Literature review is the most important and the second step in the process of any research. First of all, literature review is to do find out and to understand the main background of the particular subject or research which is taken by the researcher. It is a record which showing what had done in this regard in the recent past. Thus it is the current trend in the selected subject when the review of literature made by the researcher. He/she will become expert in his/her subject and he/she will become Master. It shows what had already done and what type of work yet to be carried out. It shows the direction is which the research direction must go. Research work clearly showing there should not be duplication of work. It also indicated what type of methodology was adopted by various experts researcher. When review of literature is done one should remember that Textbooks and encyclopedic document must not be taken into consideration. The researcher must question from himself what kind of research he has to do. What points must be consider while preparing on studying review of literature. From the literature the researcher must percolate down specific problem to general problem.

A various types of research studies have been conducted on various aspects of on impact of social media marketing on consumer buying behavior, which is relevant for this research. Some of the terms related social media, social media marketing, social networking sites buying behavior discussed. Some worthwhile studies relating to the present study viewed here. The researcher has done studies the review on the basis of National and International level Journals, Articles and thesis.

2.1. National publications:
The researcher has done literature review on various National Publications, Articles, Journals which are described below:

Bikhchandani et al., (1998)

In their research describes whether or not shoppers shall purchase a product and whether or not they suggest product to others. These are normally used as parameters for purchase intention. The study additionally reveals the result of knowledge cascades on social media by different product attributes is unconditional with different involvement strengths by shoppers. It concludes that the shoppers try to show totally different levels of involvement in different situations wherever they face with brand buying and recommending to others.
ManjuAhuja et al., (2003)\textsuperscript{02}
In their article, targeted on investigating the factors that influence the shopping behavior and browsing behavior of consumers during online purchase specifically, the study has been conducted about the consumers using business-to-consumer sites. The researchers also investigated buying preferences of consumers with varied demographic profiles which may reveal different buying approaches and consumer behaviors for a specific class of merchandise and services. Social media is the most effective factors that influence buying behaviour of customers.

Muhammad ShafiqGul et al., (2004)\textsuperscript{03}
In the analysis, the researchers concentrated on finding the relationship of Social Media and buying behaviour of customer. The study involved the students of academic institutes of karachi. Around two hundred and sixty questionnaires were answered by the students. The study finds that there is no strong relationship between Customer Buying behaviour and Social Media.

Ramsunder (2011)\textsuperscript{04}
In their study says that shoppers’ decisions are influenced heavily by on-line brands. Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to Internet to get more data for their buying decision.

RaghuramIyengar et al., (2012)\textsuperscript{05}
Investigated in Korea, how friends influence shopping through Social Network. Their study concentrate on two important questions, the first question is “Is there any influence by friends on purchases by consumers in social media network”, the second question is “if there is such influence which consumers are affected“. To strengthen the analysis, sample data were taken from social networking website Cyworld. Sample data of 208 users of Cyworld for ten weeks of purchase and non-purchase information was collected. The researchers build a model on the decision of buying and nonbuying and also with the amount spent. Markov chain Monte Carlo technique and Bayesian approach is used to estimate the model. The results indicated that there are three different categories of consumers with different buying behavior.

Mir et al., (2012)\textsuperscript{06}
Thousands of web news groups and chat rooms influence the purchase decision of shoppers. The image of the brand increases when many users provide positive opinion about the brand.

**Dehghani et al., (2013)**

Their study analyses the knowledge inheritance on customer’s action and reputation of brand. Knowledge inheritance on the social media happen once a person observes behavior of others and make a similar decision that other people have already made. The knowledge cascade are often used for one amongst 2 effects on shoppers, Knowledge cascading causes the brand to appear high or low in Customer Intention on purchasing and additionally may have an effect on consumers trust on brand. The study aims at customers who have trust on brand image. These kind of customers are influenced by decision taken by others.

**TeenaBagga et al., (2013)**

The study analyses the inner and outer factors of consumer’s online buying behavior. A structured form was used and a survey was conducted with two hundred samples. Questionnaires were sent through the mail and also posted through online web pages and were answered by the respondents themselves. The statistical analysis found seven major factors that govern the consumer’s buying behavior. These seven factors were: would like for Social Communication, website Attributes, on-line Advertising, Recreation, Convenience, privacy issues and data Search.

**Garima Gupta (2013)**

In her paper analysed the influence of social media on product buying. The results proved of the actual fact that social media have an effect on product buying intentions. Particularly, there’s a powerful impact of 3 factors called information about product, peer communication and the level of product involvement on shoppers purchase intentions with respect to social media. The author infers that, because the product is sold through on-line, it can’t be examined; perceived data shared about the product on social media and information sharing among peer teams facilitates consumer’s analysis on the product and makes decisions accordingly.

**GeetanjaliNaidu et al., (2013)**
In their study analyses the influence of social media in purchasing behavior of customer in Raipur. According to the survey result 75% of Indian youth uses internet for sharing their opinion, views and comment in numerous websites. The analysis concludes that people use social media widely for collecting information regarding product.

**Balakrishnan et al., (2014)**

This study finds the influence of social media towards brand image and buying opinion of younger Generation. 200 questionnaires were distributed to undergraduate students of universities in Malaysia. The response rate was 75 percent. 3 hypotheses and 2 propositions were tested using multivariate analysis and mean. The result showed that the internet communications, online communities, electronic word of mouth, and on-line publicity are successful in promoting the brand image and buying intention of consumers through social media platforms. These findings notify the managers to reach the younger generation customers social media is the best selling tool. This analysis provides information to international sellers in applying social media activities to market their product.

**AindrilaBiswas et al., (2014)**

In her paper, aims to look the influence of social media on consumer selection behavior. Technology Acceptance Model was adopted to find the social media usage perceptions. The employees of the Multinational companies in India are the samples for the study. A equation modeling was used to test the eligibility of the model. The results state that users of social media inclined to have more purchase intention than the occasional users.

**Dr. SourbhiChaturvedi et al., (2014)**

In their study indicated that there may be 100 crore members present in social media; social media sites became an important medium for firms and consumers to meet each us for the exchange of information about products. They also suggest that the influence of social media on customer buying behavior is tremendous. Buying behavior in social network is influenced by gender, education, income, age etc.,

**AlirezaMohammadpour et al., (2014)**

The study aims to find the impact of social media marketing on online buying behavior of customers with respect to brand capital using path analysis
technique. A sample of 160 from the University of Tehran were asked to fill the questionnaire on social media marketing, brand capital and online shopping behavior of consumers. The results indicated that social media had a significant impact on brand name. Social media marketing had a significant indirect positive impact on online shopping behavior of consumers. The results conform the role of brand marketing in concurrence with media and online buying behavior of consumers.

Marta Zembik (2014)\textsuperscript{15}

In his study explains that Social media comprises of blogs, public forums, social media sites, that is used for communication of some information. The data provided in social media is beneficial for organization/ firms and customers. Customers benefitted from the product information posted by others, recommendations by other customers. Firms benefitted by the information provided by the customers in social media about their products, getting the feedback on their product market, information about the prospective customers, customers needs and demographic characteristics. This article emphasis on how social media information is essential for companies and customers in their decision-making process.

Prof. Assoc. Dr. Elenica Pjero et al., (2015)\textsuperscript{16}

The researchers conducted the study in Albania reality sector. Their article targeted on Social Media and its capacity to effect buying behavior of customer. The researchers discussed the growth and adaptability of Social Media networks by numerous users in the world. The researchers made a multifaceted analysis on the impact of Social Media on consumers and buying intentions. The samples are selected from users of Social Media in all dimensions and the result depicts the significant behavior of consumers.

Tayyaba Noreen et al., (2015)\textsuperscript{17}

The researchers conducted the study about the Social media impact in Pakistan and Korea. This study investigates the impact of social media on the buying behavior of consumers. This study focuses on e - word of mouth, social media publicity and social media. The findings indicated that consumers of Korean consumers have higher intention to buy a product using social media platforms when compared to customers in Pakistan. The results
proved that e - word of mouth have a bigger impact on buying intention when compared to publicity on social networks.

**NimaBarhemmati et al., (2015)**

In their study found that Social Network Marketing is becoming the most successful model in advertising. This study aims at how Social Network Marketing influences the shopper buying behavior among consumers who use social networking sites. The study also analyzes the relationships between customer engagement, social media selling activities and shopper purchase behavior. A survey was conducted among fifty students of Malaysian National University. The results showed positive relationships between consumer engagement of social media and their buying behaviors.

**SakkthivelAM et al., (2015)**

In their analysis makes an attempt to check the influence of social media sites over young woman consumer’s shopping behavior from Islamic faith countries. This study employs structural equation modeling to check out the influence of young woman consumers and the results disclosed that brand, society and reference teams exert additional influence over young woman consumer’s shopping behavior through social media.

### 2.2 International publications:

The researcher has done literature review on various International Publications, Articles, and Journals which are described below:


In his study reveal that Social media marketing influences perception, shopper selection behavior, buying-decision and attitude from pre-purchase data phase to post-purchase behavior.

**Belch and Belch et al., (2003, p120-122)**

Described in their study that at some situation during the purchasing process, shoppers stop looking out and evaluating data before going to the next stage. At this stage, shoppers decide whether or not they can obtain products or not. The buying decision depends on the motivation and influence of other shoppers through reviews and recommendation.

**Young Ae Kim et al., (2007)**

Explains in their study that buying choices are powerfully affected by people who the buyer knows and believes. Several internet buyers ask for the
opinions before buying a new product. Internet social communities allow chatting among trusting members, allow customers to share their experiences by means of writing reviews and rating others’ reviews. E-commerce websites have started to obtain information on the interaction between customers in their websites, to understand and investigate social influence on purchase process, to boost CRM and improve sales.

