CHAPTER VII
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

“What people in business think they know about the customer and market is likely to be? More wrong than right… the customer rarely buys what the business thinks it sells him” - Peter Drucker

7.1 INTRODUCTION

The results of the research were presented and discussed in detail in chapter four to six. In this final chapter, a brief summary of the thesis is presented and the findings from the multi-level mixed-method research are brought together. The discussion in this chapter highlights the main findings of the application of analytical tools on the social media marketing and adolescent consumer attitude. Relevant implications of this study in terms of theoretical and practical contributions are also discussed. The following are the outcomes of empirical research from the primary data.

7.2 SUMMARY OF FINDINGS

7.2.1 Hypotheses Testing

- Null Hypothesis 1

*The factors of Social media marketing do not differ significantly.*

In Chapter V, the application of factor analysis on 44 variables of Social media marketing revealed ten predominant factors with the cumulative variances 64.954%.
Therefore the hypotheses one is rejected at 5 % level and concluded that the factors of Social media marketing differ significantly.

- Null Hypothesis 2

*There is no significant difference among the factors of Adolescent Consumer Attitude.*

In Chapter V, The application of factor analysis on 43 variables of Adolescent consumer attitude revealed ten predominant factors with the cumulative variances 69.485%. Therefore the hypotheses one is rejected at 5 % level and concluded that the factors of adolescent consumers’ attitude differ significantly.

- Null Hypothesis 3

*There is no significant relationship between Social media marketing and Adolescent Consumer Attitude.*

In Chapter VI, the application of Linear Multiple Regression Analysis clearly revealed that the significant $R^2$ Values and F values for the ten factors of social media marketing on the individual adolescent consumers’ attitude. Hence, the hypotheses three is rejected at 5% level. Therefore it can be concluded that there is a significant relationship between social media marketing and adolescent consumers’ attitude.

- Null Hypothesis 4

*There is no significant influence of demographic variable of adolescent on their perception towards social media marketing.*

In Chapter VI, the application of One-way Analysis of Variance (ANOVA) on independent demographic variables and dependent factors of Social media marketing revealed that the significant f values at 5% level of significance. Thus the fourth hypothesis is rejected at 5% level.
Null Hypothesis 5

There is no significant Influence of demographic variable of adolescent on their attitude towards Social media marketing

In Chapter VI, the application of One-way Analysis of Variance (ANOVA) on independent demographic variables and dependent factors of social media marketing and adolescent consumers’ attitude revealed that the significant f values at 5% level of significance. Hence the fifth hypothesis rejected at 5% level.

7.2.2 Objective Testing

Findings of objective 1

To study the demographic profile of the adolescent consumers in Chennai.

Percentage analysis of demographic profile

The results of the percentage analysis of the demographic profile of the Chennai adolescent consumers surveyed are given below.

- Majority of the respondents are male, belonging to urban nuclear families, of less than 21 years of age, with academic qualification of under-graduation or diploma.

- 39.2% of the adolescents’ fathers are diploma holders, doing business, while 40% of the adolescents’ mothers are diploma holders who are house wifes.

- The monthly income of 72% of the adolescents’ fathers are found to be below Rs.30,000. While 54% of the adolescents’ mothers income are below Rs. 10,000.

- Most of the respondents are unmarried. 83% of the adolescent consumers get a monthly pocket money of Rs. 400 or less.
Findings of objective 2

To know the social media usage perception of the Adolescents in Chennai

Percentage analysis of usage of social media

The results of the percentage analysis on the usage of social media by surveyed Chennai adolescent consumers’ are given below.

- 92.4% of the adolescent consumers join social media when invited by close friends, 67.1% of them access social media from home and as the mode of access 67.3% use personal computers.
- Regarding purpose of access, 93.5% access social media for sharing status updates. 44.8% of Adolescents access social media per day for more than or equal to 1 hour or less than 2 hours. As to frequency of visit to social media websites 34.3% access daily, 82.2% are motivated to visit social media page for personal research.

One sample t-test and Ranking analysis

The results of the one sample t-test and ranking analysis of the usage of social media by surveyed Chennai adolescent consumers are given below.

- When purchasing goods online based on Social Media Marketing, Delivery time a factor of purchase decision factors rank first
- Chatting has been identified as the prime purpose of accessing social media by adolescents.
- Social Media Website frequently used by adolescents is Google plus
- Links /info available on social media which attracts adolescent consumers are cheap price.
- Lack of development of computer and internet skills to stay connected with internet has been ranked first among Chennai adolescent consumers to refrain from shopping using social media.

