CHAPTER 06

SUMMARY, CONCLUSION, AND SUGGESTIONS
Research is always done with the main aim of contributing to the Society. If whatever researcher has done is research to find out result and conclusion than that research has no value. In short we can say that it cannot be termed as research so research must be done for the betterment of Society. In the present research the researcher has tried his best level of data collected and tried to give finest possible Solution.

6.1 Introduction of social websites

Nowadays the life has changed because of internet. In the past days it was very difficult to convey message to many people of Society. But internet has changed the modern method of Communication in general and Social websites in particular. The internet and particularly Social websites have changed communication system among and users and sellers. One important advantage of communication that it allow business to succeed is a worldwide client population so that consumers have scope for survey, select and purchase products and even series too.

In simple way the Social websites changed the thinking of customers. In traditional medium of marketing customers were having choices as limited but due to introduction of social websites that doing marketing customers have huge variety of choice. So in the research the researchers tried out the impact of Social website that doing Marketing as Consumer decision making.

It says that there are more than three hundred Social Networking Sites. One hundred and fifty crores all over the world are there.

Social Networking Sites is uniting old friends and helps them to contribute the broken bonds.

6.1.1 Social Media Marketing

Social websites that doing Marketing is an online way of communication powered by Internet for Social Communication. It is one kind communication in two ways. By the help of social media marketing not only products, goods and services are exchanged but also is way of exchange of content generated by users.

The Social Media was began in 1995. The classmate.com was the first and most important site that was allowed users to connect with each other. After
that there were many Social Networking Websites were introduced like Tripod.com, Six degrees.com and also many more too. 
The first Social online site was introduced in the year 1997. After that many Social Networking Sites were started like whatsup, youtube, facebook, skype and many more. In 2003, Myspace had started to Friendster as also the others. 
There are various functions of social networking site some are as likeultiuser viral environment. Microblogging, updates, white cable social network, profile based social network, local forums, content based social network and many more. 
In terms of social development there is extensive progress made in the field of information society. Many society including industrial society too much dependent on communication and various modes of transport. In the light of the present situation technology and globalization is creating a great impact. They both have created a situation where use of social networking sites are very easy. Castells discussed some important reasons why there is emergence of social networking sites increased. The main reason is growth of science and technology, development of network economy, internal organizational structure, development of interest diary and most important thing is ability of individual nodes spreading easily through of internet network. The present feature of society in a transition phase because of these emerging social websites. Interaction can be seen through various nodes. In the current situation these social networking sites are now indispensable part of human lives. A modern way of lives is to change the traditional outlook into modern one. 
Some features of India’s population which is showing how trends are changing. Around 75% of India’s total population are below 35 years of age if we further divide then 36% are in the age group of 15 to 24 years, where as 39% are in the between of 25 years to 34 years of age. If we can see the users of internet then in total population 34% of females are using the spending much time on social media websites. The females whose age are in between the 35 years and 44 years are using highest falling under this. If we compare to other countries with India. People of this country are spending much more time in social networking sites. Among many social websites
Facebook is always to be there in the heart of these people and till date remain number one. Social sites are the great platform for Indian citizens. It can be concluded that technological advancement has given rise to present society which has great network of social media marketing sites. Interest few decades ago it taken days to reach and do communication with any of consumer but now the situation has changed a lot. Social media marketing has changed however shoppers and sellers communicates. The social media has variety of extra ordinary advantages like reduced marketing expenditure, improved sales, increase traffic, generated leads, improved search rankings, growing business partnership and many more.

6.1.2 Consumer Behavior.

Consumer behavior is a very difficult phoneme Consumer behavior is the study of people, groups, products, services, ideas etc. The study of Consumer purchase behavior, which is in short known as Client behavior. A Consumer behavior is affected by many factors that is Psychological level in that learning, attitude, beliefs, marketing factors like product, price, promotion and distribution, personal factors like age, gender, education, income level, social factors like reference groups, family and many more other factors which affecting consumer behavior.

6.1.3 Purchase decision made by consumer and social media marketing

On daily basis four thousand six hundred photos are uploaded and downloaded in instragram, more than one lac tweets are sent, two and half million finding queries are created, around forty eight hours of video uploading and downloading too. Many goods and products are purchased and sold on various social media marketing. Main parts of social websites are that it currently allows customers value goods, give various suggestion to find many friends and many more.