**Achille (2008)**

This study indicates that due to reviews and recommendations posted in various social media sites by the online buyers has increased the number of online buyers to forty percent in the past two years. As an impact of social media, through online forty one percent of consumers purchased books, thirty six percent consumers purchased clothes and shoes, twenty four percent consumers purchased video games and DVDs, twenty four percent consumers purchased airline tickets and twenty three percent consumers purchased equipment.

**OTX analysis DEI Worldwide (2008)**

In their study, analysed the influence of social media on buying behaviour of customers and a survey was conducted among US population, which shows that buyers presently use social media as high information resource for brands, companies, or product. It additionally concludes that social media outreach by brands and firms, particularly if a private on-line representative will make this outreach, are often far more important on shopper behavior than advertisements or different promotional devices. In fact, two thirds of shoppers are doubtless to pass the knowledge they receive to others and over half are doubtless to require action on this information. There is a significant stronger impact on shopper behavior when the social media is used as a positive outreach to share information.

**JiXiaofen et al., (2009)**

This paper has created a model of on-line spoken and opinion people have influenced on consumer’s shopping intention. The study has known that the massage impression of on-line spoken and leader’s comments have lot of influence on consumer’s temperament of shopping garments; the data of on-line spoken influences its receiver’s attitude towards brand and consumer’s temperament of buying clothes completely at the end.
This study analyses the influence of media society and the amount of time that customers spent on the net and social media. Nowadays, consumption trends have modified. The usage of magazines, interviews and catalogs by buyers and sellers are altered by searching on e-mails, internet sites and sharing information in social media. Because of the effective role of social media, the time consumed on the net increases, and consumers’ withdraw from traditional searching methods. Social media have become an important place where opportunities are mentioned, products are advertised and products are commented.

Miller et al., (2010)

In his study revealed that over eleven million shoppers use 70% of social networking to buy various product and services. The consumers provide useful data concerning the product and share comments with different consumers over social media.

Penn Schoen and Berland Associates LLC (2010)

In their study explains how the social media can impact consumer electronics. The study was conducted by 1012 web interviews with U.S. general population aged above eighteen. The results discovered that social media network has become integrated into people’s lives. Social media helps to form shopper behavior. About 30% of social media users made purchases supported by social media reviews and recommendations from friends and unknown net users, nearly sixty-eight percent of respondents believe that these recommendations are more or less closer to traditional recommendations. About, 33% believe that social media reviews and recommendations they receive are far better than they receive through other means.

Cvijikj (2010)

In their study examines the Influence of Face book on buying decision making process. Consumers have confidence on opinions of different people or teams during buying decisions. This study evaluates the power of Face book on decision making method. A model Face book application was developed by researcher for sharing opinions with friends and making repositories of things. The study analyses the internet survey of thirty three participants. The survey
contained twenty queries, divided into 3 parts. The primary cluster involved data concerning the participant, like gender and age. The next cluster of questions involved the buyer’s shopper behavior and the last centered on the conception, thought and model Face book. The results make sure that consumers see their friends as the most reliable supply of knowledge when compared to other things. Results also indicates that friend’s opinion on a product plays a bigger role than whether or not they possesses the product.

**According to McKinsey Company (2010)**

In his study, Social Media has a notable influence on customers particularly who are first time purchasers of a product. It has a greater influence on high-priced products because the consumers want to conduct additional analysis and to get opinions for buying the product. This indicates that Social Media has an impact on customers in their data search stage of buying a product and as a result, customers will use Social Media to get data concerning the product and services.

**Hoyer et al., (2010)**

In his study explains that Social Media is a non-marketing factor which has a significant influence on customer buying decision process than the other sources of marketing. Social Media is platform where customers exchange much information with others via electronic word of mouth, reviews and recommendations. Social Media websites helps individuals to share and communicate each other via communities. According to the author, buyers on Social Media are ready to pay attention to others opinion and have a trust on the peers and influenced by the peer in their buying decision process.

**Kozinets et al., (2010)**

Suggest that on-line teams make an understandable influence on the buying behavior of the consumer and also in buying decision. For instance, the public discussion forum in the websites of social media offers consumers to collect information about the product, which helps them to take the decision on purchase selections.

**Pookulangaran et al., (2011)**

In his article states that purchasing is always an experience and social media permits the consumers to connect with people who are mostly strangers.
Cultural characteristics impacts on consumers’ usage of social media and a great impact on the online buying behavior.

**Haciefendioglu (2011)**

In his study brings to light that buyers are influenced by the opinion of their friends on social media during their purchase decision. The study also states that the opinions of their friends in social media direct the consumers to take decision for purchase a specific product or from a specific company.

**MehmoodRehmani et al., (2011)**

In their analysis, investigated the various social media parameters that greatly affected the purchasing decision of consumers. The analysis gave importance to find the influence of social media on the consumers buying decision. The authors outlined the objectives of the studies, so as to realize the objectives, a suitable research model is predicted and research hypotheses were tested on the model.

**Constantinides et al., (2011)**

Analysed and reported that Social Media differentiates Shopper’s behaviors. Socio-cultural, Demographic, situational and psychological factors have an effect on shopper’s purchasing behavior. Business people can handle up more practical social media selling activities by categorizing social media users by their age, gender, academic level, geographical location and occupation/income level. In the same way, psychological factors like learning, motivation, perception and personality, Socio-cultural factors like family, social status and family culture. These variables provide benefits for business people to find and target the consumers of social media through proper social media marketing activities.

**Diffley et al., (2011)**

In their research investigation, it is clear that, Marketers have analyzed whether or not social media sites may be used as a good tool for selling and whether to involve buyers to participate in marketing on social media sites. They say that firms ought to undertake a distinct approach that attracts shoppers instead of loading their inbox. If more selling advertisements are pushed on to the shoppers, then shoppers will get frustrated over the product. This authors talks about developing a proper approach to use websites as advertising tool. As a conclusion the author suggests that firms has to develop
good relationship with shoppers to make social media sites a better tool for selling.

Erkan Akar et al., (2011)\textsuperscript{39}
In their study revealed the thing that affects consumer’s attitudes towards selling through social media. For a businessman, Shopper communities act as new marketplaces for businessmen. The analysis aims to spot the factors that have an effect on the consumer’s attitude towards selling a product on a social media platform.

Edison (2011)\textsuperscript{40}
In his recent analysis, on users of on-line social networks in America revealed that about 52% of United States citizens have a minimum of one or additional social network profiles. The analysis showed that one fourth of on-line social marketing users buy their favorite brands, on these on-line social networks sites, of which many users use Face book as brand pages. The result shows that on-line social networks became a source of information on products for buying decision making by consumers.

Karimov et al., (2011)\textsuperscript{41}
In their research suggesting that purchasing of products online may be considered risky by customers because of the lack to make physical product analysis, lack of personal information contact, and in some cases the dearth of secure transactions. The efforts towards increasing the basic issue of trust in shopper behaviour can be supported with the employment of social media channels, like Face book, YouTube, Twitter, and company blogs as they enhance the sensation of social presence additionally, shoppers may use social media as a communication tool which can facilitate them decide what to shop for. The recent addition to the capabilities of social media is the addition of mobile applications to communicate with others.

Stephen Guo et al., (2011)\textsuperscript{42}
This paper analyses a Chinese marketplace, Taobao, which is the world’s largest e-commerce site. Integrated instant electronic messaging tool makes Taobao high from its competitors. In our study, this study specializes how a person’s transaction are embedded in the social media. The analyses concludes a model for purchasing a product through buyer recommendation, if an individual wants for a product, how he will act to decide the shop. The
model uses data retrieval techniques from the websites and demonstrates how social factors will help to understand client behavior.

According to Drell (2011)\(^ {43}\)
This study analyses the internet behavior of customers of social media and disclosed 2 main types of information shared through online. They were categorized as high information sharers and low information sharers. In this study, out of 100 percent, High information sharers of on-line shopper’s were 20 percent and belong to the age of teens, they are dedicated to brands, and had several of electronic equipment to share the information. On the other hand, Low information sharers of on-line shoppers were are 80 percent, were commonly older, concentrated on quality instead of brand.

IremErenErdogmus et al., (2012)\(^ {44}\)
The aim of this study is to identify the impact of social media on brand trust of the customers. This study takes into account of customers following one brand on the social media and, therefore, the information were collected through the structured form with a sample of 338 folks and tested using various statistical tools. The study concludes that brand loyalty of consumers is affected when the brand was found in various applications and platforms on social media.

Khushbu Pandya (2012)\(^ {45}\)
This study is an effort to make awareness among Indian marketers regarding the facility of social media which is spreading at a massive rate. The study is explorative in nature and used last five years secondary data. The findings of the study answer one major question – what's the state of social media on consumer behavior in India, the study provides figures, all major facts, analysis and examples of case study.

Greenleigh, (2012)\(^ {46}\)
In his study, investigates the behavior of young agers in connection with social media on shopping decision. Millennials are the shoppers who are in the age group between teen to mid-30s. In step with the researcher, Millennials have the characteristics like, always connected to social media, hyper-social, looking into other people activity, shopping and enjoying, strangers as their friends. This study detailed that fifty-one percent of Millennials trust strangers for shopping the product, over relatives or friends.
The study shows that eighty-four percent of Millennials takes the opinion from social media communities before shopping for products.

**Sharma et al., (2012)***
In their study find the advantage and disadvantage about a brand or product present on the Social Media. The study also reveals that Social Media has an overall influence on consumers shopping behavior.

**Pietro et al., (2012)***
Explore the extend of social media, particularly Face book, influence buying decision. They find happiness in using social media for buying decision. The study reveals about consumer’s suggestions and recommendations on merchandise on Face book, enjoyment in finding the information on brands and products, attitude in the usage of various tools provided by social media for the buying decision of products. The study also infers a good relationship between the views of consumer towards buying intention of customer and social media.

