be small or big team which contains coworkers, friends and others.

1. **Family**:-
   Members of the family will influence the behavior of the individual consumer and their contribution will be more when compared to others.

1.16.5 Cultural Factors:-

1. **Culture.**
   Culture is also an important factor which affecting consumer behavior. For Example the culture of South Indian is different from North Indian. Where as The culture of Indian is different from other countries too like.

2. **Sub-culture**
   Sub-culture is yet another factor which affecting consumer behavior.

1.17 Purchase decision and social media

Social media permits the users to post comments, give reviews about product and services, put status for the product or service which includes likes and dislikes, tweet about the products. When a customer is satisfied with the product, he might recommend the product to different users of social media by passing the message with the help of various available social media tools. In earlier days, consumer digest was used to put the reviews about the products, but nowadays social media is slowly taking the position for placing the product reviews, ranking and recommendations. Ten years before, people rely on the opinion of the retails shop owners and specialists for purchase of new product, but today consumers rely on the opinion and advice of the people in social media.

Companies are reducing their budget for paid advertisements and concentrating on social media advertisements. Ernst & Young surveyed forty eight firms that have strong social presences and implied that Eighty three percent of the firms have presence in social media and out of this forty two percent of the firms using social media to post advertisement, conduct web
contest about their product. They have also used social media tools to build their brand. Buying decision can be defined as the method by which customers pass through various stages of buying decision process.

1.18 Stages in consumer buying - decision process

The various stages involved in consumer buying decision process are

- The problem recognition stage: the identification of product a client desires.
- The search for info: which suggests search for data bases or external data sources for information on the merchandise.
- The possibility of different options: which means whether or not there’s higher or cheaper product offered.
- The choice to purchase the merchandise and
- The actual purchase of the product.
- The below given is the diagram which is showing the various stages.

figure -4 -Stages in Consumer Buying - Decision Process

Sources: By Researcher
This shows the complete process that a client can possibly, whether recognizably or not, go through after they move to buy a product. When creating a purchase decision, social media influence take part a necessary role. When a customer decided to purchase, then he prepares a list of options for deciding the proper product. Even though e-commerce sites are offering various tools for browsing, searching for the product, proving product specifications, it is continuous to be a difficult task for the customer. Nearly eighty percent of users of the internet are not using the e-commerce sites because they could not find the right product which they need. Individuals are looking for reviews, recommendations and ranking from the existing customers and from trusted people which includes workers in the organisations, members from family, relatives and friends. Most of the times these trusted people may be out of reach for discussion.

Social media sites provides quick access to the friends, relatives and trusted people through web and also permits the customer to view and access to their post and comments in an easier way. This technique helps the consumer to know about the product information shared and posted by others in social media and also this can be viewed in offline also.

In any way the most important part of any organization is Consumer. Without consumer there is no value any firm and business organization. It is the duty of business organization whether online or offline to build the relationship with consumers. There are various points which clearly explain why there is a need to maintain consumer relationship.

1. Better consumer perception:
Consumer is the king of market. Every consumer is expecting the good quality of goods and services at cheap and reasonable rates at most important duty of suppliers to sell the goods at reasonable price and does not change exorbitant price. This will increase the sale of the goods and services of the business firm.

2. Customer satisfaction:
Consumer satisfaction means how consumers are satisfied with the current product and services which is going to be provided by the supplier. In this modern world where completion is too much customer satisfaction playing a
very important role. It will be very clear that if customer is going to satisfied the sale will increase.

3. Customer loyalty:
It means repeat purchase. When consumer will get good quality of goods he never will go to any other shop or any other business to purchase the goods from other way.

4. Customer retention:
Customer retention means not a loosing of customer or consumer. Consumer is the focal situation of any business. Usually a loyal customer will never leave your shop and go to any other shop and purchase the goods.

5. Increase in revenue:
With the increase in the number of consumers the revenue generation to increase at a faster rate. For Example, we can see that Flipkart has cross the sale of rupees Fourteen hundred crores in a single day which is an extra adding thing.

6. Low cost:
If consumer will purchase that means there is brand loyalty he will never shift to any other business. And for the expenditure of advertisement which is the most important expenditure will be low and automatically the cost will be low.