Except this, the use of Social websites presents a valuable tool and technique too for firms within which a person who is happy by using of a goods might suggest that product to different capable customers. Yong and earnest surveyed it shows that Forty Eight firms that have strong social presence and showed that Eighty Three Percentage of respondent used social media.
advertising this year Buying decision describe the method a client goes through once by a goods. It consist of various stages and these are:
1. Understanding of problem
2. Finding of information.
3. Possibility of choices.
4. Purchasing choice
5. Actually purchase products.

6.1.4 Various Effects of Social Media Marketing on Consumer behavior.
Introduction of Social websites has created an extra ordinary work which shows clearly a grid of non-public connections. Various business houses see many opportunities and ready to attract the customers. The research shows that every day forty eight hours of Videos are upload and downloaded on you tube. Each and every day six hundred websites are created. In all such consumers are become the focus point in the business world. Many and several studies showing reasons to faucet into social websites and to facilitate firms realize a stronger position within that particular time.
Past ten years the changing mind of consumers as also technology have changed market situation. Internet and social websites are in the life of the customer in the past ten years. The importance of Social websites to brand communication is accepted by everyone most brands from white merchandise to clothing decide to increase their visibility by way of Social Media.
Nowadays participation of consumers in the social websites are rising day by day. This also increases customer loyalty. So in short it can be seen that social networking sites are accepting importance nowadays.

6.1.5 Concluding of introduction.
At last we have seen from the above that social website are very important playing role in the life of consumer. Even now a days to purchase the goods or any other work with social media is very safe as all the banking companies are giving one time password to maintain secrecy and trying avoiding frauds. So it can be seen that since last ten years social media has done extra ordinary work in the life of the consumers.

6.2 Review of Literature.
Various researchers have already done the research and undertaken and investigated about how social websites which are doing job of marketing on
consumer purchasing decision behavior. Researcher has done to find out the important gap between the research done by many researchers and research which is going to do. Researchers has collected the literature from various national Journals, International Journals and many thesis too.

In study conducted by bikhchandani in the year 1998 which shows whether or not consumers shall buy or not to buy goods and services and whether or not they inform about goods to others. These are mostly used as characters for purchase habit. Plus this study shows the result of knowledge an social media by different goods and services. Features are without condition with different addition power by buyer. At the end to come up to conclusion that the buyers try to show totally different types of engagement in different situations where they feel issue with branding buying and affecting to others.

A research scholar of CMS, Combitore mad his research on interpersonal relationship by using social media. The main objective his research are interpersonal relationship in changing life style. How social networking sites are helping in that. Result found on the bais of data collected from various male students and female students from the combitore and channai. Total sampling were taken as 600. The result shows that majority of the students are using or taking the help of facebook that is nearly 68.5%. Where as only 16.8% are don’t have inter relationship with each other without using the social networking sites.

Other research made by Niclson in the year Two thousand and ten an Austrian Young generation who are using social networking sites. He clearly indicated the result that around from the age of 16 to 29 years of age using internet users are around 90%. Many young generation people are using internet at home. Around 78% of people are having broadband at their house. Nowadays young people are using internet on the Mobile Phones too. Not only they are downloading something but except that they are looking information, sending mails and receiving which is rapidly increasing. Whereas 12 to 17 years are less. He concluded not only social networking sites are the facility of communication but also sharing varied information like likes or dislikes on Facebook, Blogs remains at the top ten position.

Alem Arnavtoue presents his study saab automobile. The study gives emphasis on how in the current situation and explaining also how to use
media in their strategy of marketing. Authors uses the qualitative approach to collect the data. The findings of the study show that customers are allowed to use two way communications. The customer can do complaints online by using of internet and it can be seen that social media is very cost effective way not only to reach the local, national but global customer too.

A white paper published in the year Two thousand and ten “Social Media Analytics” and that paper has two authors that is Bisal Rani and Dasgupta Punyaborta. In that paper explanation is given that how importance is Social Media. The paper throws a light on current social media, ever changing the mind and behavior of consumer. The authors summaries the list of various types of social media used as Matrics. Like conversation value, demographics matrics, message reach, share of voice, viral factor, conversation buzz and sentiments type. Report explain that how facebook, youtube or twitter can be used for a solution to a specific problem.

In research conducted by Kim youg shows how purchasing choices are mostly affected who is the consumer is aware of and fault. Many online buyers ask for the helping before purchasing branded goods and services too. Many social sites communities help customers to express their encounter by transferring the rating done by others. Views and their reviews and infer among faithfully members. Online sites that how take information on the social sharing between customers is their online websites, to understand and find out social influence on purchase steps, to increase customer maintaining relationship management and try to raise their sales and revenues.

