CHAPTER VII enumerates a brief account of the findings, summary and conclusion of the study, scope for further research and suggestions for further development and growth of Social media marketing in India.

1.9 CONCLUSION

In this chapter, the researcher had discussed background of the study, growth of social media marketing, all over the world and concepts of adolescent pertaining to the study. The researcher had also highlighted the significance, objectives and hypotheses of the study followed by the research methodology comprising the sources of data, data collection instrument, data collection process and data analysis tools. Finally limitations of the study and chapter schemes were discussed.

CHAPTER – II

REVIEW OF LITERATURE

“The more one knows about the peripheral investigations germane to one’s own study, the more knowledgeably one can approach the problems inherent to one’s own area of investigation.” [Paul (1980: 68)]

2.1 INTRODUCTION
Survey of related literature forms an important aspect of this research, since it helps the researcher get acquainted with current knowledge of the fields in which the research is carried out. The researcher had gone through many international and national research papers, previous studies, articles pertaining to the various dimensions of social media marketing, consumer’s attitude and purchase decision. It has played an important role in identifying and formulating the research problem and in carrying out this work. The essence of the related literature has been presented in this chapter.

The Review of Literature has been classified into three sections which are as follows.

**Section I** deals with studies in the field of social media and Social media marketing

**Section II** gives an outlook of reviews based on social networking sites

**Section III** presents research articles on Consumer attitude and behavior

**CLASSIFICATION OF LITERATURE REVIEW**

**SECTION I**

Section one portrays the reviews pertaining to social media and social media marketing. The literature reviews include both International and National studies.

**2.2 SOCIAL MEDIA AND SOCIAL MEDIA MARKETING**

*International studies*

Subhash C Mehta & Jennifer Lee Lai Keng (1985) investigated the influence of three socialization agents namely family, peers and mass media on the
acquisition of certain consumer behaviour skills, attitudes and knowledge social and economic motivations for consumption, consumers activities, independence in decision-making and knowledge relating to consumer affairs, brand stores and prices. 359 data samples were collected from the age group 13-18 in Singapore. Overall mean of TV viewing was 13.68 hours per week with a high standard deviation of 8.2. Average time spent on TV viewing, went down significantly with age. There was no difference between the mean values of males and females, or that of different social classes. Average time spent on radio was 4.35 hours per week, radio-listening significantly increasing with age. Correlation was positively associated with independence in decision-making, while social class was inversely related. Differences between males and females were not significant. The study found that adolescents learn social motivations for consumption mainly from their peers, and the peer group also imparted valuable knowledge to the adolescents about the goods and services in the market place.

Gregory M. Rose, David M. Boush, and Marian Friestad (1998) examined the impact of self – esteem and Consumer Susceptibility to Interpersonal Influence (CSII) on the attribute preference. Data samples from 346 boys and 412 girls in the age group 12 – 14 were collected. Chi-square test was applied. Consumer susceptibility to interpersonal influence was positively related to the display aspects of clothing for both boys and girls, and the relationship was significantly stronger for girls. It was positively associated with the importance placed on the display aspects of clothing. The study brought out the purchase motivations of middle school children and illustrates the normative aspect of adolescent preference for clothing. The association between susceptibility to interpersonal influence and the display aspects of clothing was confirmed for both girls and boys.

Vijayasarathy L.R (2003) described the relationship between shopping orientation, product types, and consumer intentions to use the Internet for shopping. He mailed the questionnaire to over 2200 survey respondents. Out of this a total of 746 responses were received. He pointed out that the results of the regression analysis showed that the product type did have a significant independent effect on intentions to shop online; it did not have a moderating effect on the relationship.
between the latter and shopping orientations. Therefore, irrespective of the product type, the consumers with home and economic shopping orientations could be expected to use the internet to shop for intangible than tangible products. The researcher concluded that age, gender, and income have an influence on online shopping orientations, specifically; younger males with higher household income could be more likely to engage in Internet shopping.

**Anna-Maija Ahava and Paivi Palojoki (2004)** focused on young consumer’s ways of consuming in three different “worlds” - at home, school and among peer groups. Their study also aimed at understanding of adolescent experience of border crossing between these three worlds. Data was collected from 59 teenagers (31 females and 28 males) from Vantaa in Finland, in the age group of 14-15. Qualitative content analysis was performed. The researchers concluded that the youngsters can list separate aspects of consuming such as money use, energy expenditure and saving, but at the same time they lack a general overview of consuming and the reason-effect role of their own consuming.

**Boyd, D. (2007)** investigated social media sites allow many tasks that were not possible offline as making new friends, staying connected with friends and family, exchanging ideas and sharing pictures. The information observed by the researcher was participation in social media offers adolescents high benefits that extend into their view of community, self, and the world.

**Alexander, B., & Levine, A. (2008)** studied micro content and social media. Combining social media with micro content yields a series of synergistic effects, including conversations that occur across multiple sites and with multiple connections in between. People should expect Web 2.0 storytelling to consist of Web 2.0 practices. Indeed, social micro content is clearly present in projects like Postmodern Sass, where many posts have attached comments from people who are (presumably) not the author. From public intellectual podcasts to classroom blogs, from Wikipedia assignments to student projects in Twitter feeds, Web 2.0 platforms have been utilized in higher education because of their ease of use, ready availability, individual affordances, and network effects. Web 2.0 story telling offers
two main applications for colleges and universities: as composition platform and as curricular object.

Andreas M. Kaplean & Michael Haenlein (2009) examined how the concept of Social Media is on top of the agenda for many business executives today. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter. Yet despite this interest, there seems to be very limited understanding of what the term “Social Media” exactly means; this article intends to provide some clarification. They begin by describing the concept of Social Media, and discuss how it differs from related concepts such as Web 2.0 and User Generated Content. Based on this definition, they then provide a classification of Social Media which groups applications currently subsumed under the generalized term into more specific categories such as collaborative projects, blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. Finally, they present 10 pieces of advice for companies which decide to utilize Social Media.

Chmanana Wonkboonma M.S (2009) investigated influence on the consumer behavior by Korean entertainment media; influence factors that consumers favor for this entertainment media. 400 data points were collected from Chinghai, in the age group 15-25 years. Percentage analysis and chi-square test were performed. The study found that the most influential factor for consumers is entertainment media.

Glynn Mangold W and David J. Faulds (2009) argued how the emergence of Internet based social media had made it possible for a person to communicate with 100 or 1000 people. This article argues that social media is a hybrid element of promotion mix. It stands in contrast to the traditional integrated marketing communication paradigm where high degree of control is placed. Managers must learn to shape consumer discussions in a manner that is consistent with the organization’s mission and performance goals. The researchers concluded that social media is one of the promotional tools for marketing.
Meditinos, Sarigiannidis and Kesidow (2009) examined the impact of five factors on online shopping. These factors included personal innovativeness of Information Technology, self-efficacy, perceived security, privacy and product involvement. They used the correlation analysis to determine the relationship among the variables and used the regression analysis to analyze the effect of these variables on consumer attitude towards online shopping. It was concluded that the five factors are positively related to each other.