Findings of objective 3

To identify the factors influencing the Social media marketing in the study domain.
Factor analysis

Factor analysis was applied to reduce the 44 social media marketing variables into ten social media marketing factors namely, Choice, Information, Fashion, Cost saving, Adventure, Accessibility, Value, Authority, Convenience and Sociality.

Cluster analysis

Based on the factors of social media marketing 3 clusters were formed namely, Involuntary Adolescent Consumers (2%), Unfussy Adolescent Consumers (60%) and Active Adolescent Consumers (38%)

Chi-square analysis

Employing Association and chi-square analysis between Social media marketing clusters and demographic profile of the adolescent consumers, showed the following results.

- Perfect association exists between groups for the following demographic variables namely, mothers educational qualification, number of family members and location of the residence.

- There is no association between groups for the following demographic variables such as gender, age, academic qualification, fathers’ qualification, fathers’ occupation mothers’ occupation, marital status, fathers’ income, mothers’ income, pocket money and family type of the adolescent consumers.

Findings of objective 4

To ascertain the factors influencing the adolescent consumer attitude in the study domain.
Factor analysis


Cluster analysis

Based on the factors of adolescent consumers’ attitude 3 clusters were formed, namely Mechanical Adolescent Consumers (2%), Casual Adolescent Consumers (48%) and Dynamic Adolescent Consumers (50%).

Chi-square analysis

Applying Association and chi-square analysis between adolescent consumers’ attitude clusters and demographic profile of the adolescent consumers, the researcher arrived at the following results:

- Perfect association exists between groups for the following demographic variables namely, fathers occupation, marital status, number of family members and location of the residence.
- There is no association between groups for the following demographic variables such as gender, age, academic qualification, fathers’ qualification, mothers qualification, mothers occupation, fathers income, mothers income, pocket money and family type.
- There is Perfect association between adolescent consumers’ attitude clusters and Social media marketing clusters.

Findings of objective 5

To examine the relationship between Social media marketing and adolescent consumer attitude.

Linear Multiple Regression Analysis
Results of the relationship between the Factors of Social Media Marketing and the individual Adolescent Consumers’ Attitude.

- **Quality conscious adolescent consumers** search for the best quality products by shopping systematically and carefully and choose only quality products. The social media marketing factors influencing quality conscious adolescent consumers are choice, information, accessibility and value.

- **Recreational, Hedonistic adolescent consumers** consider shopping as a pleasurable and fun activity. The social media marketing factors influencing recreational, hedonistic adolescent consumers are choice, cost saving, adventure, authority, information and sociality.

- **Impulsive, careless adolescent consumers** make unplanned purchases on the spur of the moment. The social media marketing factors influencing impulsive, careless adolescent consumers are choice, information, fashion, convenience, cost saving, adventure, accessibility, value and authority.

- **Price conscious, “Value for money” adolescent consumers’ “Unwillingness” to pay a higher price for a product and/or the “exclusive focus” on paying low prices. The social media marketing factors influencing price conscious, “value for money” adolescent consumers are choice, cost saving, adventure, accessibility, value, authority and sociality.

- **Peer influence “reference group influence” adolescent consumers** Peers have a high influence on their attitudes, thoughts, and actions. The social media marketing factors influencing peer influence “reference group influence” adolescent consumers are information, fashion, adventure, accessibility, value, authority and sociality.

- **Habitual, Brand Loyal adolescent consumers** make habitual purchases and remain loyal to their favorite brands or stores. The social media marketing factors influencing habitual, brand loyal adolescent consumers are fashion, cost savings, value, authority, convenience and sociality.
 Utility conscious “utilitarian” adolescent consumers are conscious of the utility or the benefit of the product. The social media marketing factors influencing utility conscious “utilitarian” adolescent consumers are choice, fashion, cost saving, value and sociality.

 Confused by over-choice adolescent consumers are confused by over-choice when they experience information overload. The social media marketing factors influencing confused by over-choice adolescent consumers are choice, information, cost saving, accessibility, value, authority, convenience and sociality.

 Brand Conscious, ‘Price Equals Quality’ adolescent consumers are conscious about the purchase of expensive and well-known brands. The social media marketing factors influencing brand conscious, ‘price equals quality’ adolescent consumers are fashion, adventure and convenience.