1.19. **Uses and significance of social media**
There are various ways to make use social networking sites to attract consumers by the marketers. In modern times social media is like a one kind of tool which is not only helping marketers but also consumers too. Now a days it is a very powerful tool to maintain relations with customers but also with society too. Social networking sites are helping to businessman to sell the goods as well as share thoughts and interact with each other too.

One of the important use or significance of social media marketing is giving advantage to consumers to select and order the goods from variety of goods available online. It is a one kind of communication between marketer and consumers. These websites are helping to consumers to buy the product, share thoughts and many more. In traditional method of marketing consumers are don’t have that much space to select the product but in social media consumers have variety of options to select that. With the help of social media marketing the consumer can update his knowledge by visiting various
social media networking sites for example everyday approximately 510 million are visiting Google, 131 million are using Instagram and many people are using facebook, skype etc. There are different organizations and companies are there who are using internet for Wiki. They are doing this to college huge amount of information for many reasons like Wiki is supplying a lot of information to companies regarding different types of services, product and how to increase the product development and much more information. Social networking sites are going most popularity nowadays among many consumers. We know that what is today become outdated tomorrow, so it is impotent for companies to bring the social media many closer to thing about like and dislike of consumers. It is to be noted that social networking sites are creating an extra adding platform for themselves and for consumers too. There are various research did in the light of this area that people might be enjoying social media to stay in touch with their friends, make various and different types of plans, make new friends also with the use of new technology and increasing the growth of digital media, many advertisement companies are getting information of many social networking site. No doubt whenever advertisement done through these online websites it becomes very cheap and not costly for them. Even nowadays the behavior of consumers that means buying pattern of consumer are changing. It can be seen that nowadays before purchasing any goods and product by consumers must get the information through collecting information from those friends who are either using social websites or through internet.

1.20 Social media and consumer behavior
In the last 5 years, social media grow with leaps and bounds and become an important platform for communication among people. The social media tools also advanced due to technological improvement. Social sites are engaging in continuous research to improve communication methods in social media sites. Many websites are providing various tools to advertise and sell products to the customers, but social media provide not only selling tools but also provides tools to network the people. A nowadays social media network becomes the important marketing tool for companies. Social media is a place for interaction and communication where millions of individuals meet daily and it became an important market place for firms to
advertise and sell their product and services. Social media is the best place for posting marketing information, advertising the product, illustrating the product etc.,

Many professionals and small retailers and giants retailer and big business houses ignore the importance of social marketing. They not understand how social marketing are increases its path in many different types of business and services too. Taking an example Linkdin which was started in the year Two thousand and three a present there are many users of this websites over one hundred and twenty million are there. Linkdin gives you an updated professional identity online. Another way of changing way of thinking is Facebook. Nowadays everyone hears about Facebook. Not only business class people and consumers but also many college students are using the Facebook marketing. Facebook is an extra ordinary way of doing the marketing and can attract as many as customers. Facebook has open the door of many types of professionals, students and even housewives. The basic role for doing marketing on Facebook is increase your network. Every person can create Facebook for page and can do the marketing over that. Each and every marketer must encourage to do community interaction over that. There are many common mistakes are doing by many people on Facebook like broadcasting, don’t put more advertisement as if you don’t have many social connections. Doing advertisement on Facebook does not means just post it. You have to give the time to your social contacts. Another important mistake people are doing that is validating rates of Facebook and immediately your page will be blocked. Do that kind of work that not you but Facebook do work for you.