Research conducted by Gurasakal in the year 2009 related to effect of media into the full world how lezire time should spend in interact on social websites. Which are doing job of net and marketing. Nowadays consumption pattern have changed. Mostly place can be choose by seller as well buyer too are now changing by finding in internet or mail, various websites as also transferring information in social networking sites. Because of the great role of social websites, the time devoting on the internet increases and consumers. Passing from old physical to new strategic environment. Social media have become an important environment where goods and services are done through publicity, improving are mentioned, and product are going to be purchased and not to be purchase.
In the wordings where survey conducted by Iyenger raghurama which found out in the city of Korea, how many friends affect purchasing of goods and services through social network. Study shows and giving importance on two important and powerful questionnaires out of that the first one is there any affection by friends on buying by consumers in social media and where as the another question shows if yes then how such affecting which buyers are affected. To improve the analysis the data collected from various sample taken from social networking websites. Sample data of more than two hundred users of social networking sites for last ten weeks of purchase and non-buying information was collected. The researcher build a sample model of the final decision of purchasing and non-purchasing and also with the amount paid. Bayesian and monte carlo technique system was used to estimated model. And finally result showing that there are many different types of consumers with different behavior of consumers.

In the enquiry made by Kozinets in the year 2010 which shows that websites buyers and teams makes an attempts to understandable creating on the behavior of buyers of and also in purchasing decision. Taking an example the public discussions showing behavior of consumers and departments of social networking sites of social media offers buyers to collect information about goods and services, which helps mostly to them to decide on the selection of the purchasing of goods and services.

Articles of Miller which conducted in the year 2010 shows that more than eleven million buyers uses more than seventy percent of social networking buy various goods and services. The consumers give very and most important information concerning the product and goods and transfer suggestions with various consumers over social networking.

In the wordings of Zembik Marta which was conducted in the year 2014 shows that social websites affecting of public departments, social websites and various blogs and many more that is used for exchanging of some information. The information given in social websites is advantages for firms and customers. Many consumers taken advantage from the goods information posted by many people, rating by other buyers. Firms taken benefit by the information given by the customers in social media about their products, getting the reply on their goods market, about the caliber customer, and
demographic feature. This survey given emphasis on how social websites, information is important for companies and customers in their making of decision.

Survey conducted by Am Sakkthival which is showing analysis and interpretation an attempt to find out the effect of social websites on young ladies consumers purchasing behavior from those countries who are Islamic trust countries. This study follow up structural modeling equation to find out the effect on young ladies customers and the final result showed that brand, society and many teams and extra effect over young ladies consumers exchange shopping behavior through social sites.

The research conducted in the year 2015 by Saboo Alok which shows that according to social theory of identity, customers work without hesitation to raise the affections of the teams people in the group. In the world of music world the researcher showed that consumers will embed in three social activities to raise the effectiveness of their brands. First they showed sent sample of music in social sites, secondly they instrument to follow artists in social sites and most importantly thirdly they put rates on the artists social sites. With respect to researched brand attachment, the researchers discuss that these three different types of activities are social media influence the consumer behavior many statistical analysis and interpretation were made and used with more than thirty six music lovers more than seventy three weeks and the final conclusion shown that of the consumer is affected by social sites and its work.

Survey conducted by Pietro in the year 2012 which clearly indicates the use of social websites. In general and many websites in particular like facebook, Skype which influencing buying thought. They search happiness in using social websites for buying thinking. The survey shows about consumers intentions and suggestions on facebook, happiness in survey the information on goods and brands, behavior is the use of many techniques given by social websites for purchasing decision of the goods. The survey also helping in proper way of keeping relations between the behavior of consumers with social networking and buying habit of many consumers.

In the wordings of Esche Vordem which conduct study in the year 2013 showing that initially, social networking shows are in all the most different
challenges for promoting managing directors. A just now study by the marketing manager promotion did at the city of country Germany, that asked from six managers to say about the most valuable businessman challenges above continuous few years, find that around ninety percent those who given response in social media.

Study conducted by Grahl which shows the ground experiment in an social website where the showing of goods is considered on like for the goods and services too. The research clearly shows that casual answer of social helping on finding of consumer behavior. Experiment done on the few week basis with old and many consumers. And ultimately result shows that social helping reasons increase in income, compared to sales is last method. The findings of social suggestions result in more than twenty two higher probability rate of purchasing goods by them who are users or using first time.

6.3 Main objectives of the present study:
6.3.1 The main objectives of the study shows how social media marketing has changed the life of consumers. Not only traditional media changed but now in modern era social media marketing has emerging rapidly. People are sharing their views on various social media marketing like what’s up, youtube, facebook, skype, and many and the aim and objectives of this study clearly showing that how social media preferred by consumers for buying decision channels, many people are preferred by customers, and researcher has taken thane area for research work.