Marie-Claude Massicotte, Richard Michon, Jean-Charles Chebat, M. Joseph Sirgy (2009) examined the effect of mall atmosphere in mall evaluation, and the effect mediated by self-congruity and functional congruity, the mall evaluation differ between adult and teenage shoppers. 265 samples from 153 adults (25 to 64 years old) and 112 teenagers (15 to 18 years old) were collected from mall intercept. Chi-square and T-test were performed. It was determined that mall atmosphere positively affects functional congruity for both adults and teenage shoppers, and, as expected, the impact of atmosphere on self – congruity was only significant for teenagers. Self-congruity and functional congruity positively affect mall evaluation for both adult and teenage shoppers. The findings highlighted that the teenagers are important shoppers group of the mall, promotional messages should focus on self-congruity experience (i.e., images of teen friendly malls that would allow teenagers to identify themselves with the mall shoppers).

Wankel, C. (2009) discussed how the millennial generation of students are digital natives coming to higher education with extensive experience in social media. Business and other organizations are expecting their recruits to have high proficiency in these technologies also. This article is an overview of the use of the main social media in teaching. “Face book”, “blogs”, “YouTube”, “Twitter”, “MySpace”, and Second Life are discussed with examples of how they can be used to foster robust collaboration among learners in management education. The movement to richer media such as video blogs (vlogs) is also assessed.

Andrew T. Stephen and Jeff Galak (2010) studied how the media landscape has dramatically changed over the past decade, with traditional media
such as TV and newspaper now supplemented by social media. This news media landscape is not well understood with respect to traditional and social media on marketing performance. The media type influenced consumers issues are examined over 14 months. The author finds that both traditional and social media have strong effects on marketing performance, but social media creates large volumes than traditional media.

**Baker, Rosland K and White, Katherine M (2010)** analyzed the popularity of social networking sites (SNS) among adolescents whose influence on them had grown exponentially. 160 samples were taken from Australian School students whose age group was 13-16 years. Mean, SD, regression analysis and correlation was performed. Mean age was 14.36 and SD 0.76. The analysis revealed that Theory of Planned Behavior (TPB) was significantly correlated with intention and reported behavior, except for the correlation between Perceived Behavioral Control (PBC) and reported behavior. The study concluded that the efforts to maintain or encourage frequent Social networking sites use may benefit from advocating the advantages associated with frequent use. Improving adolescents’ perceptions around it and understanding of the factors influencing frequent engagement in Social networking sites is emerging as a primary tool for adolescent socialization.

**Charles Dennis, Alesia Morgan, Len, Tiu Wright and Chanaka Jayawardenen (2010)** the author states the growth of internet-retailing (e-retailing) and the social needs are largely unmet in e-shopping. Samples of 30 female undergraduate students aged 18 - 24 from a UK university were collected. The researchers concluded that indeed shoppers, particularly women, are motivated by different reasons, including socializing and pleasure. Despite the growth of e-retailing, the social needs, particularly of young adult females, are mainly not being met in e-shopping, which tends to be dominated by male shoppers.

**Michael Riese and Lisa A. Pennisi. (2010)** (www.socialmediasonaar.com) study how social marketing provides business opportunities to connect with potential customers. To achieve success, it is important to understand how to choose
and use the social marketing tools available. Finally, the authors concluded that the
social media was a constantly changing landscape with new, never-seen-before
communication tools being introduced regularly and it is challenging to stay up to
date on current trends and new sources.

Sachin Borgave & Caudhari J.S (2010) clarified adolescents’ awareness
& consumption patterns towards perfumes, evaluated the attitudes and preferences
towards the odor, brand, price and packaging. 109 samples were collected between
the age group of 20-25. The area selected for the study is Sinhgad Technical
Education Society, Lonavala. Factor analysis were conducted to analysis the
following factors, Feelings, frequency of using the perfumes, readiness to switch
brands and frequency of switching the brands, intensity of interest in perfumes,
money spent in last one year, gender and age. It revealed that adolescents are price
cautious and try celebrity brands of lower cost perfumes though the income levels
vary and they are more attracted towards celebrity brands. It was concluded that the
segment had a unique characteristic in buying pattern. The segment was largely
interested in perfumes and felt better in using the product. Adolescent consumers
were more influenced through their friends and families.

Vaggelis Saprikis, Adamantia Chouliara and Maro Vlachopoulou
(2010) investigated the perception of Greek University students – both adopters and
non-adopters of online shopping. Demographic profile, expectation of online stores,
problems and merits of online purchases, the reasons for avoiding online shopping
and preferred products were studied. 427 samples were collected from the students
during January – March 2009. Chi-square test and t-test were used as statistical
tools. The results showed significant differences between the two groups of
respondents. Generally, adopters had higher expectations from online shopping on
issues relating to privacy policy and risk, a significant difference was identified
between adopters and non-adopters regarding their particular perceptions on
advantages and problems of online shopping. It was concluded that online shopping
provides interesting insights on the consumers’ behavior, as well as on issues
relating to online shopping privacy and policy.
Jonna Howe (2011) expressed how the popularity of social media and other user-generated content values have impacted the way in which news is consumed and distributed. He concludes that the people depend on their network of friends to guide them to news articles, in their own interest, but that individual under the age of 35 frequently used the social media to get tips.

Kendra S. Bayne (2011) examined the effectiveness of social media marketing on college students attending a recreational event. 134 data was collected from under graduate students in a large metropolitan university in the Southeast. The mean age was 22.5, Chi-square; t-test determined the variability among the awareness, interest and intention. Alpha test and t-test revealed the relationship between social media involvement and advertising effectiveness measures. Face book and Twitter were assessed via an experimental design. The author concluded that Face book can increase awareness and campus recreation markets may want to focus marketing efforts on maintaining and obtaining more Face book fans to like their pages.

Mary Kate Whitcomb (2011) focused the background on adolescent media use, how and why they are using networking sites, and the importance of Internet safety. Identity was a major component of adolescent development and the internet has become another tool, using which identity can be explored and developed. Survey was conducted among 8 to 18 years adolescents the mean times was social media usage was 29 minutes type of content on a social networking site is up to the user, how the content influences interactions between him/her and other site users determines if the content is helping the user achieve his/her idealistic online-image or not. The researcher concluded that the parents need to have an understanding of how adolescents are using the internet for identity development as well as teaching about safe ways to use the Internet.

Monika Sharma & Deepshika Karlra (2011) affirmed that social media is realized on the Internet in wide range of formats: written or textual forms of social
Media are typically found on blogs, web forums, email discussion lists, message boards, and consumer reviews and complaint sites: photographs are displayed as images on Flickr or other image sharing sites; audio broadcasts are created as prodcasts; and consumers who create video clips can upload them on YouTube, or other video sharing sites. It was concluded social media has been modernized to reach consumers through the internet. Social media has become appealing to big and small businesses. Credible brands are utilizing social media to reach out to consumers worldwide has also increased.

Abub Ashar, Irshad Ahmad & Mohammad Wasiq (2012) explained how the social media helped consumers’ decision-making, the gap between the consumers expectation from social media and its performance and how it improved its effectiveness. Factor analysis and regression analysis was performed. It revealed that relationship between buying decision – Motivation factor. Authors concluded that business was transformed from transactional relationship to a social relationship, but the consumers enhanced their prospects during the purchase cycle and they got high-quality relevant information.