Twitter can be used for business purpose. Twitter is also a very important social networking sites like other websites. Say example YouTube, Whatsapp and many more. The maximum limit of character of Twitter is around one hundred and forty characteristics at a time and not more than that. Twitter allows you to share your thoughts with many people around you or those who are far away from you. In SMS the word SMS means Short Message Service is the same way in Twitter the message what you sent is known as tweet. Twitter can be used to develop a business as well as relationship with many people as you need it.
Another type of business online services can be used is Google plus. In the year Two thousand and four the Google company expanded its activities to Google plus. This is a new avenue created by the company to may online users. If anyone can use Google plus in proper way with proper guideline it will help to change the way of doing the business. No doubt Google is founder of Google plus so anyone can use the benefit which is providing by this type of organizations to many users. To do the business on this website is damn easy as compare to traditional way like the advertisement, banners for wall and many more. Many social websites are doing advertisement and earning lot of money over that. Social media is using the help of internet and is highly scalable as well as accessible to anyone mean individuals in particular and public in general. It clearly shows that social websites have many users, Television, radio are very much outdated in modern world. Many advertisement clearly showing that how the various apps are helping to read the news instead of sitting in house and watch the television. To watch the television and listen to radio is an old and traditional way, now people are reading all such kind of stuff on YouTube, times.com and many more social websites. Social media is not a monologue like radio or just a television it is dialogue between one to one and one to many. Many different sellers can contact and instantly get back of consumer on various social web site. Traditional method of advertising are not helping to build relationship with many consumers but social media is helping to build not only relationship but brand image also.

Some companies are using social media not only with other parties but internally too. As it is very cost effective of doing communication among various employees, peers so many companies are preferring nowadays even start up business and small size of business too doing this kind of communication. No doubt there are many ways to reach to various types of consumers through online companies are helping too many consumers to do brand awareness about the product and various types of services too. The research made in this regard and it shows that around seventy seven percent of marketers are using social networking sites to attract many and useful customers. Total users of Facebook are one point fifteen billions users are there and out of that around fifty five percent are females where as Forty six
percent are males. Those who are age of sixty five to hundred the users are twenty three approximately. While in case of YouTube the users are nearly eight hundred millions are there in the whole world and two hundred and thirty eight are linkdIn and in case of Twitter it reaches to five hundred millions. There are other websites too which are using by many marketers and consumers too that is Instagram, Pinterest, Foursquare and many more.

In modern times the role of technology in general and internet in particular is increasing day by day. Internet is source where people, community, society are connecting in different ways and allow them to share there thoughts, feelings, ideas and emotions. And the most famous way to connect with each other is social media websites. There provide users friendly platform which is going to change the mind and behavior of many consumers. According to Krishanan in the year two thousand and one now the main focus of marketing is to maintain and create the image building in the mind of consumers. With this not only brand image but brand equity is increasing everyday. We know that the behavior of consumer is ever changing and at any time he can choose his mind to purchase the goods and services. In modern world the electronic marketing is developing. This kind of marketing are focus on consumer too much. Due to increase in the value of digital age, the responsibility of marketers are increasing to much. Hoffman in the year Two thousand writes that the internet has played s very dynamic role and due of vast amount of numbers of consumers the role of business id increasing to provide good quality of not only goods but the services too.

Golden in the year Two thousand Eleven listed the following features of social media marketing which are as follows:-

TONE: Honesty is the most important feature of social media marketing. Even every business in social websites must be not only honest but more of above is authentic. Always market should remember that whatever the message is going to the audience and consumers must be reliable.

CONVERSATION: it is not a one way communication like traditional way of communication of doing the advertisement. But it is two way of communication or we can say it is a multiple way of communication.

Now a days people are spending more time on the web and the penetration of media into society has an impact on the business. Due to this impact, the
Consumption trends have modified. The traditional methods of marketing such as use of magazines, catalogs, brochures are entirely replaced by email marketing, social media marketing etc., Due to the effective presence of social media, people are spending more time in the web.

Social media becomes a market place to offer products and sell the products to the customers.

Because of the social media, the consumer decision making methods have changed and the behavior of the consumer also modified, the impact of social media in the decision process and behavior of consumer is unpredictable which is a big issue to the business firms to decide on the market strategies.

Consumers are influenced by Social media where different users were present. The impact of social media on behavior of consumer are split into 3 groups.

Behavior which affects consumption pattern.

Behavior affected by others regarding consumption.

Behavior affected by social media.

All those factors which affects the client behavior like demographic, social, cultural, psychological and situational factors are also applicable for social media which affect the consumer. Social media users can be classified in different ways like gender, age, income, location, education, marital status.

Companies classify the users of social media using family cluster, social class, cultural variables to market the products to different segments of customer.