6.3.2 Importance and utility of research:-
Importance and utility of the research shows that there is either favorable or unfavorable relationship or its impact between various social sites which are affecting marketing, and to understand social sites how media is going to change the behavior of consumer. Understanding the idea of social media and consumer behavior, also understand the idea of different factors which going to change the mind of the customer. To understand this that is the concept of social sites like Skype, Facebook, Twitter and many more how it changes the mind of the consumers. Researcher has tried to find out how old media channels are different from various modern channel of marketing as well as researcher has tried to find out the usefulness of social websites which
are doing the job of marketing which has changed total outlook of consumers with respect to buying behavior.

**6.3.3 Steps or Process of Methods of research:-**

There are very important things have to understand that process of research is system to complete the related problem. It is not an art only but the science too of describing how to do research scientifically and systematically. It is the logic method used in relation of search. Here situation can be understand from various different types of reviews and related information. The researcher has try to understand the problem which give him road map or blue print which clearly indicate how to complete the related problem. Steps and procedure of research consist of series of various actions or steps needed compulsory to carry out research work systematically. It not only involves research methods but also behind logic the methods we use, in the relation of research. Researcher has taken into consideration lot of things before come to final conclusion and trying to come to a proper conclusion.

**6.3.4 Scope of the study**

Researcher has tried to find out the scope with various parameters like location-Thane city, bhiwnadi, wada, ulhasngar, Gender- Male and Female, Age group -18 to 55 years and above also considered for that. Occupation- Researcher has taken various respondents like students, professionals, service class employees, housewife and many others.

**6.3.5 Methods of Statistics used in Research:-**

For the purpose of research many analysis of simple data information which is descriptive in nature and statistics which is descriptive has used. Many different types of diagrams and many different types of charts like Diagrams which is having Bars, Pie, Multiple and many more Given pressure and highlight which increase the impart of social media, behind many techniques used in statistics researcher has used various other techniques too like Dispersion, Chi-square. Various ways of tabulation and many more by the researcher.

**6.3.6 Sources of Data Collection:-**

The researcher has collected the data from various sources like original and first hand information that is primary or main sources. It is always collected first time. It can be collected from various respondents related to that
particular research. Here also researcher has tried to collect the data from various respondent personally by visiting many places like social site companies, house of working population, their offices and researcher has tried to collect the first and original information.

The research also used the additional sources of data are some of them are published sources and some of them are unpublished sources. Additional or secondly sources is that sources which is already collected by same edge. And it is analyzed and tabulated too.

Researcher has tried to collect sources from various books, journals, E-journals, Government publications and many more.

Utmost care has been taken by the researcher while collecting data from various sources which may be first hand or published or unpublished.

**Period of the study done by researcher:-**

Researcher has taken into consideration many years in general and last twenty years in particular. That is up to 2016.

**6.3.7 Statistical methods**

For the purpose of various analyses simple data descriptive statistics methods has used. Diagram and various different types of charts like bar diagram, pie diagram, multiple bar diagram used to emphasis and highlight growth of impact of social media. Except above statistical tools, researcher has used various other tools too like charts, measures of dispersion, analysis of dispersion, chi-square test, tabulation used by the researcher.

**6.3.8 Examination of Hypothesis:-**

Hypotheses are tentative generalizations which are yet to be tested or examine. The research has used various tools and techniques used to examine the hypothesis like Analyzing of factor, variable, test which is known as chi-square and multi variable etc.

**6.4 Summary and findings**

Social Networking Sites are nowadays growing day by day. It is an important channel for the Consumers to take proper decision to buy the product.

**6.4.1 Summary of findings:**

**Age Wise Distribution**

The total number of respondent was divided in between 25 years, 25 - 35 years and above than 35 years which shows that 45.1% of the respondent
who are involved in age group of 18-25 years, 25-35 are 37.5% whereas more than 35 Years of age are 17.4% 

**Gender Wise Distribution**
The gender is one of the important parameter for the present study. Both Male and Females are observed 50%.

**Education Wise Distribution**
Education is an essential Modulating parameter of the study. Education wise respondents are taken from 10th till post graduation.

**Income Wise Distribution**
On the basis of income which is also very important parameter of Social Networking Sites. The Respondent included in the Survey from less than 3 Lakhs & More than 10 Lakhs.

**Profession Wise Distribution**
Profession is random category for the respondents profession wise the respondent are student, service class people, Housewife and some professional are there. Among that service class people are almost 57% which is significant portion whereas Housewife are least which is approximately 7% of respondent data.