Adzharuddin N.A. (2012) demonstrated the current trend of advertising research that has moved towards integrating two or more media using both the traditional media and the new media. It focused on the differences in advertising strategies; the trend has changed from a consumer being exposed to one channel to multi-channels of media. This means that marketing communication strategies used to attract the attention of consumers have changed from promoting a product using one medium to using different media. The researcher concluded that internet advertising was heading towards a multi-channel approach rather than relying on a single medium with the focus on more educated and computer literate consumers.

Anthony Patio, Dennis A. Pitta Ralph Quinones (2012) investigated the use of social media as a new investigative tool in marketing research. The authors’ methodology approach is an analysis of existing social marketing literature and
industry practice in marketing analysis. Finally they find that the market research profession has been affected by development in social media. Some of the traditional research methods suffer from changes in consumer communication pattern. Social media has spawned a number of research techniques that overcome the problem and have started to affect the old techniques.

**Celine ARCA (2012)** explained the benefits of social media marketing. The researcher analyzed the details of social media marketing for business and the main techniques used to achieve these benefits. As part of the global marketing, it has become a powerful technique for business research based on qualitative market study. He had concluded that the different types of Social media marketing, people actually get to open more of their emails than before and use of Social media marketing has also increased.

**Deblina Saha Vashishta (2012)** examined modern day marketing that has a tremendous opportunity to connect to women in a better way with the products they buy and the media technologies they use to make a positive impact in their lives to improve career opportunities. She used factor analysis. She concludes this type of marketing concentrates on both customers and in online flash sales sites and this type of marketing that was the latest buzz in India.

**Prompongsatorm C, Sakthong N, and Combs H (2012)** investigated the factors influencing consumer trust in internet shopping in Thailand. They used six independent variables, such as “reputation”, “security”, “privacy”, “ease of use”, “usefulness”, and “integrity” and one dependent variable – “Trust online shopping”. They found that all six independent variable had an impact on trust in online shopping.

**Rosemary Thackeray Brad L. Neiger & Hidikeller (2012)** explained that a group of Internet – based applications allows individuals to create, work together and share content with one another. They also studied to provide a template for strategic thinking to successfully include social media as part of the social marketing strategy using by a four step process. It was concluded that practitioners
can realize social media’s unused potential by incorporating, if used correctly may help organizations increase their capacity for putting the consumer at the center of the social marketing process.

Sarah Lynne Cox & Michaela Vorvoreanu (2012) investigated today's social media environment, and concluded that it was essential that small businesses understand Facebook, Twitter and the strategies behind using social media for growing their business. The main objective of the study was to understand how the owner of a small business used social media to develop their business and engage consumers. The researcher used qualitative approach and adopted the case study methodology. It was concluded that social media increased relationships with other business, customers and also brand exposure.

www. She.edu.tw/works/easy(2012) investigated teenagers thinking about the chain store in Taiwan (convenience store name 7-ELEVEN), how much they spend on products at the store, what makes the teenagers consume at the store, and what type of product the group buy the most. Data was collected from 56 high school students and 44 junior high school students, including 50 male and 50 female students in Taiwan. Percentage analysis was applied. The research indicated that teenagers are the main customers and the teenagers go to 7-ELEVEN three to four times in a week. Additionally, 7-ELEVEN is a convenient and important place for teenagers. The analysis also revealed that most teenagers went to 7-ELEVEN because they want to buy some drinks and food, but not magazines, books, daily necessities or toys. It was concluded that the teenagers go to this chain store, enjoy with their friends.

Mohd Layaq Ahamad, Shaikh Mohd Zafar (2013) examined the relationship between web design characteristics, consumer Trust factors, and intention to shop online. The study was conducted in Hyderabad. 200 samples were collected from online shoppers. Correlation ANOVA and Multiple Regression Analysis were used. It was concluded that the consumer trust was the most important factor for online shopping.
Franklin John, S.Senith S.R and Jino Ramson (2014) argued to usage pattern and purpose of using facebook by individuals. To design and validate an instrument to measure the facebook involvement scale, different groups of users of facebook. 895 samples were collected from facebook users’ factor and cluster analysis was implemented. The study reveled the facebook users pattern was entertainers, networkers and expressers.

Velga Vevere (2015) the article explained the problem of social media communication and its impact on the everyday communication behavior, namely on the ways in which we speak and write. It concluded that the students used social media in their everyday communication and it is one of their important communication modes.

Omoyzaicha and Agwvedwin (2016) the researchers analyzed whether social media marketing affected organizational brand. They found that it influenced consumer behavior and that it could be used as a competitive tool, apart from increasing organizational efficiency. The researcher concluded by stating that the business world is developing rapidly and with the constant communication that has been made available marketers it has given them a chance to handpick potential consumers and at the same time getting the loyalty from present consumers. Marketers have also been given the opportunity to better understand their consumers directly from the thoughts and views expressed by them; if marketers can fully understand the way to manipulate the use of social media, then the power could be taken back from the consumers.

Ugur Bati (newmedia.yeditepe.edu.tr/pdfs/isimd_10/ugur-bati.pdf) analyzed young consumers’ attitudes towards social marketing practices. Samples were collected from 124 Turkish University students located in Istanbul in the age-group of 18-24. Percentage analysis was performed. The study of 124 participants reveals that 64% of Facebook fans and 75% of Twitter followers are more likely to recommend those brands since becoming a fan or follower. In addition to this, an impressive 47% of Facebook fans and 61% of Twitter followers are more likely to buy the brand products. Considering Facebook’s over 18 million users in Turkey
and over 11.5 million users in Twitter, the opportunity is great for social media marketers. The study found that 66.9% of the participants think that using social media tools for advertising was useful. It was also found that participants think that social media tools increase brand awareness and brand loyalty. (http://www.aksam.com.tr/2010/03/14/)

**National Studies**

**National School Board Association (2007)** investigated how young people spend time on the social media. The research results show that youth aged 9 to 17 spent an average of nine hours a week on social networking sites. Young people, make access to social media easier, through the Internet on cell phones, iPods and other tablets, and better computer capabilities.

**Karuna K. (2009)** examined the process of selling a product or service through virtual shops. A virtual shop is the website of marketer, where all the information regarding a particular product or service is provided. Marketers mostly use their own websites to advertise products and services on net. The Internet has brought a new online shopping experience for the customers. He concludes the benefits of online marketing and the importance of customer management in online marketing for converting leads into profits.

**Sai Vijay. T and M.S. Balaji (2009)** argued in their study how consumers all over the world, are increasingly shifting from the crowd stores to the one-click online shopping format. Hence convenience offered by online shopping is far from being the most preferred form of shopping in India. The researcher conducted a survey among 150 internet users and non-users of online shopping in India. Factor Analysis and t-test was used. The results of the T-test revealed that the difference in the mean scores between users and non-users of online shopping is significant for most items except for price discount, price as a motivational factor and availability of wide assortment of products in online shopping. It was concluded that for “convenience” and “saving of time”, “security and privacy” purpose Indian consumers prefer to shop online.
The National Assessment Center (2009) survey on Gang Members’ Online Habits and Participation. The survey found that 74% of gang members who distinguish themselves as frequent users of the Internet report that they have recognized a website to show or gain respect for their posse.