Changes in client behavior have altered the marketing strategies during the last ten years. Consumers normally get the product information through television, Newspapers, magazines and co-workers. But with the development of internet and its vast usage, Social media occupies lives of the consumers.

The concept of branding gain importance and wide spread with the help of social media. Today most of the companies are using Social media to improve their band visibility. Social media has millions of users and there exists of thousands of social media sites which are contributing to everyday business.

Social media affects the consumer choices because of the instant posting of comments, independent of time and location, availability and accessible to all users of the web.
Thus we can understand that the social media has an impact on consumer choices and buying decision process.
1.21 Problem on hand:-

Thane is a very big district lying under Mumbai city of state of Maharashtra. The total population is more than one crore of district is nearly and many languages are spoken over here. There are many big cities are there like Ulhasnagar, Ambernath, Badlapur, Wada and many power cities are there. There are a big retail stores and many different shops are there in the various cities of this district, and nowadays many changes are taking place. Research has trying to see that now social media marketing is changing the situation and taking place of traditional channels of marketing. Not only young generation but old age consumers, working women, homemakers women those who are working in various organization like Banks, Private organizations and many more industries have show their interest in social marketing. In modern world, is the world of technology where social media marketing is rising too rapidly. Study show that many consumers are shifting from traditional way to modern way of purchasing the goods and services too. We have seen that social websites are rising day by day like Flipkart, Amazon and many more. The way of thinking of consumers and many customers are shifting i.e. changing. The perception of young as well as middle age and even old age consumers are changing and moving. Some consumers are thinking that it has low cost that means as compare to other ways means older way is relatively cheaper. So, social media and various networking sites are developing day by day and consumers are attracting towards them. Many students, housewives, working class people are changing their mind from traditional way to modern way. It is now really true that social networking which are doing the job of marketing are mean to changing the mind and thinking of many and various consumers.

So researcher trying to find out how social media has changing the thinking and way of many consumers who are living in that district for that research has collected much information about that and trying to find out in part of social networking sites or social media marketing on consumer buying behavior.
1.22 Primary Objectives of the study:

Following are main and primary objectives of the present study:

1. To study the concept of social media.

2. To evaluate the various channels preferred by consumers for buying decision over traditional channels.

3. To analyse the impact of social media on consumer buying behavior.

4. To find out which is the best social media preferred by customers.

5. To find out impact of social media on consumers with reference to Thane area.
1.23 **Scope of the study:**

1. The Scope of this research is ultimately to understand many features, advantages of social media marketing.
2. Understand the behavior of the consumer, factors affecting consumer behavior.
3. Traditional method of marketing like Radio, Television are considered Upstarts with questionable staying power.
4. Many progressive business owners are dabbling in social media Marketing
5. The long term benefit of an effective broad scope social media marketing campaign cannot be measured in days or weeks.
6. Bloggs, Twitter, FaceBook fans, Digglinks, Skype are various tools Adopted by customers as well as marketers too.
7. Scope is concerned with the place of the research also, for that researcher Has taken area in respect of thane district, a part from this researcher has Taken Ulhasnagar, Wada, Bhiwandi etc.
1.24 **Hypothesis:**

Hypothesis is a predictive statement, capable of being tested by scientific method that relates to an independent variable to some dependent variable. Hypothesis refers to any assumption or predication made by a researcher while doing research work.

In simple words Hypothesis means “Hypothesis is a tentative proportion formulated for empirical testing it is a deductive statement combining concepts. It is a tentative answer to a research question. It is tentative because its veracity can be evaluated only after it has been checked”.

The importance of hypothesis lies in their ability to bring direction, specificity and focus to research study. It clearly tell to researcher what specific information to collect, and thereby provide greater focus. Always hypothesis should be empirically testable. It must be conceptually clear. It should specific and explain the expected relationship between two variable that is independent and dependent variable. It must be logically consistent.

The important point to be considered while preparation of hypothesis is research problem. The construction of hypothesis is not easy task. The researcher should give importance to valid investigation. The hypothesis must have great importance as it give direction, particular idea and give focal point to research study. There are many examples of hypothesis like suppose if one train is late so automatically others trains too late. Here hypothesis can be framed that trains may be late and may not be late and researcher can do the research over that. So, hypothesis are always based on certain logic and certain assumptions.