Various Social Networking Sites are taken consideration like Facebook, Twitter, Online Marketing, Link din and Other Social Networking Sites.

Age, Gender, Income, Occupation and Education are considered as important parameters which may have affect of Social Media Marketing.

**6.5 Summary of conclusion:**

**Major Findings and Conclusions:-**

**Basic Data Distribution:**
1. The researcher has considered various Social Websites which are doing the Job of Networking that is Facebook, Whatsapp, Twitter and many more.
2. The research shows that Facebook usage is 19% who are using very rarely whereas 40.3% are using very frequently whereas 29.8% are using average use.
3. In case of Twitter the number is 32.1% who are using very rarely whereas 33.3% are using very frequently and 27.5% are using Average.
4. In case of Linkdin 40.5% are users who are using very rarely and 11.8% who are using frequently and 33.8% are these who are using Average use.
5. Others like YouTube, Google etc. the number of very rarely users 8.3%and in the case of very frequently the number is 14.7% and average number of users are 8.8%
6. The total numbers of respondents are 1675 which are divided into various use like Facebook 600, Twitter 513, Linkdin 412, others are 150. So it shows the highest users are Facebook whereas Twitter and finally Linkdin at last.

**Facebook:**
7. In the case of Facebook comparison with Twitter. Facebook usage are mean rank of 586.07 whereas in case of twitter are 523.00 which shows Facebook is higher as compare to Twitter.
8. The comparison of Facebook and Linkdin shows that total Facebook users are 600 and Linkdin has 412. The finding shows that Facebook have users more than that of Linkdin as mean rank of former is 583.89 whereas later having 393.30 which shows that Facebook users are more as compared to Linkdin.
9. The comparison of Facebook and others shows that mean rank of others means Linkdin, Twitter and other Social Networking Sites are 406.45 whereas that of Facebook is 367.76 which shows as compare to Facebook other Networking Sites are using by respondent.

**Twitter:**
10. Comparison made between Twitter and others. The total number of respondent given information about Twitter is 513 whereas that of others are 150 the result shows that Facebook, Linkdin are using by many respondent as compare to Twitter which shows mean rank of 316.92 in case of famer and 383.57 in case of lata.
11. Comparison made of Linkdin and others the respondent of Linkdin are 412 whereas that of others are 150 the mean rank of there are 248.50 and 372.13 which shows that others that means Facebook, Linkdin and Twitter are used more significantly as compare to Linkdin.
12. Age wise comparison did of Facebook which shows that 57.3% of population are below age of 25 years using Facebook whereas in case of
25 to 35 years of age the 36% and in case of more than 35 years of age only its 6.7% who are using very frequently.

13. Comparison did against Gender who are using Facebook. There 53.9% male members are there who are using Facebook very frequently whereas in case of Female its 46.1%, 43.8% are using very rarely by male and 56.2% in case of Female.

14. Comparison made against education which shows that the there are many respondent who are undergraduate and many are graduates and professionals too. Those have done 10th Standard are using Facebook upto 1.1% and in case of graduates it raises to 49.7 who are using Facebook frequently.

15. Income taken as a source of comparison and seen that nearly 54.9% respondents are there who are using Facebook have a salary of 3 Lakhs to 6 Lakhs are using Facebook very frequently whereas in case of more than 10 Lakhs of income respondents are only 9.9%.

16. Profession wise Student, Service respond consideration results shows that students are using much more of Facebook that is 41.6% whereas Housewives are using very less Facebook that is 3.1%.

17. In the case of Twitter as age wise comparison made it shows that respondents are of 25years of age 25-35years and more than 35years of age too. The respondent who are using Twitter are 54.4% in the age group of less than Twenty Five years of age whereas in case of 25 to 35years of age 37.4% and in case of more than 35years of age only it is 8.2%.

18. As of against Gender comparison made there are 55.1% Male who are using Twitter very frequently and in case of Female the number goes to 44.9% whereas 29.6% are using very rarely by Male members and in case of Female it goes to 70.4%.

19. As against Education respondent are from 10th Standard to Post Graduate too. Only 0.7% are using very frequently Twitter whereas plain Post Graduate students are using 15.8% and plain Graduate students it goes to 51.4%.

20. In case of income those who are using Twitter are 56.3% in the age group of 3 Lakhs to 6 Lakhs and result shows that only 9.2% are using more than 10 Lakhs.
21. Professionally, the response shows that students are using Twitter 35.6% very frequently, service class are using 51.9% pp whereas in case of Housewives it is confined to 3.7% only.