**SaadinaNasir et al., (2012)***
This analysis targets on the buying behavior of women customers in Pakistan. Study has been conducted with two hundred feminine respondents from Lahore town. The results indicate that women consumers take into account traditional word of mouth to be more promising information than social media for purchase choices.

**Angella J. Kim et al., (2012)***
This study identifies the attributes of social media activities that influence consumer purchase towards branded luxury products. The study identifies 5 apparent Social media activities of luxury brands and they are amusement, communication, fashionable, tailor made and word of mouth. The results indicate that there exists significant positive relation between social media and purchase intention of consumer.

**Themba et al., (2013)***
Examines how the students of African University have interaction in product related e Word of mouth and the impact of their interaction on their shopping decision. The study reports that the communication in brand-related e Word of mouth through social networks is comparatively low and has an absolute positive impact on buying decision.
VordemEsche et al., (2013)\textsuperscript{52}
Report shows that recently, social media represent one in all the foremost outstanding challenges for promoting managers. A recent study by the Marketing promoting Center at Germany, that asked 146 managers to say about the foremost vital entrepreneurial challenges over succeeding few years, finds that eighty-nine percent of the respondents name social media.

Forbes et al., (2013)\textsuperscript{53}
Made an analysis with a study of around 240 sample consumers on their purchases in relation to the type of the product bought and its costs. The conclusion shows that the purchase decision is influenced by the suggestion of the consumers on-line friends. The study reveals that fifty-nine percent of the sample uses Face book and used public media to receive product information from contacts or friends. These result shows that there is an influence on shopping behavior by social media.

Lehmann et al., (2013)\textsuperscript{54}
The effect of social media on customer buying behaviour was analysed in this study. Promotion strategies were used on news websites and social media websites for respiratory disease vaccination. The outcome of the study indicates that individuals responded a lot to the social media news while comparing websites news. This study concludes that social media is a important tool to influence the shopping decision of individuals.

Leerapong et al., (2013)\textsuperscript{55}
Checked out the factors which influence the on-line buying decision of consumers through the social network, notably Face book. In their study, consumers graded the factors like risk, trust, convenience etc... That inspired or discouraged them from buying the product all the way through Face book.

Huimin et al., (2013)\textsuperscript{56}
This study analysed the consumer buying decision method and information flows between people in social media. This study uses the consumer buying decision method as a source and analysed many research articles to check its hypothesis associated with the different types of proximity. Results and theories have proved that the publicity and information about the product in social media platforms are stricken by the various varieties of proximity plays that are making an impact in the consumer buying decision method.
AtesBayazitHayta (2013)\textsuperscript{57}
This research aims to grasp the influence of social media in today's life and brings new view and to see the consequences of social media networks on shopping behaviors of shoppers. The sample consisted of around 600 young shoppers between the age limit of 18-24 years who use social media marketing and have account in any of the social networks. Interview technique was used to confirm the study. The primary data collected through structured form consists of inquiries about demographic data of teenagers, the length and aim of teenagers to use net and social media. In the Questionnaire, 5-point scale was applied to confirm the link between buying behaviors of teenagers and social media. The Cronbach Alpha scale was employed to find the connection between shopping behaviors of shoppers and social media and the result was 0.965. The result of the study implies that social media technique produce a vital impact on buying behaviors of shoppers with respect to age and academic qualification.

Michel Laroche et al., (2013)\textsuperscript{58}
In their research say that the brand communities supported by websites impact the client Centric model and brand trust. The study aimed to show the relationships between client and brand, product, company and different customers. A study was conducted on four hundred samples through survey method. The result of the study disclosed that brand communities available on social media have a positive impact on customer-brand, customer-product, customer-customer relationships and client-company. The research also concludes that brand trust plays an negotiator role in changing the consequences of relationships in brand community to brand loyalty.

Shu-Chuan Chu et al., (2013)\textsuperscript{59}
In their analysis examines the social media user's responses for social media advertising. Consumers who are using social media as a tool of advertising to interact with others and with the brand. Due to numerous users in the age group 18-35, who are using social media, the online luxury market experienced enormous growth. Brand consciousness and awareness has an impact on user's view on social media advertising, that affects their response towards social media advertising and affects buying intention.

Grahl et al., (2013)\textsuperscript{60}
In their study conducted an field experiment in an online site where the visibility of the product is considered as like for the product. This study investigates the casual result of social recommendations on searching behavior. During a four-week experiment with new customers, the study discovers that displaying social recommendations caused increase in revenue, compared to revenue in previous method. The display of social recommendations results in 22 percent higher probability rate of buying a product by first time consumers.

Overall, results counsel that for on-line stores social recommendations and Likes are intangible assets with vital business worth.

**GhulamRasoolMadni (2014)**

This study was conducted in Pakistan, which analyzed the influence of social media and social networks on the shopping behavior of consumers. For the study, one thousand consumers belong to the age between 18 to 50, who are having a minimum of one account in social media was selected as sample. A questionnaire form was distributed to collect the data. The results concludes that the social media has a noticeable impact on the buying behavior of consumers in Pakistan.

**Hajli et al., (2014)**

In his findings says that Social media contributed new opportunities to customers to interact in websites. Customers use on-line communities, to get the information and to communicate with other users. The information from the survey shows social media enables the interaction of customers, which results in increased trust and intention to shop for products. The results also encompass the intention to shop for products.

**JugalKishor et al., (2014)**

In their study analysed the aspects that effects buying attitude on Social Networking Websites, factors that have an effect on searching attitude on social networking sites. The study also explains the various mode of payment used for purchasing through Social Networking Websites. This study disclosed that social networking sites have totally different industries and customers. The study focuses on buying through Social networking Websites. The results of the study shows that time spent on social websites that influences the disposition to yearning for things on an extended social
communication. The study shows the people who often use informal communication are tend to accept for additional offers. It’s discovered from this study that people of varied age teams have association with the Social Networking Websites.

**ElisabetaIoanas et al., (2014)**

Their article is expounded to the impact of social media on shopper’s behavior and is quantitative analysis in nature. A sample of one hundred and sixteen respondents was used and various statistical tools were used with the help of SPSS to arrive at the conclusion. The data were collected from the respondents using online web forms. From the analysis, one can see to extent of social media influence on shoppers behavior and also it affect consumer mind set and the consumer’s thinking as customer can decide anything.

**FundeYogesh et al., (2014)**

In their article state that Social media has reformed the ways of information sharing and communication. In India, the growth of social networking and social media websites provides businessmen a new alternative to contact customers. The researchers in this article make an attempt to find the influence of social media on shopping decision of consumers. The article analyzes the impact on different stages and usage pattern of shopping process. The research also insists that the social media is mostly used for getting information about the product and quality. The study also indicated that the reviews and opinions in social media have an effect on the buying decision process.

**Felix PratamaChianasta et al., (2014)**

The research was conducted at Indonesia to identify the impact of social media on promotion strategies. This survey has been completed using 205 samples. The inference of the survey shows that the influence of promotion strategies used by Lenovo through social media was not positive. The results indicated that through social media, Lenovo has not employed effective promotion strategies. The past studies indicate that there exists a positive influence of social media to consumer purchasing decision with respect to other brands in Indonesia. The study concludes that marketing managers of Lenovo have to put more efforts to draw the attention of consumers toward their product through the social media.
Weerawit Lerrthaitrakul et al., (2014)\textsuperscript{67}
This study, examines the impact of e-word-of-mouth which impacts buying decision process in the airline market. The data was collected from consumers who purchased the tickets of Low-Cost Carriers by reading the information on product review from social websites. The study also reveals that social media plays a considerable role in consumers buying decision process during the purchase of tickets from Low-Cost Carriers. The study provides information to these companies to develop effective online marketing strategy through social media to get prospective customers.

Mehdi Abzari et al., (2014)\textsuperscript{68}
The aim of this study is to analyse the influence of social media on customers views on buying intention and brand image. Sample of around 200 customers in an Iranian was taken to study and they were asked to fill the survey form. The conclusion of the study proved both social media and traditional advertising have an important impact on brand image.

Qureshi et al., (2014)\textsuperscript{69}
This study investigates about the Consumer experiences in hotels and restaurants on Social media. Data is collected through questionnaire from various restaurants managers and customers. Totally about 191 survey forms were distributed to customers and only 161 of them were came. The data was analysed using social sciences software system. The results were helpful for restaurants managers to improve service quality.

Bilal et al., (2014)\textsuperscript{70}
This study examines on the role of social media networks on customer buying decision in garment industry. Primary data were collected using self administered structured form with the students and faculty members of Gujrat University. Various statistical techniques were applied on the collected data. This result indicates that there exists a significant positive impact on customer buying decision by social media in garment industry. The study shows how important is the presence in social networks for earning profits in the market.

D. Anthony Miles (2014)\textsuperscript{71}
The study aims at analyzing and finding influence level of a website on consumers and their decisions. This study also examines the impact of social media on client behavior. This study employed survey method with a sample
of 383 college students. Statistical methods like factor analysis and structural equation modeling were applied on collected data to test the factor structures and psychological factors of the data. Three hypotheses were framed and tested using AMOS software and the results notes that social media have an impact on customer behavior. The website used for the analysis is ratemyprofessor.com.

**Bidyanand Jha et al., (2015)**

This study makes an analysis on how social media impacts on buying intentions on adults. This study analysed the information in 3 parts. The first part consists of exploratory study followed by factor analysis and finally with structural equation modeling. The entire study was tested with AMOS software version 21 and SPSS version 21. The study proved that the communication on social media has an impact on buying behavior with respect to the brand image.