There are various features of hypothesis which are as follows:

1. It must be simple to understand.
2. It must be specific.
3. It must be intellectually clear.
4. It must be easy to understand.
5. It must be of capable of verification.
6. It must be related to past experience.
7. It must be made on the basis of certain conclusion.
8. It must have objectivity.
9. It must be related to available technique.
10. It must have conceptual clarity.

Following is the explanation of it:

1. **It must be simple to understand:**
   Hypothesis must be so simple that each and everybody can understand easily.

2. **It must be specific:**
   Here specific means particular. Hypothesis must relates to the concerned research or study.

3. **It must be intellectually clear:**
   It as intellectual as clear. It must represent the problem related to current situation and gives clear idea how to solve that particular problem.

4. **It must be easy to understand:**
   Hypothesis must be so easy and understandable that everybody can understand without much problem.

5. **It must be capable of verification:**
   Here verification means result, it must give a perfect answer for a given situation.

6. **It must be related to past experience:**
   There are many hypothesis are of them are historical which shows that result can be obtained with the help of past information.

7. **It must be made on the basis of certain conclusion:**
   It should focus on the result in turn the conclusion can be drawn easily on the basis of that.

8. **It must have objectively:**
   Hypothesis must be objective in nature and not a subjective one. It must related with the current situation.

9. **It must be related to available technique:**
   Hypothesis is that tentative assumption which must related to the techniques which is easily available like some parametric test.

10. **It must have conceptual clarity:**
    Hypothesis is based on certain concept without proper concept the clarity of the hypothesis is not perfect one.
So, in short hypothesis are temporary solution. But here problem is that how it must be constructed. To understand this we have to see various sources of hypothesis.

1. Observation: Hypothesis can be drawn from various observations. For example why monopoly is charging different prices to different consumers that means he is following discriminating policy. On the basis of that the research can be made it.

2. Association: Another important source of hypothesis is association.

3. Sort of Knowledge: The most important source of hypothesis is knowledge. It can be accepted or rejected on the basis of knowledge.

4. Culture and sub-culture: Hypothesis can be made on the basis of culture and sub culture too. For example the hypothesis can be made on the traditional culture of India and modern India.

5. Investigation: Hypothesis can be constructed on the basis of investigation made by the researcher.

6. Small survey: The hypothesis can be made on the basis of pilot study that means small survey made the researcher.

So, it be seen that hypothesis can be made on the basis of various sources.

There are many functions of the hypothesis which are as follows:

1. **It gives proper direction to research staff.**
   
   It gives a road map or clear image to research staff. If hypothesis are not prepared it will be very difficult for the research staff to conduct research which will be almost difficult for any one to arrive at a proper conclusion.

2. **It gives an idea about sense of enquiry.**
   
   It is the most important source of enquiry. Whenever any study taken place it happen only because researcher has some kind of questions are moving in his mind for example when one train is late automatically another train is also late then the researcher can find out this answer by using simple hypothesis. So it gives idea about how to make an enquiry about an any problem.

3. **It gives an idea about collection of data.**
   
   From the hypothesis the data can be collected. The data may be first hand that is original data or second hand data. The research gives an idea which kind of data needed for example if a researcher has to do the field experiment.
in that case he has to depend on experimental hypothesis so in short it gives an idea which kind of data can be collected for that.

4. **On basis of hypothesis theory can be formulated.**
   
   It is best way to formulate any kind of theory. When it is tested the information can be collected from various sources and specific theory can be formulated and that can be applied in any form of research and future researcher can use that.

5. **It gives proper focus on the study.**
   
   It is very important because the researcher can give importance to the study. It gives a clear a map of the road where exactly where researcher is now and where he has to go. That means it completely focus on the particular study of which researcher has been taken.

6. **It gives important conclusion.**
   
   From the various types of hypothesis the researcher can take the important conclusion. Which gives an information to the researcher that he must follow the rules for testing of hypothesis.