Neelopaul, Banerjee, Anindya Dutta & Tanmoy Dasgupta (2010) examined the consumers’ preference in online shopping. Age was 18-65. The sample size of 202 was selected in West Bengal, in the early months of 2009. Factor analysis determined that the facilitating factors were extensive and current information available, 24x7 availability, can shop from anywhere, can engage in other online activities while shopping, home delivery and cheaper price. Factor analysis also determined that the preventing factors were payment insecurity, misuse of customer data, absence of touch and feel, no social interaction and no credit card. Chi-square test revealed that there was a significant association of online shopping with monthly income, frequency of internet usage and time spent per session of internet use. The study concluded that online shopping provides huge benefits to the consumers.

Sajeevan Rao. A Mokhalles Mohd.Mehdi (2010) investigated how the online user behavior depended on various factors such as security, reliability, search ability, quality, availability, accessibility, trust and convenience. 320 samples were taken in and around Delhi and factor analysis were applied to reveal the above factors. It was concluded that the development of information technology and the growth of the communication network has radically transformed the local network and connected them to the international markets, and the current technological development with respect to the internet has given rise to a new marketing system, and the online facility benefits the consumer in many ways, including easy availability of information.
Sisira Neti (2011) discussed the concepts of social media and social media marketing and other aspects like the growth and benefits, role and relevance of social media in marketing, social media marketing strategies, and presented an overview on social media marketing in India. She concluded that the explosion of social media phenomenon is mind-boggling and the pace at which it is growing is maddening. Global companies have recognized social media marketing as a potential marketing platform, and utilized them with innovations to power their advertising campaign.

Shravangungta (2015) analyzed the differences that exist in the usage of WhatsApp by male and female individuals. Data was collected from 140 respondents (70 men and 70 women). The study was undertaken in Mumbai metropolitan region. ANOVA and chi-square test was used. The researcher underlined that there is no significant difference was found in terms of the proportion of male and female with respect to sending message to wrong contracts erroneously. The researcher finally proved that some insights into the usage of WhatsApp amongst both the gender. The research indicates that the women tend to use more emoticons, spend more active time, part of a lesser number of groups on WhatsApp.

Deepal Joshi and Sarla Achuthan (2016) The researchers identified the important trends in B2C online buying in the Indian Context, eight trends identified from information in India’s leading daily newspapers. Online sales of products and services will increase in the future; Increasing internet penetration means increased online buying in the future; Increasing access of internet via smart phones and tablets will increase online shopping in India; online buying will continue to grow fastest for booking tickets for railways, flights, movies, and Hotel accommodations due to convenience and safety.
Huge discounts in online buying will increase the sales of physical products such as books, electronics, clothes, and footwear, large online companies with technology aided delivery services, own delivery staff, and shortest delivery guarantee, and smaller ones with own delivery staff are likely to increase online sales faster; In online buying, the cash-on-delivery method of payment will continue to be very popular as it is very safe: Payment through Debit cards and credit cards for online buying will increase in future. The payment for online buying through plastic cards can be a definite picture in the future. Payment gateways of online retailers, ‘E-wallet’ facilities, and technology start-ups providing newer and faster payment solutions are a few steps that online retailers can take to wean the Indian customer away from the cash-on-delivery (COD) obsession.

Rajdeep Singh (2016) the study analyzed the consumer behavior towards Social media and the awareness of social media marketing. 150 data samples were collected from consumers in Punjab and correlation was used as a statistical tool to analyze the data. The study revealed that there is positive correlation between social media marketing and consumer behavior. It also found that consumers are aware of various social media strategies.

Suresh V, Chitra M and Maran K (2016) the researchers argue about the influential factors of social media on cosmetic products and its distribution channels. 374 samples were collected from Chennai by using random sampling technique. They clearly state that social media marketing enable cosmetics products to reach the customers of different age groups and life style. Social media plays an important role in the sale of cosmetic products.

From the above reviews it is apparent that various factors namely, information technology, self-efficacy, perceived security, privacy and product involvement. Home delivery, cheaper price, preventing factors payment insecurity etc., determine to social media and social media marketing

SECTION II
International and National reviews are pertaining to Consumer attitude, behavior and their decision making style have been dealt in this section.

2.3 CONSUMERS’ ATTITUDE, BEHAVIOR AND PURCHASE DECISION

International studies

Ellen R. Foxman and Patriya S. Tansuhaj (1988) examined the mothers’ and adolescent’ perceptions of relative influence in family purchase decisions. Influences are compared over a wide range of product types and costs, and it was found that their perceptions of influence vary depending upon the primary user of a particular product. Data was collected from 193 pairs (mother & adolescents) in three small northwestern towns. Analysis of variance and co-efficient of correlation was used to ascertain the relationship between product importance and decision influence perceptions. It was found that mothers and adolescents do differ in their perceptions of adolescent influence in family purchase decisions, and the difference is statistically significant. The study underlined that adolescents are active participants in family purchase decision outcomes and it certainly improves our understanding of family influence relationships.

Soyeon Shim and Aeran Koh (2000) examined adolescent consumer decision-making styles from a perspective of consumer socialization. 1954 data samples were collected from 29 high schools in a southwestern state. Cluster analysis and multivariate analysis of variance were applied. It was concluded that value maximizing recreational shoppers were mostly associated with interactions with parents, exposure to print media and consumer education. Brand – Maximizing non- utilitarian shoppers were closely related to peer influence and television commercials.
Shu J.O (2003) in his research tried to identify the factors that affect consumer’ willingness to indulge in internet shopping; For the research purpose, 296 university students were selected as research participants securing 175 usable and meaningful full responses. The survey results showed that 50% of the respondents were between that age group 20-30 years. Most of the respondents (53.7%) were undergraduate students, majority of the respondents had more than one year experience in working with the internet. The results showed that consumers’ willingness to indulge in Internet shopping correlated positively and significantly with trust placed in internet shopping, “perceived ease of use”, “usefulness”, “playfulness”, “security”, “privacy”, “information quality” and “service”.

Kim, Lee, and Kim (2004) in their study focused on various factors affecting online search intention which has been found to be a key predictor of online purchase intention. 245 participants who had experience in purchasing books online were surveyed through a self-administered questionnaire. Data was collected from a sample consisting of mostly young adults who were familiar with using the internet and had prior online shopping experience. They concluded that the utilitarian value of internet information search, hedonic value of internet information search, perceived benefits of Internet shopping, perceived risk of Internet shopping, and internet purchase experience predicted online search intention quite well. The findings also showed that online search intention positively affects online purchase intention.

Jayawardhena, wright, and Dennis (2007) examined the purchase intentions of online retail consumers, segmented by their purchase orientation. The aim of this research paper was to further understand the area in a measurable way by carrying out empirical research into consumer motivation to shop online. An e-mail was sent to each individual in the sampling frame, consisting of 1500 individuals who were randomly selected from 10,000 consumers who were Internet users. Out of the 413 responses received, 396 were usable. This is a response rate of 27%. This study examined purchase orientations and purchase consumers. The study showed
that the consumers can be clustered into five distinct purchase orientations, and be labeled as 1. Active shoppers 2. Price sensitive 3. Discerning shoppers 4. Brand loyal and 5. Convenience – oriented. The author concluded that consumer purchase orientations have no significant effect on their propensity to shop online. This contradicts the pervasive view that internet consumers are principally motivated by convenience. It was found that aspects that do have a significant effect on purchase intention are prior purchase and gender.