**Harshini C S (2015)**

This study conducts an analysis of the existing theoretical contributions on Social Media Advertisements and buying intention of the consumers. The study highlights the fact of Social Media Advertisements and its impact on intention to buy, previous studies investigated about the impact of advertisements given through website towards consumer's shopping behavior. This study provides a cluster of consumer's response towards Social Media Advertisements with reference to customer buying Intention.

**S. Bion Aldo Syarief et al., (2015)**

This study analysed the role of social media, especially Twitter, a social networking site, in communication with friends, with respect to the buying intension for the products of students companies at president University. A sample of 140 students of President University was taken to study and was asked to fill the questionnaire. Various statistical tools like structural equation model, factor analysis, likertsacle were applied by using SPSS package. 8 hypotheses were framed and tested. Out of eight hypotheses, 6 showed positive relation and rest showed negative relation.

**Waqar Nadeem et al., (2015)**

This study was conducted on how consumers buy goods online via peer recommendations and Face book. This study also tested whether the website
service quality have an influence on shopper trust, attitudes, and loyalty intentions. A survey was conducted with Italian teenage customers who use Face book to buy clothes. Various hypothesis was framed and these hypotheses were tested by structural equation modeling. The result of the study indicate that online service quality and use of Face book for on-line buying have a great impact on consumer trust.

Nick Hajli (2015)\textsuperscript{76}

Indicated in his paper that Social commerce could be a new technology in e-commerce and the application of social media allows the customers to communicate more in the net. The author proposes a brand new model to get a better understanding of social commerce employing a PLS-SEM methodology to check the model. Results show web applications attracts the consumer to interact with others on the web. Customers use social media constructs that successively increase the amount of trust and buying intention.

Alok R. Saboo et al., (2015)\textsuperscript{77}

The researchers convey that, according to social identity theory, consumers work effortlessly to increase the attractiveness of the team’s people in the group. In the world of music industry, the researcher proposed that consumers will involve in 3 social media activities to boost the attractiveness of their brands. First they send sample music in social media, secondly they follow the music artists in social media, and finally they put comments on the artists' social media websites. With respect to brand attachment theory, the researchers argue that these three activities on social media influence the consumer buying behavior. Statistical analysis were performed with thirty-six music artists over seventy-three weeks and the results shows how the buying behavior of consumer is influenced by social media activities.

Yichuan Wang et al., (2015)\textsuperscript{78}

In their study, found that social media platforms has contributed to the growth of recent business developments in e-commerce and also modified the buyer decision making process. A survey was conducted with two hundred and seventeen active customers in the social commerce sites at pre-purchase stage and post-purchase stage. The results indicate that there exists both positive and negative opinion about the product. This affects the consumers’ purchases. Word of mouth content in social media has an effect on
consumers’ intention to shop for a product. The Word of mouth contents thereby increasing the chance of actual shopping for products and also helps in information sharing of product with others on social commerce sites.

**Nugzar Todua et al., (2015)**

This article highlights on the attitude toward social media marketing, in Georgia. The article aims to investigate the usage of social media for small business in Georgia. The influence of the research have unconcealed that social media are largely used by customers, however, there is an only little impact on the consumer buying decision. The Conclusions of the study provide more insight for higher understandings of demand of customers in Georgia and also provides the information for implementation of the various strategy for marketing the products through social media.

**2.3 Thesis**

**John Fotis (2010)**

In his study analysed the influence of Social Media on buying Behavior specialize in tourism services. The most important analysis question was - what's the importance of social media on buying behaviour with reference to travel before and after the trip. The author had employed qualitative and quantitative ways with focus teams and 3 structured questionnaires to a similar sample at totally different periods – before the trip, at the vacation destination and after the trip. Results showed that Social Media platforms are used at all the stages of the vacation planning. Social media is used in taking decision for selecting, for changing of vacation plans before the ultimate choices were taken. Results additionally showed that friends and relatives proved to be the best level of trust among the data sources, followed from different travelers in numerous websites.

**Leslie Martinka (2012)**

In her study examines how Social Media Communities Impact shopper behaviour and helps to form cultural norms and ideologies. This analysis was conducted with Facebook and Twitter communities, which influence consumers’ on-line purchasing behavior. Using 3 point Likert-scale, a survey was conducted to answer numerous questions about the use of social media. The results showed that the communities inside social media dominate what the customers purchase on-line. The study reveals that Face book have
influenced consumer's much on-line buying behavior and Twitter communities had nearly no influence.

**Ethel Lee (2013)**

The study aims at clarifying why, when and how the social media affected the consumer buying behavior. The study was conducted during May 2013 in Turku. Quantitative analysis technique is tailored for the aim of this analysis. Primary data was collected through questionnaire. This analysis offers clarification on how consumers are involved in the process of gathering required information through social media before procuring a product. The findings provide that consumers actively take part in the search of information for a product on social media when compared to mass media, the search is more subjective and selective and subjective.

**Al-Dhuhli et al., (2013)**

In their research paper states that Social Media have given lots of opportunities to customers in adapting completely different aspects in life. Face book, Twitter and Instagram have contend vital roles in increasing consumers' on-line purchases. Though Asian nation and alternative Arabian countries face shortage in utilizing these sites with efficiency, we tend to still have substantial proof of its use. This paper aims to know that customers are principally influenced by on-line buying; reasons that tempt client to get on-line, styles of product that are principally purchased using Social Media and kinds of Social Media that are principally employed by customers in Oman. To realize these objectives, we tend to conducted 2 primary analysis ways, form and interview to analyze the impact of Social Media sites on users' dynamical behavior who aim to get on-line. The findings show that Instagram has created vital change in consumers' purchasing decisions towards selecting product. This study has several implications on each theory and observe.

**Charles-Henri et al., (2012)**

The study explains how social media influence on the buying decision process of consumer and also how it differ at each stage of buying decision process. A structure form and two semi-structured interviews is used to gather data for the study. The study finds that Social Media varies at every stage of buying decision. As the buyer dig deep to get more information about the product, the influence of Social Media is reduced. The study highlights that there are
possibilities for the sellers to hold the influence of Social Media in buying decision.
The researchers had found that the consumers who are using facebook, twitter, whats up are maintain their attitude towards social websites. We know that advertising is a paid form but non personal communication are using by various types of traditional marketing. Based on the various studies as compare to offline traditional marketing now many business community are using the help of various social websites. Research shows that social websites are viral and carrying very important message and information and also creating brand building and brand equity too. The study shows social websites different from old traditional methods of marketing. Social websites are not only attracting consumers but also the various business community also using the various social websites.
In modern time to stay in competition is a challenge for many business community and social media is one gift for them to stay in the competition by attracting consumers. The research shows that still many consumers are using electronic mail still but as research shows that its not giving immediate response which is possible in social websites like facebook,Whats up. So many consumers are attracting towards social websites.
Various experts like Rajesh Lalwani the promoter of blogwork says that every business man have various commercial opportunities are available the marketers can take the advantage of social websites.
Many researchers found out that social media marketing promotes various services like:
a. Audit of social media.
b. More blog development.
c. Monitoring of social media.
d. Advertisement on face book.
e. Tweet on twitters.
f. Sharing on whats up.
g. Uploading on you tube.
Many research articles, surveys shows that social websites are new domain for many consumers. Since, last twelve years the internet has changed the life of millions consumers. Internet has transformed the life of consumers
from traditional to modern and to electronic. Due to rise in applicability of internet day by day every walk of life, consumers are influenced by these social websites. Before introduction of social networking sites people were talking over phone, sending inland letters which is now completely changed due to introduction of social websites, Now it’s very easy for consumers to contact with any one of their friend within millions of second part.

Now social networking sites are using by many consumers as also business purposes when both are communication with each other. With introduction of social media marketing such blogs, online forums, social networks etc. social media provides an extra ordinary floor for many consumers who want to purchase the goods as also services too. Due to introduction of social media marketing business community are taking advantage over those who are using traditional marketing. In modern era the choice of consumers has changed, they want quality goods at low price without much wasting of time and social networking sites are the best way to follow that understand the behavior of consumers. No doubt to understand behavior of consumers are not an easy task, but social media has certain features which are changing the mind of the consumers like sharing information, discussion on net, sharing of images and many more things.

The research shows that social media has offered many ways to attract the customers. The research studies done by many experts and shown that there are many business communities are there who are now creating web pages and these web pages are changing minds of consumers. Now traditional consumers want to become internet consumers. Not only the business community but also consumers are taking the advantage of social media. Study shows that in olden days traditional marketing like pamphlets were using as medium of advertising the product, which is taking place by social media marketing.

The review of literature has shown that research for the last two decades was undertaken on impact of social media marketing on various angles and parameters viz., purchase intention, perception, attitude, buying-decision, demographic profiles, reviews and recommendations, Web-based social communities, Soci-cultural factors, e Word of mouth. The review shows that social networking sites are following transformation process.
Various studies were conducted on different age groups about their thinking on social networking sites. The research provides useful information to the companies which conveys that companies should not disturb the customers during their privacy and should find ways of advertising the products by engaging the customers. Companies should get the feedback from the consumers and those positive feedbacks can be passed on to others by way of social media. The social media tools can be effectively utilised as for marketing the products by bringing in consumers to participate in the marketing activity. Instead of pulling the consumer alternatively companies can push the messages to the consumer through social media tools. With the presence of internet, sellers and buyers are connected round the clock and round the world.

There are various researches who investigating about consumer satisfaction from Social Media Marketing. For that Social Media is doing Loyalty Programmes too. Some studies say that companies should take advantage of social networking sites by involving the audience too. The researcher have done study about ten weeks and so and build a model as buying decision of the customer through online. Everyday millions of chat rooms are opening and that affect the behavior of customer. The Research Statistical analysis shows that how these web pages are changing the mind of consumers.