**Linkdin:**

22. In case of age group the age wise comparison made than Linkdin was using by below 25 years of age are 59.6% whereas in case of greater than 35 years of age it confined to 3.8% only.

23. Comparison made of Linkdin against Gender who are using Linkdin are 57.7% are Male members who are using Linkdin very frequently whereas in case of Female it is 42.3% and 30.3% who are using very rarely in case of Male respondent and 69.7% in case of Female.

24. Taken Education as base the result shows that from the 10th Standard the users are 0%, Plain Graduate the number are 53.8% whereas Professional Post Graduate it is 7.7% who are using Linkdin very frequently whereas those who had done 12th Standard are 10% using very rarely and Professional Post Graduate it is 0%.

25. In the case of income the respondent are taken as less than 3 Lakhs and more than 10 Lakhs as base and result shows that those respondent who are using Linkdin very frequently are 28.2% and 57.7% are very rarely, whereas in case of more than 10 Lakhs its 7.7% in former case and 0% in later case.

26. Comparison made against Profession than respondent taken as student, Service Class, Employees, Housewives and Professional respondent taken into consideration. The result shows that very frequently users are 20.5% and 9.7% are using very rarely whereas service class respondent are 68.2% and 64.5% respectively.

27. In the case of Education respondent taken from 10th Standard to Professional Post Graduation and result seen from very frequently and very rarely. In case of up to 10th Standard users are 0% whereas 3.3% in respondent are using Linkdin, in terms of Graduate respondent is the maximum that is 53.8% and 26.7% respectively.

28. Comparison between Linkdin and income taken consideration below 3 Lakhs and above 10 Lakhs the result shows that very frequently users as well very rarely it reveals that those whose earnings are 3 Lakhs to 6
Lakhs are 48.7% and 42.3% are maximum respondent using Linkdin, and in case of lowest respondent user 7.7% and 0% in former and later are there.

29. When data collected and did comparison against Profession in that case Student, Professional, Service and Housewives are taken into consideration. It clearly shows that respondent belonging to Service category one 68.2% who are using very frequently whereas very rarely are 64.5% and this result is very low in case of Housewives that is 0% and 9.7% in former and lata.

30. Linkdin comparison made against age group which is having less than 25 years of age and more than 35 years of age shows that 68.8% in very frequently in age of less than 25 years of age whereas 57.1% are using very rarely and those whose age are more than 35 years of age are 1.6% and 28.6% in former and later respectively.

31. In case of Gender Male and Female are taken into consideration and result clearly shows that Male respondent are 55.4% who are using very frequently and 1.0% who are using very rarely, whereas in case of Female 44.6% and 5.0% respectively.

32. When comparison was made against education where education upto 10\textsuperscript{th} Standard and Professional Post Graduate are there. In case of very frequently Graduate are maximum that is 53.8% and 57.1% and those who completed 10\textsuperscript{th} Standard are using less that is 0% and 0% in former and later.

**Other Social Networking Sites (SNS):**

33. In case of other SNS the Age, Gender, Education and Income taken as base and result shows that in age group of below 25 years of age are 68.8% who are using frequently whereas very rarely are 57.1%, Gender wise 55.4% and 16.7% in case of Male whereas in case of Female are 44.6% and 83.3% are there. Education wise Graduates are those who are 53.8% and 57.1% in case of Income 46.7% and 50% whose income are more than 3 Lakhs whereas in case of Profession wise 69.6% and 14.3% in case of santé.

**Use of Different Sites:**
34. In case of different Sites like Facebook, Twitter, Linkdin, others are making decisions either completely, to great extent moderately or never. On the basis of above result shows that some are very frequent and very rare and in case of Facebook 42.6% completely and 21.9% never, Twitter are 46.6% and 20.7%, in case of Linkdin 12% and 22.4%, others it is 66.7% and 46.6%.

35. In case of overall product of interest data collected from 524 respondents of which 264 are Male and 260 are Female the result shows product of interest in case of Gender are not different significantly.

36. Education wise distribution data collected from 302 respondent and result shows that the residual value of income shows that whose income ranging from 3 Lakhs to 6 Lakhs internet for the purpose of finding product of interest.

37. Comparisons of Profession wise data collected 501 respondents of which 135 are Students, 278 are in service 30 are Housewives and Professionals are 58. The result shows that those who are in service are using internet mostly.

**Impact of Social Media on Consumer Buying Behavior:**

38. Comparison made on the basis of Questionnaire the data collected from 599 respondents which are showing Consumer buying behavior the result shows that higher mean rank shows higher rating.