Sarah Robbins-Bell (2008) discussed how although the barrier between inside and outside the classroom has been difficult to overcome, new social media forms today are starting to break down that barrier and enable dialogue. Social networks, instant messaging, blogs, and virtual worlds not only allow conversation but rely on it. These popular social media services feature high levels of participation, numerous contributions and discussions, and even detailed debates. Virtual worlds come in lots of flavors, but they all share four characteristics: persistence, multiuser, avatars (virtual identity), and wide area network. These characteristics can be powerful for teaching and learning. Students can use their avatar to express themselves in a way that is similar to their profile on a social network, resembling who they are in real life. The ability to mix students from all over the world in one virtual world means that campuses can begin to blend classes from different subject areas as well as different campuses.

Williams, A., & Merten, M. (2008) analyzed 100 adolescent online blogs (of which all content analyzed was public) on the basis of: demographic content (gender, relationship status, etc.), social content, image appropriateness, family issues, school issues, social issues, risky behaviors, sexual content, identity vulnerability, and peer interaction. The researchers found that online social networking assisted in identity development of adolescents. A majority of the photos posted by the profile creator were considered appropriate, with about 17% deemed
inappropriate – often due to indications of nudity, alcohol, or other unacceptable behavior. Posts about participating in and/or having an interest in athletics were found on a majority of the profiles. Most comments about and between peers were rated as positive, and special interests (such as books, movies, and music) were found on most pages. Risky behaviors and sexual content were common concerning trends found throughout many of the adolescent profiles examined. With the average number of friends for an adolescent on a social networking site being 194 “friends,” the average profile creator had had face-to-face contact with about 84% of those social connections. Social networking sites are a way for adolescents to communicate and maintain relationships as well as explore their identity and express themselves.

**Steyer James (2009)** conducted a study of the social networking sites and their impact on the youth of any nation, children, adolescence and families during the last 5 years. Usage of such sites has increased among pre-adolescents and adolescents. The result of the study points out 22% of teenagers log in more than 10 times a day on to their favorite social media site, and more than half the percentage of adolescents log more than once a day.

**Anubhav Anand Mishra (2010)** focused on the young-adult consumers’ decision–making style and increased shopping options available to the consumers, has tried to ascertain the decision –making styles of young-adult consumers so as to provide information marketers interested in the decision-making profile of Indian consumers. 425 samples were taken, factor analysis was employed to identify the following factors – “Perfectionist”, “high-quality consciousness”, “Dissatisfied Shopping Consciousness”, “Impulsiveness”, “Price-Value Consciousness”, “Confused by Over-choice”, “Brand Consciousness”, “Fashion Consciousness”, “Recreational Shopping Consciousness”, “Brand Loyalty”, “Store Loyalty”. It was concluded that the applicability of the original characteristics as well as two traits specific to the Indian context.

**David Joshua Perdue (2010)** discussed the social media marketing involved in the use of online social media tools to reach consumers in an innovative
way. An increasingly large number of customers use social media and different
types of businesses are also involved in it. The magnitude of resources available and
the potential consequences of failed social media marketing campaign have left
companies in a state of uncertainty. He concluded that the consumers involved social
media to create, capture value and including the process of formulating social media
marketing strategy.

Harsha Gangadharbatha (2010) clarified user generated content sites,
and the role and growth of social networking sites which have definitely grown by
leaps and bounds and why college students join and participate on this site. Samples
of 237 undergraduate students aged between 18-30 years were collected. The mean
age was 22.63. Variance and regression analysis, and alpha co-efficient were
applied, to find the relationship between willingness to join Social networking sites,
internet self-efficacy and need to belong, and the mediation was only partial between
willingness to join and collective self-esteem. The researchers concluded that their
attitude towards Social networking sites, self efficacy, need to belong, cognition,
collective self-esteem have a relationship with the willingness to join Social
networking sites..

Monika Sharma & Deepshika Kalra (2011) examined whether
respondents get influenced by influencers using online Social Media at the time of
purchasing the product, whether they trusted other influencers on online social
media, and whether they were willing to recommend products to other people
through use of online social media. 200 samples were collected from educated age –
group 18-25 and 25-60 in Delhi. Chi-square test and non-parametric test was used,
to determined whether respondents’ get influenced or not by influencers, using
online social media regarding products purchase decision. The researcher concluded
that approximately 30% of the consumers in Delhi acknowledged a very good
influence of social media on product purchase decision of consumers and 24% of the
consumers agreed that online Social media marketing (SM) is extremely
trustworthy.
Peluchette J and Karl K (2010) surveyed undergraduate college students on their willingness to display certain kinds of content on their profile, their perception of the content (appealing, wild, fun and friendly, or offensive), and their beliefs about who should be viewing the content posted on their personal profile. Users often make a deliberate attempt to portray a certain image on social networking sites. Those who posted content they deemed acceptable for general audiences, including family and employers, were less likely to post sexually appealing, wild or unpleasant images. On the other hand, those who did display such content were accepting of strangers view the content; some participants stated that since strangers did not know them, there was no reason for them to care about the self-image that was being portrayed. While most participants agreed that it was alright for family to view their profiles, they were neutral on whether strangers and employers should have access to the content. Social networking site users’ intended image was correlated with the content that is posted on the site.

Sharma & Rajesh (2011) focused on the effect of gender, age, income and idolatry behavior, on impulse-buying in Indian adolescent consumers. Youth had some personality traits, likes and dislikes based on their early age experience. 104 data samples were collected from high school students aged 14-18 years in Delhi in March 2009. Mean and SD, ANOVA were applied. The findings indicated that there were significant differences in impulsive buying tendencies between male and female adolescents. However no significant differences were found in impulsive buying tendencies based on age, income or idolatry behavior. The authors also propose ways for sellers to improve their merchandise assortment, and improve the shopping environment including store displays to trigger impulse purchases in a highly competitive environment.

Turcinkova, J. Moisidis (2011) studied the Czech producers of clothing for brand building and marketing communication strategies. 200 samples from the age group 13- 19 years were collected through an online survey during Mar 17 – Apr 22 2001. The research consisted of primarily qualitative research in the form of in-depth interviews and pilot quantitative research in a form of online survey. The results show differences in the buying behavior of clothing between respondents in
the age 13–15 and 16–19 years. The group of 13–15 years old teenagers doesn’t consider clothing brands as a very important criterion when choosing particular piece of clothing, while for the older group brands matter. The 16–19year old ones are significantly more influenced by their friends and opinion leaders, while for the younger group this influence comes not from their peers, but mostly from parents. They concluded that markets providing products for the target segment could aim their communication strategies at parents, as parents were the major influence.

Han – JenNiv, Yung – Sung Chiang, Hsien – Tang Tsar (2012) focused on how the media has given rise to various emerging subculture among the younger generation, individuality and purchase behavior patterns. 105 data samples were collected from Otaku. Exploratory factor analysis was applied to extract the trait factors, while confirmatory factor analysis and structural equation modeling were used for the verification of the scale and structural models respectively. The results show that the adolescent Otaku present an obsessive preference for visual perception. The authors concluded that the main factors influencing the sample populations purchasing intentions in terms of animation, comics, and games is their strong interest in and participation willingness towards animation, comics, and games. Strategic marketing directions applied to this adolescent group should emphasize information visualization to entice their buying behavior.