The survey shows every day many people join Facebook, Twitter, Bloggs and Marketing are doing advertisement and that also to attract Consumers. Nowadays Social networking sites are very successful tool available in the hands of Marketing. Study also says that before buying any product by the Consumer he is always doing survey. It depends upon the product like if he wants to buy from his relatives, friends etc. where when he wants to buy routine product like breads he does not ask anything is known as routine response.

There are different types of Internet customer are there who are always doing survey before buying any product. They are reading the reviews which are written by various users on Social networking sites.

Research was conducted on time that how much time consumer is spending on net to buy the product. There are various tools available to Social networking sites which find center at of traction customers. Some research
studies and explained that Social networking sites are non-marketing factor which influence the customers. Reviews also suggest that not only Internet but various other agencies like Family with whom consumers are living, Peers with whom they are working moving here and there, Friends with they are spending much time that affecting consumer Behavior too.

Reviews shows that aim of every businessmen is to attract the customer by providing consumer delight and traditional marketing is now getting outdated and Social Networking are taking rising due to that. Study shows that information provided by various customers are revealed by the Marketers on Social Networking Sites as the potential customer can buy the product without hesitations. In India Millions of Customers are using everyday Social Networking Sites not only for buying but for sharing Ideas, thoughts and many more things they are sharing with each other.

The World has now become global village. There are changing the demographics and expert rams of the consumers, Nowadays a good and easy way of using the Social Networking Sites is local language too. Social Networking Sites result into earned advertising rather than paid advertising. Social Media Marketing provides prowled new Opportunities to customers to interact with each other.

There are various definitions given by many experts regarding social media marketing one of them is Bureau of Interactive advertising in the year 2009 which clearly indicated that it shows continuous mapping of advertisement of social websites. The report showing that various features like imbibed importance that helping the exchanging of information between those who are sharing information with each other. The main importance of social media is to share within and even exchanging of information various parties involved in it. The network clearly shows the size of representation of media by frequent using of various consumers. This definition clearly indicated the exact meaning of social media for all that for consumers, shoppers, marketers and for various sellers too.

According to Scoble R. which is showing social media is a starfish with the help of it the number of consumers are increasing day by day. It has tried to show how speedly the networking system is increasing for various tools which are using the service of social websites and networks. It trying to explain there
are many different ways with that people can share ideas, thoughts as the various websites.
Yet another new report introduced on social media in the year 2007. He categorized and behavior of social networking using consumers. It prepares the staircase of six levels which can be participated in various levels. He says, web networks, brands and any other company must understand the behavior of consumers before analyzing anything else. The various six staircases are Creators, Critics, Joiners, Inactives Spectators, and Collectors. The study made in US based consumers who are using online producing to understand the behavior of there consumers. It clearly indicated how online consumers can be attracted by using of social media.
In the present research the personalities of consumers are divided into seven different categories which are not following any particular order. Anything can follow any type of order. The first type are sponage which common are over the world over social websites. They are the consumers who are searching information more deeply, if they not satisfied with one way they will never stop will find another way. Whereas in second category personalities are the drain, these types of consumers are accepting the important and good content, but not in a positive ways they always searching the critical point that is negative that is draining. The third type are given, who are mostly present everywhere. They are searching social media all over and also continuously. The fourth type are all rounder. These consumers are very much smart, very sharp. They cannot accept anything without knowing the fact clearly. They are very good and nice consumers. In the fifth category is chemeloon. They are very tricky persons or in other words we can say consumers. They are not purchasing or buying any good and services too without much knowledge. They never ask question but if they get doubt they never stop. In the position of sixth the observer. Whereas in the last category that is seventh are mavacrick. They are highly creative and always using their own mind. They will never stop or ask questions.
It is a digital technology marketing firm which published emerging digital channels, the behavior of consumers and adoption. It shows how the behavior of consumers can be molded towards the modern technology. In his report it shows with the help of repetitive messages, electronic mails are the various
different types of platforms which can change the mind as well as behavior of consumers. According to him there are five increasing technologies are there that is Blogs, Messaging, Boards of Messages adverting and podcasting. This report clearly indicated various offers made by companies and how these offers are changing the minds of consumers towards social media. Consumers are now aware but they are not fully aware of everything.

The study shown by Singh Abhijeet that to maintain customer is a very important technology must be adopted which is initiative must be created by various organizations, to maintain customer thorough marketing is an art which helping various functions like sales, service and marketing. The report further elaborate that it is not a product that is goods and services which attract customers it is the policy of marketing how marketing attract customers. The report displayed that if customers are maintained properly the profitability of company must be increased.

The article shown that the internet has a great advantage to attract the customers and maintain too. It is the new avanue for various business house and for various customers too to keep relation with business class people. In modern world E-service is also an important concept which is introduced like if customers are unwilling with the product to buy than companies are giving refunding within fortnight days.

It has given the idea about present situation that it passes through Privatization, Globalization and Liberalization whereas the role of marketing has changed immensely. Now the role of marketing is going to change with changing the concept of customer as well as electronic customers.

The researcher Bojra in the year 2008 published research on social media a new frontier for retailers. In that research it shows that in last ten years the changes made in retailing industry drastically. It explain how globalization, mergers and various technological development have made powerful changes now retailers mostly depends on use of social media. The internet had changed the life of millions of retailers. Now social media identifies the powerful information which can be transmitted through viral marketing. This article clearly explains the importance of strategic marketing techniques and tools which are using by various alternative retailers.
In the words of Sashi C.M. which explain the seller buyer relationship engagement with customers. It tries to explain how customer engagement can be examining practice views of customer engagement. In the research paper opportunities shown by how social media is going to help build a relationship with customer engagement. This paper perfectly explains addressing of some issues like relation of customer engagement with interaction, connection retention, loyalty, advocacy and many more. A retailer can use the mix blending of digital and Non-digital technologies can be used by retailers which develop. The model of engagement of consumers.

March and Quinton in the year 2010 made research and explored the importance to discussion and relationship between social websites which are doing the job of marketing and posters in their study “Relationships in online communities: The potential for marketers”. The current research paper studied social networking sites through approach of xerographic. The research shows how relationship work between trusted members. Such informative relationship are shown and can develop strong bonds between them. In that research marketers should consider the content of forum which is available for discussion as very important resource available for various consumers and various goods and services.

Sarda Pawan the CMO of future group is having opinion which was published in the year 2012 which clearly showing that the any organization must do loyalty programmes. Every organization must start walk with loyalty which attracts many and various customers. It explain today marketing is a very specialized and very complicated process which is not possible for any organization. Every company must build a strong relationship with its customers.

Infoanalytica a KPO in India has made survey in India. The data collected from nearly forty marketers to understanding and exposure of social media and the target behavior of consumers through viral marketing through social media. The result collected as from many marketers and result indicated that nearly seventy five percent respondents are shifting their views from traditional to social media marketing. Now various organizations has great impact towards buying decision of consumers. In the light of internet era, social marketing has changing the life of not only marketers but sellers too. So
finally it indicated that sellers have good opportunity to make promotion do through social media marketing.

Yadav in the year 2012 has made very clear that importance of social marketing is increasing day by day. Modern advertising is social media advertising and not traditional media advertising. He explained via various case studies that social media marketing is not just an advertising but it is way of communication of various parties like buyers, sellers and many parties who are involved in it.

In olden days business was very easy and marketer can buy or sell goods and services very easily but in today’s competitive world due to complaints in various types of communication the system has changed. Introduction of social media marketing has changed the way of thinking of many consumers.

In previous days to attract the customers were so easy which is now very difficult task made the research by various experts.

Various another important books published by various experts which clearly indicated the importance of social media, how social media has most significant factor which is going to change the way of thinking of consumers.

Research shows that now Branded goods are purchased by many consumers through online process. Social media in that case is a great tool to help to business in expanding process. It increases the confidence of the public at large in general and many consumers in particular.

The research made and pointed out that when goods which are branded has its ultimately personality. A branded goods provided a sense of security and survey shows that customers are now ready to purchase the goods online too.

In modern world where market is full of competition. Traditional marketing is now out of date. The major feature of consumer is that he needs goods quality based even online too.

The book which is published by Lovelock which is pressure on service marketing. The particular book provide the role of consumer in designing services, the book give importance to understanding the behavior of consumer and now social websites are attracting to consumers.

The research made by His. Penglu. In his research motivation they applied to understand how to use social websites which are doing job of marketing among various college students. This researcher is based on empirical
studies collected from four hundred and two students’ samples. The final result shows that how social websites and networking sites are increasing the usage by college students.

The other research made in Nigeria where how social websites are using by not only college students but also by many people. The importance given to five features that is Complexity, Compatibility, Reliability, compliance and Relative advantage and it is concluded that attitude of various students towards social websites are positively affected.

The another research made by Heim Jan in few years ago which indicated that there are many reasons why people are using social websites which are doing marketing job that is due to adoption, use and many more reasons are there due to that people and students are using that and for this reason he took response from one thousand two hundred responses.

A more research made in this area are made by Ellison which shows that nearly 85% of the respondents are mostly using one or the other social websites which are networking business. He collected data from the age of Eighteen and Nineteen years of age as well as above of the thirty years. The result shows that nearly fifty percent of the respondents are not using all websites only some of them are using two or three whereas in other case users are using only one type of social websites.

And the other research made by Vitak. He described why people using social websites that means he is suggesting various reasons for using social websites. Some of the respondents that means consumers who are using social media as some of their friends are having online account and they are suggesting to purchase goods online while others are having due to maintaining the relationship with each other as a friend. Some of them replies that this is best way to communicate with each other. Some of them share that they are using social websites for purchasing of various services and they never felt wrong or got any wrong product, goods as well as services too. That’s why they are happy to stick with that social websites which is mostly doing the job of marketing.