39. Comparison made on variable contributing in each other factor. For that data divided into three categories Social Networking Sites, Blogs and Internet advertisement for that data collected from 568 respondents of which mean rank are 847.03, 850.52 and 859.95 and result shows that all factors determining Consumer buying behavior are used mostly equally for making decisions.

**Social Media and Traditional Marketing:**

**Comparison made of Social Media Marketing Websites and Traditional Marketing Channels.**

40. Comparison made on Social Media Marketing that is Facebook, Twitter, Linkdin, Blogs, Email and various online marketing on one side and Radio, Television, Newspaper, Pamphlet, Text Messages on other side. The mean of SNS is 39.22 and that of Text Messages are 38.33. so results
shows that Social Media Marketing is now most of the respondents are using as compare to Traditional Marketing.

41. Comparison of Facebook and Linkdin which show the result of respondent of 1197 Facebook users are 597 and that of Linkdin is 582 and result shows that is average impact of marketing.

42. Comparison made of Facebook and Blogs the total respondents are 1192 of which 597 are Facebook users and that of Blogs are 595. Result shows that mean rank of 686.89, 505.80 which shows important difference above Marketing Channels.

43. Comparison made between Facebook and Radio the total respondents are 1189 out of which Facebook users are 597 and Radio are 592 and the mean rank are 687.74 and 501.48 respectively. Result shows that significance impact shows of marketing.

44. In this case comparison made between Facebook and Television the total respondents are 1190 out of which Facebook users are 597 and that of Television are 593 and mean rank of them are 600.26 and 590.71, result shows that there is no significance difference marketing channels.

45. In the present case, comparison made between Facebook and Newspaper. The total respondents are 1193. The user of Facebook are 597 whereas that of Newspaper 596. The mean rank is 600.92 for the former and 593.07 for the later and result shows that difference between marketing channels.

46. Comparison made between Facebook and Radio. Total respondent are 1189, user of former are 597 and Radio are 592, the mean rank of both are 687.74 and 501.48 respectively. Result shows that there exits significance of difference in above marketing channels which is showing average impact on marketing.

47. Comparison made between Facebook and Text Messages and total respondent are 1194 and former are 597 and later are 597 the mean rank are 643.40 and for later are 551.40, result shows that these exit considerably difference between above marketing channels.

48. Facebook and online marketing are the another comparison made, total respondents are 1195 out of Facebook users are 597 for Facebook and for online marketing are 598, mean rank of both are 548.64 and for online
marketing 647.28, result shows there exits significance of difference between marketing channels.

49. Comparison made between Twitter and Linkdin. The total respondents are 1177. Out of which Twitter followers are 597 and users of Linkdin are 582. The mean rank of 668.21 and 508.02 for former and later, result shows significance between marketing channels.

50. In case of Twitter and Blogs comparison of total Twitter followers are 595 and for Blogs are 595, mean rank of them are 669.59 and 521.41 respectively. Result shows that there is significance difference between marketing channels.

51. Twitter and Radio comparison made. Total respondents are 1187 whereas for former total numbers are 595 and for later 592 are there. Mean rank are 669.48 and 518.14 respectively and result shows that significance of difference between marketing channels.

52. Twitter and Newspaper comparison made. Total respondents are 1191 out of which for Twitter are 595 and for Newspaper are 596, mean rank are 583.37, 608.60 respectively. Result shows that there is no significance of difference between then.

53. Comparison made between Twitter and E-mail where total respondents are 1187. Twitter are 595 respondent and for E-mail are 592, mean rank are 586.07 for Twitter and 592 for E-mail, result shows there is no significance of difference in channels of marketing.

54. In case of Twitter and Text Messages comparison made, total respondents are 1192 out of which for former are 595 and for another are 597. Mean rank are 625.82 and 567.28 result shows there is significance of difference between marketing channels.

55. Comparison made between Linkdin and Blogs, the total respondents are 1177 out of which 582 for Linkdin and 595 for Blogs. Mean rank are 581.19, 596.64 result shows there exits significance of difference in marketing channels.

56. Comparison made between Linkdin and Television for which total respondents are 1175, 582 for Linkdin and 593 for Television whereas mean rank are 492.30 and 681.93 so, result shows there is significance of difference between marketing channels.
57. Linkedin compares with E-mail. The total numbers of respondent are 1174 out of which Linkedin are 582 and that of E-mail are 592. The mean rank are 509.73 and 668.73 respectively. Result shows exits significance of difference between marketing channels.

58. Comparison made between Linkedin and Pamphlet. Total numbers of respondent are 1177. Out of which 582 are users of Linkedin whereas that of Pamphlet 595. Mean rank is 534.92 and 642.19 result shows there exists a difference between above marketing channels.