Kishori Jagdish Bhagat (2012) analyzed the profile of FMCG (fast moving consumer goods) the consumer behavior of teenager with reference to purchase and consumption. Percentage analysis and two-way method table were performed. The consumer behavior of college going teenagers specific with regard to Fast Moving Consumer Goods depends on external influence rather than rationality, where rational purchases would mean quality, durability and cost. The study concluded that teenage consumers were influenced by their friends, film stars, sportspersons and popular models to buy the product. They think that quality means a popular brand and they would not bother about the quality, guarantee/warranty and re-salability except for very a few adolescents.
Lina Auskalnienė (2012) The purpose of this paper was to review the literature analyzing the democratic citizens’ engagement and political participation in the era of the Internet, particularly focusing on the involvement of young people in the decision-making process. Moreover, a pilot case study is presented, reflecting the practices of politically active young individuals in the online communicative space. The data available were analyzed to shed some light on this debate and to focus attention on several aspects of youth participation. The study highlighted that even though communication has become more efficient in the era of the Internet, we cannot assume that it has become more democratic.

Madhur Raj jain, Palak Gupta, Nitika Anand (2012) described the awareness level of usage of different social networking sites, trust level of social media information, discussion on social issues through Social Networking Site (SNS). Research was conducted on the youth (age 20-40) of Delhi – NCR region. Total sample size taken was 100 respondents. ANOVA was performed as a statistical tool, the results show that they were more vibrant while discussing the social issues during the Social Networking Site (SNS) usage but they are not coming forward in concrete way to resolve the issues.

Elodie Gentina, Samuel K. Bonsu (2013) investigated the social network theoretical framework to explore the relationship between adolescents’ structural position in peer networks and the decision to shop with friends. 1037 data samples were collected from adolescents, and descriptive analysis was performed. The researchers propose practical guidelines for retailers and other managers who target adolescent consumers. The study also suggests that adolescents’ social positions within a peer network affect the frequency of shopping with friends, although gender moderates this relationship.

Han-Jen Niu & Yu-chuan Tung, Yi-Hsien Tsai (2013) investigated how attention had been paid to adolescents online buying because of factors such as the development of the Internet and the increasing buying power of adolescents. The study compared Consumer decision – making styles and online shopping the factors influencing adolescent buying behavior. 1614 data samples were collected from the
age group of 16-30 years in Taiwan. Correlation, regression and covariance analyses were applied. The results of the study showed that there was a positive correlation between adolescents’ consumer decision-making styles and purchasing behavior (including planned and unplanned purchases), compulsive purchases under unplanned purchases showed positive moderating effect. The article concluded that the recognition of use in Technology Acceptance Model (TAM) had presented positive moderating effect on compulsive purchases categorized under unplanned purchases.

Han – Jen Niu (2013) examined the effect of adolescent decision-making styles on online purchasing behavior, with peer influence as a moderating variable. 2419 data samples were collected from adolescents through online survey. Regression analysis and analysis of covariance were performed. The researcher concluded that adolescents with planned purchase behaviors can be considered as rational consumers, in that they do not care about fashion or hedonistic shopping consciousness, but rather focus on brand, price value, and high quality. He concluded that indeed adolescent purchase decision making can be strengthened by peer influence.

Shabnams MS, Mahat S and Mundhe S.D (2014) the researcher identified the awareness level of usage of different social networking sites and their issues. The study found that teenagers and young adults’ purpose of using social networking sites was for entertainment, communication and for sharing personal profiles.

National Studies

Nachimuthu (2009) examined the current digital era, where most of us are member of at least one online community for sharing information and common interests. He discusses the exponential growth and business prospect of our virtual social networking sites and the constructive uses of these virtual communities in various aspects of life, and also the possible threats. He concludes various viewpoints about different forms of digital socialization and membership life cycle of virtual communities.
Puja Mehra and Debapriy (2009) studied Bluetooth marketing (proximity marketing) and established it was new in our country, but in Europe and US Bluetooth successfully brought together technology and marketing. They conclude that to reach out to a large number of customers it is economical and this has successful opened new avenues for marketers to create a better impression about the product and establish a good brand image.

Rama Rani (2014) determined the various factors which led to the usage of social networking sites and effect of gender and age on the usage of social networking sites. Percentage analysis, exploratory factor analysis and correlation were used. The majority of the respondents were female and their age group less than 15 years. The study found that popular social networking sites among the respondents of this study are Face book, Twitter, and Flickr.

Suresh and Vijaya (2014) identified the factors affecting the young consumers’ buying behavior, which includes the personal, psychological and social factors. They concluded that youth is the cornerstone for any business to succeed in the present market place.

Theresa Nithilavincent (2016) Investigated the segment of young adult consumers based on their styles towards purchase of apparels, explore the differences in the shopping styles across demographic such as gender, education levels and regional background. Data was collected from 1478 respondents who were young adults in the age group of 18-25 years residing in Bangalore. T-test and ANOVA was used. The researcher found that there is a significant difference in the shopping styles of young adults towards purchase of apparels across regional background.

Nithya Venkataraman and Sreedhara Raman (2016) examined the women consumers’ intention for purchasing fashion products. 200 respondents were participated from Bangalore. The study was conducted from March 2014 to June 2014. Multivariate regression analysis was performed. The study concluded that
fashion marketers exploring opportunities in the space of user-generated content like blogs, social networking sites or instant messaging services.

It can be concluded from the above reviews that the factors have influenced the consumers attitude and behavior including, “Price-Value Consciousness”, “Confused by Over-choice”, “Brand Consciousness”, “Fashion Consciousness”, “Recreational Shopping Consciousness”, “Brand Loyalty”, and “Store Loyalty”.

SECTION III

This section reviews deals with the various factors that influencing the social media marketing and consumers’ satisfaction level.

2.4 SOCIAL MEDIA MARKETING AND CONSUMERS’ SATISFACTION

Reviews on consumer level of satisfaction towards social media marketing across the globe have been discussed.

*International studies*

Craig A. Martin & Alan J. Bush (2000) focused their study to determine which individual or group of individuals had the strongest influence on adolescent consumer purchase intentions and purchase behavior. They introduced the concepts of direct father and mother, and favorite entertainers and favorite athletes, and role models as influencers on the consumer behavior. The result of the study aids advertising managers who are seeking to improve their understanding of the ever-growing adolescent consumer market.

Sin L and Tse (2002) in their study “profiling Internet shoppers in Hong Kong”, tested a model of internet shopping behavior. The model postulated that consumer internet shopping behavior is affected by the consumer’s demographic, psychographic, attitudinal, and experiential factors. Data from 400 respondents were
analyzed, and findings of their study indicated a relationship between consumers who shop online, and some of the variables included in the study. The study found that internet buyers tend to be male, well-educated, with higher income and were mainly in the age groups between 21 and 30 years. They were also likely to have high internet usage rates than other non-internet in home shopping experiences. In addition, they tended to be time conscious, self-confident and had a greater positive attitude towards Internet shopping than non-buyers.