No doubt that social websites which is the best way of doing marketing has created a long lasting image in the mind of consumers. Some research made to describe that many people are using social websites are using to keep
relationship with their family members who are living out of the country as they can maintain healthy relationship.

It is very important for retailers as well as for consumers to always aware before buying and selling of goods and services. The research shows that facebook, twitter, Whatsapp are using by many consumers and retailers for buying and selling of goods and it suggest that not only many consumers but many college students are now using Whatsapp to do buying of various services as they can make group and online campaign can do by them and it also shows that age and behavior of consumers also fond of using of these kinds of websites too. Research also indicated that though services and goods are purchased online must be it is duty of retailers to give education to their consumers to buy the goods like computer printer, laptop as there are many consumers are there who cannot understand the use of proper handling of that product.

A review of various literature are also related to advertisement made through online that with the use of social websites like various types of advertisement can giving information, reminding. For Example: facebook is sending the information relative to birth date which is the most important way to keep relationship with their customers.

Other research made which is showing that key issues relating with E-marketing. It shows how to attract and also win the minds of consumers through online advertisement. It understands and informs the various factors that study the online behavior of the consumers. And it also examines how electronic marketing affects and can change the mind of consumers by using web experience. How physical clients attitude and perceptions are changing and how traditional sales made outlets are now using very less as of online marketing. Nowadays to do the promotion has a great challenge for various sellers to sell the product. In order to attract the customers the businessmen must increase the awareness of brand image in the mind of consumers. Survey shows that almost 96% media used in Indonesia where research has been carried out.

Another important research shows that which was conducted in the year two thousand by Mehta which clearly indicated in general way advertisement is playing a very crucial role to attract customers. It shows that advertisement
and behavior of consumer have a direct relationship and have a positive correlation in it. It clearly shows that advertisement is changing the attitude of many consumers. It is multi-dimensional in nature. There are five important factors are there which are changing the minds of consumers that is information, entertainment, creditability value and above all is economy. The way of thinking by consumer is above of its perceptions which are mostly informative.

Another made research by sun and were which shows that how online advertisement is changing the thinking of consumers. With the increasing and developing of technology many consumers are believing that online goods are easy to purchase and even without much wasting of time.

Other investigation made in this regard by liu in the year 2010 which is showing that younger generation have more impact of social networking sites. These attitudes, beliefs have great impact. For example Wikipedia, Linkdin, youtube, Virtual world, twitter and many more the survey was conducted from two hundred and twenty one students and result showed that on the basis of Likert scale. From one to four and rate on the basis of the information they are having. It shows that around 82% are having good knowledge about social websites which are doing the marketing whereas in case of only knowledge having are near to 70% whereas almost 39% are having somehow knowledge. So it clearly shows that nowadays the impact of these websites are increasing day by day and increasing much more.

A research made on undergraduate students how they are focused on social media and data taken from Black college. The total respondents were 261 and collected information according to that and findings came that around 87% users of respondents are using either facebook or Myspace whereas around 13% are using Blogs which are showing in various websites. And another report about frequent using of these websites indicates 53% are using mostly Myspace or facebook whereas rest is using other websites of marketing for the advertisement.

In the year 2011 Survey made by Smith, took which is based on social media and consumer. It describe that social media is great platform and playing a very important role in receiving, giving and transferring information from one place to rest of the world. Since flow of communication is not only the way to
attract and give idea to customers but it must information based must be there. No doubt consumer have various several opportunities as well as alternatives are there so they can choose anyone or mixture of media marketing.

In olden days, in traditional way of doing advertisement and to increase more number of consumers was very difficult as there was only one way of communication was there. But now time has changed a lot. Mass media has taken place of traditional media. It is also processing very important and necessary information to the various marketers. It can be rightly said that social media has put customer as central focal part and without them nothing is possible to sell the product. In this regard he can say that goods news travel very slow as compare to bad news. Means bad news are traveling very fast.

Research made in Nepal which showed that many literacy programmed did by many online agencies which show that how does websites are working. These studies clearly indicated that how traditional way of purchasing medicines has converted online purchasing of goods and services.

Many report published in the year 2010 which described how online news experience has increasing mostly. Data collected from many respondent in America and it shows that nearly sixty percent of people are more interest in online marketing whereas 75% of respondents are accepting news through forwarded online media like Whatsapp whereas 37% of people are getting messages through social websites like and 81% of messages are transmitted through few survey. In the research many respondents participated and almost all the respondents are the age of Eighteen years or more. Experience show that many consumers are using facebook and twitter. Other project survey conducted from nearly Eight hundred respondents which indicate that around ages between twelve and nineteen go to online websites and most of the respondents are purchasing goods online. Survey conducted in Australia people is using ‘WILB’ i.e. work place internet leisure browsing.

Barbara has made research in the year 2007 which is qualitative in nature. It explain how social websites advertising attract the not only teenage customers but also to other ages of consumers. Various responses are
recorded and various respondents participants who participated given advice that consumer use product cultural has great impact of buying behavior. Research made as the list of factors which is showing either positive or negative impact on propensity of consumers how do they shop the goods and services. They are often changes from online consumers. No doubt they respond that also they worried about the product which they are getting are worth while or not. It depends upon the trust of the various websites which are providing various goods and services to many consumers too. Some respondents shows that the purchase process of online buying is very easy and not complicated are but some respondents denies with that as many consumers need account on E-Mail. Having knowledge of operating computers which is not possible for all types of consumers. Many research made and tried to slove and understand that how social websites which are doing the job of marketing has trying to modified and completely change the thinking of consumers. Not only consumers but also many research reproduced that social networking companies are taken social media seriously and trying to make a strategy to change the sales pattern by selling most of the products online. It is also considered that Indian market is very huge market and research trying to show that only how to increase the numbers of buyers by using recent advanced technology in the marketing terms. Research also clearly defined that nowadays consumers are in need of brand perception and for that many companies provide good quality goods and services at very cheaper rate. Another research made on many international students that these websites are changing the purchase decision during the buying course and for that the researcher has taken one hundred and sixty seven students from various different universities. The research shows that why foreign and international students are shifting as it will be very difficult now to take admission in colleges and to study is very easy and time saving too. Many online communities like youtube, Mimeos are providing various types of uploaded video and from that many students are getting the benefit of proper education. The research made in US by Duran in the year Two thousand and seven indicated that there are many schools in California are there who are
accessing to modern technology too much. Many students are more frequently using the help of modern technology related to online videos, online solving of problems with teachers instead of wasting their time for waiting of teacher in the classroom. The above study helpful to not only to one school but to many students who understand the dimension of social networking sites.

Research made in the area of online marketing where many companies and firms are in touches and do communicate with their relative partners and many consumers too. These websites are also used to send and receive information related to likes and dislikes of many consumers. The concept of offline market is also do not vanish yet as customers can see and purchase the product but as research clearly showing that it is much taking time like business to business and many electronic type of commerce. Taking an example of OLX is providing various types of services to purchase and sell the goods without any charging of fees.

Did research in the year Two thousand by Shang which shows marketers have now available various opportunities to affect the behavior of consumers through proper online marketing strategy. It is not so easy but maketive effects must be taken into consideration before build a consumer relationship and attract the consumer. It is the duty of marketers how he is following various marketing activities and take proper decision to attract consumers in different areas of life. Many participants like society including business house too are the consumers. Marketers need to engage the target market. Markets should with to consumer about marketing mix used in the various types of goods and services.

There are various research did which shows the importance of customer relationship management like Ravi Kumar did in this regard research in the year Two thousand and eleven which shows that corporate section has to play a very important role to avoid the competition that means to cut out the competition and attract not only consumers in particular but society at large in general. In the presence of digital technology where cost of data is too costly the marketer must play a very important role in this regard. Whereas Alok Kumar made another research in this regard about customer relationship between company and its consumers. Every company must provide variety of
services and choices to consumers that consumers must think and rethink to purchase goods online only. Brand awareness is mostly are the focal and important point of brand strategy and refers to power of the brand presence is the various market places. It provides a sense of security to consumer before buying any product online. Brand perception can create brand image and communication shows appeal to consumers, positive image, thoughts, feelings and many more activities must be done by companies.

Many researches done on consumer behavior. And in modern times It clearly shows that modern consumers are no longer interested and depend only on information which is provided through traditional way of marketing. Joseph defines the touch points as an important opportunity available to many marketers to build image via online marketing too. The most important point to remember in this regard is how the consumer is thinking about the brand of the product.

Count et al shows that awareness is the first step in the purchase decision of the consumer. When consumer wants to purchase the goods and any type of services he must aware what he want to buy. Here the role of marketer is much increasing to show the importance of brand of the product. In his steps the second one is famicity, the buyer must be familer with the product which he want to purchase. Yet, another important point to remember is this regard is consideration. Always consumers must consider the relation importance of any of the branded product which he wants to purchase. Fourth step in that is purchase now the consumer is ready to purchase the product and at same he is going to see the internal and external variable which affecting his purchase behavior.

Important research did in this area and clearly described that nearly fifty millions tweets are sent daily as per March Two thousand and ten data. It clearly indicated how technology had made the progress in this area. There are many companies to see how opportunity in this regard for that. Report says that in Two thousand and ten the user of twitter was around 65% whereas in case of facebook the user were 54% and youtube downloader it is nearly 50% where it goes to the year Two thousand and twelve Twitter users are 82% in the same year it accounted for 74% and in case of youtube it risen to 79%.
This research made by Marsteller and bursen in the year Two thousand and twelve. The raising and consumption of online consumers and marketers too are increasing nearly every day and every movement. In research some experts are saying it is one way communication but rather some other experts clearly shown in their research that it is not a one way but two way communication which is going to change the behavior of consumers.

Literature shows that there are many social media available to many consumers and people to connect with each other. The list cannot be termed as completed as still many websites are increasing more or less everyday.