7. **It gives a basis of study.**
   
   Hypothesis are the main base of any particular research. Without or improper forming of hypothesis the result will not give a true picture of any research. So study cannot be completed without its using.

8. **It is temporary in nature**
   
   Hypothesis are temporary means it is giving tentative solution for any particular problem. So researcher must find out first temporary solution for any specific problem.

Briefly all functions are here described:

It gives a road map or clear image to research staff. If hypothesis are not prepared it will be very difficult for the research staff to conduct research which will be almost difficult for any one to arrive at a proper conclusion.

Hypothesis are of different types which are as follows:

   Types of Hypothesis

1. ➔ Descriptive hypothesis.
2. ➔ Relational Hypothesis.
3. ➔ Working Hypothesis.
5. Statistical Hypothesis.
6. Complex Hypothesis.
7. Analytical Hypothesis

1. Descriptive Hypothesis:
These are the type of hypothesis which shows the various features of different variable on which research is going to be done. For example to find out the unemployment among young generation particularly graduates.

2. Relational Hypothesis:
This type of hypothesis give the idea about relationship between two or more variables. The relationship may be positive or negative. For example rich families are spending much more money on their recreation.

3. Working Hypothesis:
The working hypothesis provide the basis for further investigation. It is subject to modification as the investigation proceeds, it is denoted as H1.

4. Null Hypothesis:
These are hypothetical statement denying what are explicitly indicated in working hypothesis. They do not nor were ever intended to exit in reality. It is denoted as H0.

5. Common sense Hypothesis:
This type of hypothesis shows common sense of different types of ideas. Common statement mostly making confused like more using of mobile phone is creating much problem for the person specially young generations.

6. Complex Hypothesis:
These are the type of hypothesis which shows the aim at testing the existing of logically derived relationship between practical similarity.

So we can see that there are different types of hypothesis are there and its shows how important are these in the research area. They tell to researcher the particular information how to collect information and how to do the work. Hence, hypothesis is a concept which shows tentative generalization partially right or wrong.

As we know hypothesis are nothing but temporary solution to the problem. In every study of research hypothesis are most important part of study or that particular research. Probably these may be hypothesis or may not be. But in
most of the research articles, in research journal and in many proposal hypothesis is may be possible.
Before coming to the final conclusion of every research the tentative assumption must be checked with various tools and techniques which are available in the hands of researcher.
Following steps must be followed while tentative Generalizations are tested:-

**Step-1 Preparation of Hypothesis:-**
The first and foremost step in the checking of hypothesis, the research must formulate hypothesis. It must have understandable qualify. Basically the research has many tentative generalizations. He or she has to select any two that is walking or null hypothesis. The null hypothesis the innocent result while the walking hypothesis is what the researcher trying to solve the problems.

**Step-2 Assessment of tentative Generalization:-**
In this step it must be clear that the tentative Generalization is one tailed or two tailed. If Ha is more than or less than. In that case researcher use one tailed or another one he can use.

**Step-3 Level of Significance:-**
As the researcher prepared the hypothesis he must select the validity of it with the level of significance. Most probably researcher user level of significance ten percent, five percent or at the most one percent but always value must be taken into consideration in between Zero and one.

**Step-4 Finalization of sample:-**
Researcher must finalize the sampling. As without sampling the research could not be in position to complete it. So research must consider the sample from various alternatives. If the sample is less than sample size of thirty then T-test must be applied. otherwise other various types of tests are available.

**Step-5 Analyzing and calculation of sample:-**
After completion of understanding and finalization of sample the researcher must analysis and also calculates the sample that is random sampling distribution.
1.25: **Hypothesis for the present study:**

1. Ho: Social media marketing is not preferred by consumers over traditional channels of marketing.
   H1: Social media marketing is preferred by consumers over traditional channels of marketing.

2. Ho: There is no positive impact of social media on consumer buying behavior.
   H1: There is positive impact of social media on consumer buying behavior.

3. Ho: All social media types are not equally preferred by consumers for buying decisions.
   H1: All social media types are equally preferred by consumers for buying decisions.

4. Ho: Area of consumer and its impact are independent of each other.
   H1: Area of consumer and its impact are dependent of each other.