Kuan-Pin Chiang & Ruby Roy Dholakia (2003) in their article examined consumer’s intention to shop online during the information acquisition stage. The study incorporated three essential variables, which are likely to influence consumer intentions, i) Convenience characteristics of shopping channels, ii) product type characteristics, and iii) perceived price of the product. Respondents were surveyed on a train traveling in the north-east region. Among those surveyed, 147 usable questionnaires were received. The results of the study indicated that convenience influences consumer’s intention to shop online when consumer’s perceived shopping offline as inconvenient, and as a result, they are more likely to shop on the internet. They also revealed that the product type influences consumers to shop online.

Kim, Lee, and Kim (2004) in their study focused on various factors affecting online search intention which has been found to be a key predictor of online purchase intention. 245 participants who had experience in purchasing books online were surveyed through a self-administered questionnaire. Data was collected from a sample consisting of mostly young adults who were familiar with using the internet and had prior online shopping experience. They concluded that the utilitarian value of internet information search, hedonic value of internet information search, perceived benefits of Internet shopping, perceived risk of Internet shopping, and internet purchase experience predicted online search intention quite well. The findings also showed that online search intention positively affects online purchase intention.
Macro (2004) examined the attitude of teenagers and youth towards cellular phones, the way young people relate to the functionality of mobile phones, and their awareness to the recent launches of mobile handsets in the market. 165 samples were taken from the age group 15-30 years. Percentage analysis was performed. It was concluded that this classification was more stable than the one based on income alone and it was reflective of the life style, so it was more relevant to the examination of consumer behavior.

Tamara F. Mangleburg & Patricia M. Doney, Terry Bristol (2004) investigated the effect of teenagers shopping with friends, the attitude towards shopping with friends, and to spend more while shopping. Data was collected from adolescents attending public high school in Southeastern City (US). Through survey from 354 samples whose Mean age was 16, and whose Standard Deviation (SD) was 1.40, T-test showed the relationship between age and online shopping knowledge of their friends’ and teens’ age to teenagers’ responsiveness to informational and normative influence from friends. They found that teen’s attitudes towards shopping with friends was an enjoyable one, as opposed to shopping alone, shopping with friends may actually reduce risk and uncertainty, lead to choosing the best brand.

Monsuwe T.P.Y, Dellaert B.G.C, and RuyterK .D (2004) in their research paper proposed a frame work to increase researcher’s understand of consumer attitudes towards online shopping and their intention to shop on the Internet. The framework used the constructs of the Technology Acceptance Model (TAM) as a basis, extended by exogenous factors, and applied the same to the online shopping content and they build up such a frame work based on previous research on consumer adoption of new-self service Technologies and Internet shopping systems. They suggested that consumers’ attitude toward Internet shopping, first depends on the direct effects of relevant online shopping features. Online shopping features can be either consumer’s perceptions of functional utilitarian dimensions, like “ease of use” and “usefulness,” or their perceptions of emotional and hedonic dimensions, like “enjoyment”.

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Godes, David & Dina Mayzlin (2004) described social media, or consumer – generated media or consumer-generated content as a term that is used to describe any kind of text, image, audio or video clip that is uploaded to the internet by ordinary people. It is something that can be easily shared and located by other people. Social Media is thus different from the articles, programs and broad casts created by professional journalists, photographers, broadcasting networks, or by authority figures and experts.

Parricia Sorce, Victor Perotti and Stanley Widrick (2005) evaluated the shopping and buying behavior of younger and older online shoppers as mediated by their attitudes towards Internet shopping while older online shoppers search for significantly fewer products than their younger counterparts, they actually purchase as much as younger consumers, Attitudinal factor explained more variance in online searching behavior.

Puji Astuti, Ira Puspitawati, S. Psi, M.Si (2008) focused on the relationship between female adolescent attitudes towards multi-level marketing products and the consumer behavior in purchasing cosmetics. Data was collected from 50 young women between 19-22 years in Gundarma University. Coefficient of correlation was used, to found coefficient was 0.167 with a significance level of 0.245 (p > 0.05). That the hypothesis is rejected, it was concluded that there was no relationship between attitudes towards multi-level marketing products and consumer behavior.

Habil. Jozsa Laszlo & Tarkanyi Esyter (2008) focused on the influence of positive reference groups and the impact of perceived risk, product knowledge and the measure of influence in case of specific products. Data was collected from 605 Hungarian Young People in the age group 14-25 during Feb – Mar 2007. Cluster analysis and regression analysis were performed to analyze the relationship between the two phenomena. Measuring the power of reference group influence and the influencing role of the respondent, the results of the study show that when young adult consumers shop with accompanying fellows, they bought more and spent more. They love to shop with their friends which led to spending more money.
“Bring a friend with you” promotion and other special events may contribute to teen group shopping.

**Luis Simoes & Luis Borges Guveia (2008)** examined millennials’ (a member of the generation of children who were born between the years 1977 and 1994) consumer behavior. They applied some classical models based on traditional “information-processing paradigm”. The impact of the culture and lifestyle surrounding millennials was useful to derive guidelines on successful advertising campaigns aimed at this population. It was concluded that millennials were protected by their parents and society on the whole from the problems that the previous generations encountered. It was also recommended Millennials are much more prone to be influenced by peer-to-peer networks than by “push advertising”: this generation has grown immersed in advertisements, and uses their nearer social references as a guide on what products that are really important to them.

**Michal Trusou, Randolph E. Buklin Koen H. Pauvels (2008)** performed a study whose main objective was viral marketing - creating entertaining or informative referral programs, create satisfaction to the customer and they refer family and friends’ community, marketing forming community to share interests about product or brand (user group, fan clubs, discussion forums), data were collected from the social networking sites, it had 36 weeks of the daily number of signup and referrals (Feb 1 to Oct 16 2005) t-test was used as a statistical tool, it was concluded that they use effectiveness of traditional marketing when the word of mouth effects are present.

**Christy Crutsinger, Dee Knight & HaeJung Kim (2009)** clarified the teens’ consumer interaction style according to specific demographic and lifestyle characteristics and the impact of assertive and aggressive interaction style on attitudes towards marketing practices (product, retailing, advertising, Pricing). Teens between the ages 13-18 were taken for study, 467 data points were collected from over half a billion population in the US. T-test was used as a statistical tool. Its results indicated that an assertive interaction style was pervasive among US teen consumers, while the aggressive interaction style had disparities according to unique
demographic and lifestyle characteristics. They found that based on the impact of teens’ assertive and aggressive consumer interaction style, marketers can develop effective strategies to cater to this demanding consumer group.

**Alex Hartigan and Natalie (2010)** investigated the ways in which young people respond to alcohol references in Internet media, the prevalence and nature of alcohol content in sampled Internet use, the association between alcohol references, alcohol consumption and implicit attitude towards drinking. Data was collected from 6 youth clubs across London. 112 samples are taken during the period Nov 2010 to July 2011. Mean age was 15.4, SD was 1.0 (59.8%) and Chi-square Test revealed that young people are significantly more likely to be exposed to alcohol than non-alcohol content online. It was concluded that online media highly impacted the young people to the alcohol exposure and consumption.