Eunju and Angerlla made a great research in this regard in the year Two thousand twelve which describes that in modern times luxury and even branded items of goods are attracted by many consumers and which has five important characteristics like value equity, relationship equity and brand equity.

Nilson time has explained the important benefit of consumers. She explained how customers are very important for business and how to keep good and in proper way the relation can be maintained. They will give benefit to the business firm. She described that if customer relationship are maintained than customer will do repeat purchase to which we are calling as brand loyalty. So, in short she explained how much important is that to attract and retain customers in the business.

The article published in the year Two thousand nine which tried to explain that how social networking sites used by various political parties are used to do various types of advertisement. The political parties are exchanging information to that area also where they cannot reach personally. The result clearly indicated that interaction among users helped faster transmission of message. The survey was conducted by utz. Soneja showing how social networking sites are benefitted during political campaigns.

Research made by Lampe seen how social websites that is facebook is beneficial to various college students. Use of Facebook benefitted to various students. Here researcher buy to make difference between how bending social capital and bridging social capital. The former has strong relationship with social networking sites while after have very weak relationship. Final
Conclusion drawn that not only affective messages but online messages do also benefitted with that. Research made by Surkee Sinthu Pinyo in the year Two thousand and fifteen how Facebook is going to change the mind of various friends through case study in Thailand. She taken the sample of many students in the range of seventeen to twenty two students and research made on the basis of personal interest, tendency to change the mind of other friend. The result find out that in sample of 452 respondents shown that Facebook is used by several times to 256 whereas on the basis of notification it is 116 whereas once in a week is only 3. Final result clearly indicated that ultimately Facebook is changing the mind of many consumers who are friend in nature.

Social media report submitted in the year two thousand fourteen which explain clearly the following things:- Data collected from around Two thousand and Eight hundred marketers. Collected information from those marketers who are using one or other social media. The result shows that around 92% are showing interest that they are benefited from the using of social media. In two thousand thirteen it was 86% around 89% of marketers to know that which social websites is best for marketers and consumers too. Around 68% of marketers are in plan to increase their use of blogging. Data clearly showing that 54% of marketers are in position to use best of Google plus around 65% want to learn more about how to use Google plus. It described 65% are using Podcasting. Many marketers are in belief that Facebook and LinkedIn are the two best sites for doing the fantastic business.

The Lin, Millier and Febian show report in Two thousand and nine. They show that social networking sites are the central part of any business activity. It clearly showed that social networking sites allow not only individuals but many others to connect with each other. Data clearly shown that social networking sites are increasing and everyday updating their records too.

Important research made by Saluja in the year Two thousand and fourteen which shows that nearly eighty four thousand active users are there who are using internet every day in the urban part of the country India. And nearly seventy two percentage of the population among them are using social networking site in one way or the other. Some of them are using the social websites through Mobile Phones. Even report published in the leading
newspaper Times of India. In the year two thousand and thirteen which shows that India as a very huge market and many consumers are using the social networking site to do reservation of air line ticket for that one or the other app they are using. It is to be noticed in this regard that many businessmen are earning there income through online from the Facebook. Other article made published in the Hindustan times which shows that social media marketing is not only fast spreading of news but also it is very cheap and easy way of using and molding the mind of consumers.

Report published in the year Two thousand and thirteen by Marinan which indicated that which the advent of smart phone whether android enabled or Microsoft consumers are increasing online and even customer are ready to purchases the goods and services too with the use of social media marketing. Another report submitted by Business India in the year Two thousand and Twelve which shows traditional media marketing are now in the decreasing trend because of Digital mode of Advertising are increasing. In this regard, many seminars, workshops conducted by many experts which clearly indicated that in the present digital world slowly and gradually many companies are doing promotion through online communication even now not only goods and services are purchased and sold but many companies are taking the help of online marketing for recruitment and selection too.

Submitted reported by many experts regarding to social networking sites which are assessing in India are as follows the lowest part is of ibibo which is just newly six percent, then Orkurt which occupied the second last that is Eleven percent, Twitter nearly fourteen percent, Google plus at the second position with Thirty four percent and at the first place the number one is Facebook which almost ninety seven percentage users are there.

Research made in this regard of when and how consumers are buying the product. What are the expectations of consumers? We have seen that in traditional way of purchasing the goods when consumer not satisfied he has waste his time and money by returning it by personally going out there. It is not in a case of social media marketing where consumer complaints are solved through online only. The result shows that consumers finally satisfied to that effort. Another important issue in the case of the social marketing is safety which is a major issue in this regard.
The researcher has done various reviews and try to understand how social media marketing has changed the outlook of consumer. How traditional marketing has taken place of social media marketing. In earlier days traditional media like Television, Radio communication were used to do advertising by the marketer. Now a days online marketing that is social media marketing which is one part of digital marketing communication is spreading world wide. No doubt Internet is used widely for social media marketing. There are many reviews done the researcher and has seen that social media marketing has certain extra ordinary benefit like low cost, wide accessibility and a new platforms for the marketers. The reviews shows that now a days day by day online users are increasing. The most challenging area for researcher was to show that how social media marketing has changed the behavior of consumer. Various articles published in the leading newspapers and various types of journals done by researcher shows that, in today’s scenario social media has changed the inner and outer thinking of not only of marketer but also of the consumers too. Now a days ecommerce like business to business, business to consumers, consumers to consumers, consumers to business are also growing faster. The study shows that shoppers trust, loyalty intentions are increasing day by day about social media. The survey done and it clearly shows that marketer can reach without much hindrances to a large of exponential consumers without paying anything extra to any one for advertising. Social networks enables business to grow and exam consumers list. The extra ordinary feature of social media marketing is its popularity. In recent times consumer is influenced by various social networking sites. The various previous research shows that social networking sites given choice to consumers to select the various product on internet. The research shows that various number of social networking sites that can used for marketing which is doing the job of advertising. The facebook, twitter, skype, linkdin, and many more social networking sites can be used by marketers. Now a days consumers are moving from traditional to online marketing. Various organizations are getting expert opinion about online marketing. The
reviews shows that these social networking sites creates various brand images, customer value, customer relationship management too. Various research indicates that social networking sites are raising day by day which is showing how the importance of these sites are increasing very rapidly.

In many literature shows that nowadays online system has much increased as we have already seen that various researcher clearly study done that customer service cost has been come down too much, where as personalized marketing services has increased, Most customer opportunities has increased.

Nowadays online Marketing getting super response as trust of customers has almost increased. Social Networking Sites helping to customers not only giving variety of goods and services but as they are now giving exchange that means back which is most important Significance of Social Networking Sites. Branding, buying packing and packaging has increased as well as brand family too increased for Marketers.

In various literary articles shows that there is much increased the number of end users. There exists powerful way of Social Media Marketing to marketers and end-users but at the same time there are many challenges are also there for Marketers and Consumers too. Nowadays Social Networking Sites are getting viral too much among consumers.

In current situation that means in the current time as we can say about today's Scenario Social Networking Site has gaining too much importance. Nowadays Youth are sharing their feelings, thoughts and tagging their ideas on Social Media. Research shows like Whatsapp, twitter, Facebook are changing the behavior of Consumers.

The survey conducted by various research scholars shows that now a days transformation process is going on. Customers want goods and services and at the same time they want to save the time. Traditional customer now want to become online customer. Now a days even marketers are generating more revenue from online marketing. Most of the days marketers are using various techniques to build and maintain relationship with customers. Even he is taking the advantage of integrating marketing.
Researcher has tried to find out the gap between research has already taken and what researcher is going to do. Researcher has made the objectives clearly. Findings of various articles clearly seen that now a days consumers like to purchase the goods online. That means consumer prefer online purchasing as compare to Traditional way of purchasing. The reviews of various experts saying that there are many consumers are there who are using internet maximum. The research shows that more than eighty percent of the consumers who are using internet are spending five hours or more than that in a week where as nearly thirty percent of the consumers who are using internet are spending twenty hours or more in a week and so on. There are many Social Media Marketing which are available for free of charge. The most important thing is that it is affecting consumers too. Consumer behavior is affecting many factors which clearly shows the various reviews and Social Media Marketing affecting too much to the consumer behavior.

In modern days social websites platforms to take advantages of viral messages. New technology has introduced which is freely available for the general public. There are many studies shows that role of social websites like whatsup has increased using many friends to share their ideas, thoughts and many more things.

In todays world social websites are not only using by the common man but also but also by business class too. Even with the help of social websites business people can take advantage of advertising the product.

The many studies did in the past which is an example which neatly indicate a various parameters of social websites which affects purchase intention. Socio culture factors even social websites have created lot of opportunities for the consumers. There are certain reviews which showing that there are million of consumers who are using internet which is showing that how many numbers of hours are spending by consumers on net. In earlier days kids were playing on the street with friends but in today they are playing game with the help of networking sites like chess and many more games are available on net, for doing time pass people were on the streets listening radio but now situation has changed a lot. But now many consumers are using modern websites which is increasing day by day. Many past records shows that there is correlation between attitude and age and it shows that social websites are
using by many consumers and it has changed the mind of consumers behavior. Even business class investigated the net behavior of consumer and social websites which is showing that there are many consumers who are using electronic equipment like google digital diary etc. there are many sound surveys did by many students are there the results indicate that there exists most powerful relation between social media and purchase intention of consumer.

Now a days online marketing has increased too much. Indication of various articles that still transformation is going on like people are sharing inviting and every for every occasion. Study says every day nearly sixty million people are sending messages on what's up and they are sharing not only messages but images and many more activities are doing by them.