59. In Blogs and Radio comparison made. Total numbers are 1187 out of which Blogs are 595 and Radio are 592. Mean rank are 591.19 and 596.82 respectively. Result shows there is no significance difference for above marketing.

60. Comparison done of Blogs and Online marketing. Total numbers of respondent are 1193 out of which 595 are Blogs and online marketing are 598. Mean rank are 464.71 and 728.62 result shows there exit significance between marketing channels.

61. Comparison did between Radio and E-mail. Total respondent are 1184 and out of which in radio respondents are 592 where as in E-Mail are 592. The mean rank are 515.47 of Radio and for E-mail are 669.53 result shows that there is significance of difference between marketing channels.

62. Comparison made between Newspaper and Text Messages. Total respondents are 596 and that of Text Messages are 597. Mean rank are 640.16 for former and that of later are 553.91 result shows there exit a significance difference in above marketing channels.

63. Comparison made between area wise distribution result shows that Facebook users are 38% are strongly agree to see Facebook whereas 3.5% are strongly disagree in Thane, 7.5% in Wada and 2.5% respectively whereas in case of Ulhasnagar it is 30% and 2% respectively.

64. In case of Twitter 31.5% are agrees in Thane whereas 0.5% are disagree with using of twitter in Ulhasnagar.

65. In case of Linkedin it strongly disagree means not using by 6% in Thane whereas maximum respondents are using in Bhiwandi.
66. In case of E-mail 42.5% are strongly agree in Thane are using by various respondents whereas in case of lowest user means strongly disagree that is 1% in Thane.

67. In case of Fast spread advertisement, the comparison made between Traditional Marketing Advertising and Social Marketing Advertising for that data collected from 598 respondents result shows that 365 are thinking of Negative ranks, 90 shows Positive ranks and some are in case of ties result shows Social Media Advertising is more using as compare to Traditional Marketing Advertising.
6.6 RECOMMENDATIONS:
1. There are various variables like education, occupation, income, gender, age and many more which affecting consumer behavior and social media too.
2. There are different types social networking sites are there like twitter, whatsupp. You tube, skype, and many more which affecting consumer behavior.
3. There many social media marketing and social networking sites where as some of them are very much significant while some are not significant.
4. There are many uses of social media networking like sending messages, downloading, uploading, important messages transmission and many more.
5. The more use of social networking sites increases the persons involvement in decision making and which is very important.
6. Comparison can be made between traditional mode of media and social media communication.
7. Traditional media is also affecting the behavior of consumer so the social media but social media give latest updates and increase the knowledge society in general and consumers in particular.
8. It can be recommended that social media is more affecting behavior of consumers as comparison can be made between traditional marketing and social media marketing.
6.7 FUTURE SCOPE OF RESEARCH:

Even though there are many research did in the same area, but still there is a scope of the further research in the same area. There are millions of Social Websites which is doing the job of Marketing. The researcher can do ahead research in many areas. Many Networking sites are there and major impact on Consumer behavior and many more. Some of the important areas in this regards explained below:-

1. In the Present study, the area covered the Thane District of Maharashtra State. The research can be undertaken in various other areas also.

2. There are many Social Networking Sites available on which research can be undertaking in the regard of Consumer behavior.

3. The research can be taken not only on Websites but also comparison can be done on various professionals which can be show how these Websites affects Consumer behavior.

4. Another important critical issue is that even many Social Websites are introducing the research which can be undertaking on that.

5. A research can be undertaken to provide insight into the various benefits of Social Media Marketing.

6. A research can be undertaken to find out the various limitations of the Social Networking Sites also.

So, in short the future researcher can do more research as the present study is confined to Thane area which is situated near the Mumbai in the state of Maharashtra as well research can do the comparison between various Traditional and Social Media Marketing.
6.8 **Limitations of the research**

Every research has certain limitations may be of time, monetary and others. In the present research too there are few limitations as below:

1. The present study is based on the reliability of the primary data. The sample units were selected from the population having multidimensional features of a large group.

2. Due to lack of enough time and matter of monetary, researcher has taken only limited area for the study that is Thane District in Mumbai of Maharashtra State of India. The study covers Thane City Customers, other than thane city and villages area of Thane city that is Bhiwandi, Wada and Ulhasnagar.

3. The study is based on the opinion of respondent (questionnaire) and these can be bias.

4. The questionnaire might have excluded some important factor therefore the analysis and interpretation might be exhaustive.

5. The samples are selected at random basis.