**Hunag Jan – Hung and Yang Yi –Chun (2010)** investigated the gender difference in adolescent online shopping motivations based on the convenience, choice, availability of information, lack of sociality, and cost saving, adventure, sociality, fashion value and authority. 639 samples of data were collected from high school students in Taiwan aged 16-18. Mean, SD, reliability test and t-test were conducted. The results revealed that the scores of males were significantly higher than those of females on the subscales of convenience, lack of sociality and cost saving. In contrast, females' scores were significantly higher than those of males on the subscale of availability of information. Based on their study, the authors concluded that male adolescents hold more positive attitudes towards online shopping on convenience, the female adolescent on importance on adventure, sociality, and fashion. The research also suggested that, gender differences really exist in online shopping.

**Nagwa El Gazzar (2010)** examined the online usage habits of the Egyptian teens with focus on social media networks - specifically Facebook. The study shed light on the role played by Facebook in enhancing teens’ attitudes towards political and social changes currently occurring in Egypt. Samples of 200 teenagers (aged between 12-18 years) who used the internet and have Facebook
accounts were taken. Factor analysis was conducted through SPSS. The study shed light on the role played by the Facebook in enhancing teens’ attitudes towards political and social changes currently occurring in Egypt. The results of the study showed that the teens used social networks to enhance political and societal changes in the particular place. It also revealed that social networks were also a useful tool to successfully communicate and improve interactivity with teens through social networks.

**Hareem Zeb, Kashif Rashid, and M.Bilal Javeed (2011)** stated Pakistani female consumer’s buying behavior and tried to understand the influences on female consumers towards buying branded clothing. 415 samples were taken in the age group 20-35. Pearson’s co-efficient of correlation and regression analysis found there was a direct relationship between brand influence elements and consumer involvement in fashion clothing. Factor analysis has identified the impact of the brand status, brand attitude and self concept upon consumer involvement in fashion clothing as the most significant The research revealed that the status branding, brand attitude, paying premium for branded clothing and increasing consumer involvement in fashion clothing.

**Latif, Abdul; Saleem, Salman; Zain-Ul-Abideen (2011)** studied the influence of reference groups on teenagers’ purchase behavior. The data was collected from 100 teenagers in various cities in Pakistan. Multiple regression analysis, t-test were used as a statistical tool. T-test shows the t-value was not significant a positive relationship of emotional response with the consumer buying behavior. The results of the study points out that there was a positive relationship of direct and various role models on teenagers purchase behavior. This would aid marketing and advertising managers who are seeking to improve their understanding of the ever-growing adolescent consumer market.

**Whitny Boggs and Kathryn Montgomery (2011)** examined current literature, articles targeting specific multicultural audience. This draws on consumer
behavior theories, definitions and multiculturalism marketing techniques for reaching exploration of recent Internet research cases. The outline helps the process of the new business and communication of marketing. They conclude that relevant understanding of the target audience and customer is necessary, and that endless opportunities are provided by marketing to multicultural populations via social media.

Zendehdel, Paim, Bojei and Osman (2011) explored three dimensions of trust such as integrity, ability and benevolence that affect consumers’ attitude towards online shopping and online shopping intention in Malaysia. They used the structural equation model to analyze the data collected from a sample 375 students in Malaysia. They found that only integrity and ability had an impact on attitude towards online shopping.

Muhammad Mohsin Butt and Ernest Cyril de Run(2012) studied young consumers’ attitudes towards targeted/non-targeted ethnic advertisements as well as the moderating role of the strength of ethnic identity. 800 samples of data were collected from eastern society adolescents, in states within Malaysia. ANOVA and T-test were performed, to determine the differences based on exposure to targeted/non-targeted advertising as well as the intensity of ethnic affiliation. The results indicated a main effect for advertisement type and the strength of ethnic identity there were no significant interactions.

Rehan Azam & Suleman Akbar, Muhammad Danish (2012) studied the consumption style of adolescents as customers, young consumers’ attitude towards behavioral characteristics i.e. shopping influence and reliance on media. Data was collected from 1084 persons, in Karachi, Pakistan. T-test was applied. The result of the study indicated that there was a significant difference between male and female consumption style towards shopping behavior. The mean value of females was higher than that of males with regard to shopping influence, “fashion conscious”, “recreational”, and “confused over choice”. This implies that females are more shopping influenced, fashion conscious, recreational, and confused over choice as compared to males. Males are more reliant on media, perfectionist, brand
conscious, and impulsive as compared to females for their consumption style toward shopping behavior. The study concluded that young females are more shopping influenced and fashion conscious, and their consumption style towards shopping behavior.

**Ashish Bhatt (2014)** The study focused on the attitude of consumers towards e-shopping based on their behavior, beliefs, preferences, opinions, pattern of online buying, purchase perception and how socio-demographic affects their attitude. The data was collected from Gujarat and t-test was performed. The research study points out the influencing factors of consumer perception on online purchases are perceived usefulness, perceived enjoyment, security and privacy.

**Priyank Sinha and Savmya Singh (2014)** examined the impact of sub dimensions of online perceived risk (financial, product, time, delivery risk) on attitude towards online shopping, also they determined the impact of two important factors on perception of the sub dimensions of perceived online risks. 107 data was collected from Feb – April 2013. Regression and ANOVA was applied. Perceived risk and attitude towards online shopping (Regression) ANOVA to determine the significant differences in perception of online risk between online shoppers. The researchers concluded that the “product performance risk”, “financial risk”, “delivery risk” had a significant negative impact on attitude towards online shopping. While consumer were not much influenced by time risk.

It is obvious from the above reviews that social media marketing and level of satisfaction, “Convenience”, “adventure”, “sociality”, and “fashion”, “perceived risk”, “perceived usefulness”, “perceived ease”, It is also revealed from the reviews that different set of consumers have different level of satisfaction towards social media marketing.

### 2.5 RESEARCH GAP

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After carefully scrutinizing both international and national reviews pertaining to social media, social media marketing, consumer attitude towards social media, growth, usage and satisfaction of social media marketing and networking sites among adolescent consumers, the researcher was able to identify the research gap for the present study. Most of the above listed research works had been carried out by companies to improve their marketability. The researcher has also identified the existence of many exclusive studies relating to adolescent consumer usage and their preferred social media sites.

The review of literature clearly shows that comprehensive studies relating to social media marketing and adolescent consumers’ attitude have not been attempted so far both at international and national levels. Hence the researcher had identified the research gap to proceed with this research work.

Adolescents around the globe seem to extensively use social media networking sites for exchange of information. This study attempts to find out how far social media sites have been used by Chennai adolescent consumers for purchasing of products. Hence the researcher inclines to study the impact of social media marketing on the adolescent consumers’ attitude which is a comprehensive study taking into consideration Chennai adolescent consumers perception, attitude, interest, intentions, usage, and purchase decisions.

2.6 CONCLUSION

In this chapter, the researcher has reviewed the previous research papers, articles and thesis of different authors pertaining to social media marketing, adolescent consumers’ attitude, awareness, preference, purchase decision and level of satisfaction. A detailed review of literature helped the research to identify the research gap to proceed with the research study titled, “Impact of social media marketing on adolescent consumer attitude

CHAPTER III