There are some study which shows Classified virtual communities as either being originated online or offline. The examples of on-line originated virtual communities are newsgroups, game sites, and various e-commerce sites while the examples of off-line originated virtual communities are class forums in universities, on-line alumni associations. The intra organizational or within that organizational communities those who are using practice whose members knew one other and participated in face to face interactions before the virtual community came into existence. They did the analysis of one seventy respondents which clearly shows that related members of forty four virtual communities and found that the sense of virtual community is going to effect by the power of the community’s leaders, off-line activities available to members, and enjoy ability. These features had a stronger effect for members of virtual communities that originally online than for those in communities that originally traditionally.

With the changes which are going to take place in marketing are globally accepted by consumers all over the world. With respect to global market social marketing is an emerging tool in the hands of modern consumers and sellers too. The increasing expectations of the consumers and shortage of time they are demanding more then that of efficiency. We know that social media is completely different from traditional media. In current situation the social media is giving variety of products which having different features like
good quality, frequent frequency and that advantage is taking by all participants of the market.

Social media has a great impact of bringing together not only the sellers but the consumers are also taking benefit of mixing with seller too.

In traditional mode of communication like written or oral many people were writing letters to their relatives, parents and many other people but here everyone is busy too much and they need to quick decision without much wasting of time. Like in social media, naaptol is emerging website which is providing variety of goods as well as services to the consumers. Now a consumer can sit or while doing the work can order any type of goods which is required by him. The best examples are mobile phones, LED television and many more services and goods too which consumer can purchase from online store.

Study says the shopclues is the another mega online store where the shoppers can buy many types of consumer durables too.

In updated world internet has links the millions of people at a time and they can take the service of internet twenty four hours with minimum cost. It allows anyone at any time can contact with each other without much hindrances.

There are many studies had already done which neatly emphasis on the social networking sites. Many popular websites like instrgram, youtube and many more providing various types information and services too to the consumers at their fingertips.

In today’s competitive world the role of social media cannot be ignored. There are many changes taken place since last decade and one of them is social media marketing. Since last decade the importance of social media marketing has grown much faster.

The another person malhotra which shows that provides guideline for the designing of Virtual Community. The community was studied through initiation, adoption, and continuous design changes. Various problems and issues that was arising in the course of life of a virtual community were also traced. The result of the study led to the creation of a leading website that has attracted more than three lac visitors since it’s started.

Consumer is very important person in any area. Without consumer the value of seller is zero. The consumer is giving a chance to seller to sell the goods and seller selling the goods to consumer. To understand the thinking and
behavior of consumer is not an easy task. It requires a perfect skill which is not possible for every seller. The seller should understand the behavior of consumer as the thinking of consumers are always going on changing and its not static. He is the main or focal point of any product, goods or services. Every seller that must of traditional media or social media should understand that who is the consumer, what are his likes and dislikes, what type of goods he want to buy or he is ready to buy. When consumer is ready to purchase the goods. As compare to traditional media social media has changed too much to understand the behavior of consumer. Social media marketing is gaining importance too much now a days.

In journal important publications many research scholars put their views it can be seen that social networking is playing a very important. Now a days online doctors are available and any one can put their question on the website related problem can checked online at the immediate time without wasting much efforts and money too. Online marketing is a kind of tool in the hands of the various businessmen too as many businessmen are getting ready made reface for the business houses too. We are living in the modern world which is completely of connected with the world through internet. If we can see that then it clearly shows that in modern era the social networking sites have changed the mind and way of thinking of many people and many communities too.

Various studies have taken place on the importance of social media like study on. Social networking sites are of great helpful for the society too as it give various types of ideas for sharing thoughts, images, information etc. Research study shows that many business organization those started business of online. They have to give the time and money to flourish the business organization. As this word is very big and huge but because of online system now the whole world can talk, share and do many things in fraction of seconds.

There are many studies taken place which shows that how to use social websites in a proper way. The big problem of social networking site is not maintenance of pricing. As we can see that in facebook each and anybody can see that who is in the friend list and anybody can share anything with the related friends. We have to understand that in social networking forget about
the word private as anybody can see you profile, pictures, share any information and much more. Now many agencies are taken the help of social media networking by asking many questions and using of various social websites and many more social websites in that matter. As our Government is also knows the importance of social media the best example is in our case PM. Saying that we should follow in the path of digital India. There are many users of social media are there because it has cost cutting and also it is convenient media of exchanging and sharing various thoughts and ideas too. In modern world we are living in the edge of globalization where we all are living under one roof known as global village. With the introduction of various social websites like Skype, You tube the life of a person is become damn easy. Field study shows that in olden days people were using letters as a medium of communication but in modern time the electronic mail and many more gadgets has proved like a blessing where anybody can show anything at any time. Social media sites are any body can operate around clock and they can do like for many hours and even days. In current situation the security of women is a major concern. In this case social media had proved a best solution by providing various applications in the mobile phones. The most convenience of social networking sites are immediate transfer of message. A survey conducted on use of social media marketing with mobile phones the many respondent observed that nowadays social media is necessary thing and not a luxury. India is divided into two different part that is urban areas and rural areas. Social networking site like google map is amazing thing used by any person belonging to urban are or rural area to problem in that. Down the age, there are many book lovers who are always going to read the book and many articles in this case the kindle which is a modern gadget used by many consumers by reading book online with the help of social networking site. Modern world is a world of information and communication technology. So even there are many business companies are there who are getting tenders with the help of online. They can fill the online information and can get the tender with that.
Social networking sites not only helpful to businessmen but also to many students as many students are preparing projects with the help of social networking sites. They are getting full on various social websites which are giving most important information to them.

Nowadays, many women and many ladies who are either home makers are doing work somewhere are using online shopping with the help of Flipkart, Amazon, and many more websites. Tupperware is the best example of that as this company is allowing only giving product to those ladies who are in need of a job and they are really getting extra service from that.

Already much has been written on social media marketing by many eminent personalities, meanwhile some still are in the process and some will be in the process and some will be in the future. This survey shows that social media is gaining importance too much nowadays. One should understand how there is emerging growth of social media and how increasing the curiosity of consumers. In the traditional days, the wishes of consumers were small and even goods and services were produced up to the limit but now in modern world the way of thinking and life which will affect their personal life too and in that social networking sites has played an extra ordinary role in that.

There are many changes taken place which flashes the light that in spite of changing structure of technology some businessmen are reluctant to involve in social media because of open network and still there are many more reasons behind that.

Study of many experts shows Social Media is considered as marketing tool. Social Media now providing a new platform to various individual and business firms too. In this regards he should understand virtual based community VBC. The VBC shows that consumers should interact with each other before purchasing any goods and services. Study shows that the various VBC is now considered as new form not only consumers goods but consumers are purchasing electronic and electrical goods too. It should be borne in mind that marketers should understand the behavior of consumers. Nowadays there is too much online boom since two thousand. Data clearly shows that almost every day many consumers are purchasing goods with the help of computers using internet. The only thing is that to purchase online goods and services consumers must be alert while he going to do so. Since, companies are giving
guarantee of money back still customers must aware of that. Modern world is of consumers. Many consumers are purchasing goods like durable goods, books, magazines, air fair tickets and many more. In modern technological world which is sophisticated affecting both consumers and sellers too. In past there were many channels which were of indirect in nature but modern world there is direct selling and that is also at minimum cost. Many companies like Eurka forbes are selling goods directly to consumers. Current market is consumers dominating marketing. Various studies shows that india is third largest country in which internet users are many. So internet is playing a very important role in this connection. There are millions of internet surfing consumers. Every marketer must understand that consumer is a one part of environment. So in short study showing that in current scenario the social media marketing and social networking sites are increasing very fast that is rapidly. The modern time is a time of advertising. Then now a days advertising can be made or evolved from a time where seller has to do the different types of advertisement not only in traditional channel but in the modern that social media too. Social media has now completely emerging concept which is now changing the thinking of consumers and many marketers too. Consumer have with variety of choice to purchase the goods as services too from many sources and nowadays online shopping is a common concept applicable to all consumers. In other words social media has created an open a new door for many consumers as well as for marketers too. The data clearly shows that those who are using online system now increasing day by day. No doubt in this process technology has played a greatest role in the field of marketing. Many organizations are using the virtual communication that is use of online marketing in simple words social media. Many surveys conducted and represented that it is new platform introduced by modern technology which is using by many users and survey also shows that how this create a new market for many people.

We can also see that pattern of consuming the goods is now going to change from traditional to social networking sites brought new and many challenges for the consumers and society too. It plays a vital role in the life of consumers and many others too. Many eminent personalities and researchers found that social media has changed the thinking of many people. Traditional channels
are just like monolog where as modern that is traditional media are playing like a dialogue. In simple way one can describe it as a two way communication. Like many marketers are now doing advertisement on modern techniques like Whatsapp, twitter and many more social networking sites are applying by many consumers and many marketers. The various types online marketing are facebook, youtube, Blogs, sharing through Multimedia, Book marketing on social websites and various others.

In modern world to create a brand image is very difficult one, social media has make the way very easy as anybody can use the path and can build the image. Not only the garment, electronic, electrical but many industries are associated with social networking sites. We are living the globalized era where everything is very easy and any consumer can buy any services and goods too within very short span of time. In last some years the way of shopping has changed as well improved too. In olden days consumers were buying goods and services with the help of moving here and there. But in today’s world this has changed the imagination and thinking of many end users. And the reason is online buying of goods and many different types of services. At present everywhere consumers are purchasing wide variety of products and other things through online purchasing. Many online users are active for twenty four hours like many users who are using facebook and Whatsapp are updating their status in few minutes every day and they are showing that social media really is now active.

There are many end users are there who are updating their images, photograph on instagram every day or in other words in fractions of seconds. The researcher has made an a complete study to bring out what the earlier researcher has done and what the researcher want to do and to find out gap in between that. Hence the researcher has taken up this study with reference to thane district.