 Novelty Fashion Conscious adolescent consumers seek variety and novelty in their purchases. The social media marketing factors influencing novelty fashion conscious adolescent consumers are information, adventure, accessibility, value, authority, convenience and sociality.
Findings of objective 6

To find the influence of demographic profile and social media usage of the adolescent, and the perception towards Social media marketing and adolescent consumers’ attitude. One- way Analysis of Variance (ANOVA)

The results of the influence on Demographic Variables and Factors of Social Media Marketing and Adolescent Consumers’ Attitude.

- **Adolescents Gender** does not influence any of the factors of social media marketing and adolescent consumers’ attitude.
- **Adolescents Age** influence sociality a factor of social media marketing and brand conscious price equals quality and novelty fashion conscious factors of adolescent consumers’ attitude.
- **Adolescents Academic Qualification** does not influence any of the factors of social media marketing and the adolescent consumers’ attitude.
- **Adolescents Fathers’ Educational Qualification** influence accessibility, choice, sociality and authority factors of social media marketing.
- **Adolescents Mothers’ Educational Qualification** influence choice, cost saving, adventure, accessibility and value factors of social media marketing and perfect high quality conscious, impulsive, careless, price conscious “value for money” and confused by over-choice factors of adolescent consumers’ attitude.
- **Adolescents Fathers’ Occupation** influence authority and cost saving factors of social media marketing and price conscious “value for money”, recreational, hedonistic and brand conscious price equals quality factors of adolescent consumers’ attitude.
- **Adolescents Mothers’ Occupation** influence adventure a factor of social media marketing and recreational, hedonistic a factor of adolescent consumers’ attitude.
- **Adolescents Marital Status** influence convenience a factor of social media marketing and recreational, hedonistic, habitual, brand loyal,
utility conscious “utilitarian” and brand conscious “price equals quality” factors of adolescent consumers’ attitude.

- **Adolescents Fathers’ Monthly Income** influence choice, fashion, adventure, value, convenience and sociality factors of social media marketing and recreational, hedonistic, habitual, brand loyal, confused by over-choice and brand conscious “price equals quality” factors of adolescent consumers’ attitude.

- **Adolescents Mothers’ Monthly Income** does not influence any of the factors of social media marketing. On the other hand adolescents mothers’ monthly income influence utility conscious “utilitarian” and confused by over choice factors of adolescent consumers’ attitude.

- **Adolescents’ Monthly Pocket Money** influence information a factor of social media marketing and habitual brand loyal a factor of adolescent consumers’ attitude.

- **Adolescents’ Family Type** does not influence any of the factors of social media marketing but influence recreational, hedonistic and brand conscious price equals quality factors of adolescent consumers’ attitude.

- **Adolescents’ Family Size** influence choice, information, adventure, accessibility and authority factors of social media marketing and impulsive careless, peer influence, reference group influence, habitual, brand loyal, confused by over choice, brand conscious price equals quality and novelty fashion conscious factors of adolescent consumers’ attitude.

- **Adolescents Location of residence** influence information, value and authority factors of social media marketing and recreational, hedonistic, impulsive careless, price conscious “value for money” and peer influence “reference group influence“ factors of adolescent consumers’ attitude.

- **Adolescents Average Per Day Access to Social Media** influence cost saving, adventure, value and sociality factors of social media
marketing. It is not influenced by any of the factors of adolescent consumers’ attitude.

- **Adolescents Frequency of Visit to Social Media Website** does not influence any of the factors of social media marketing and adolescent consumers’ attitude.

### 7.4 IMPLICATIONS OF THE STUDY

The study reveals the following insights

- Social media marketers must capture the attention of adolescents to be successful in the market in the face of ever-growing competition.
- Social media marketers should continue to provide wide range of products with detailed description for adolescents to shop at ease and convenience.
- Social media marketers should upgrade and update their websites frequently so as to enable the adolescent consumers to be aware of the new and fashionable products.
- Social media marketers should take care of the privacy aspect of the adolescent consumers.
- Social media marketers should be trustworthy and safeguard the adolescents from all the issues to which they may be exposed to when shopping online.
- Twitter and Face book can be used by marketers to immediately reach the adolescent consumers.
- Adolescent consumers should develop the required computer skills and internet skills to get connected to social media marketers.
- Adolescent consumers entering into social media marketing should take precautionary measures while shopping online through social media.
- Adolescent consumers parents should encourage adolescents to shop online since next generation shopping would be viral shopping.

### 7.5 SCOPE FOR FURTHER RESEARCH

The research conducted has given rise to the following ideas which need to be investigated in the future course of time. The present study needs to be refined
by future researches working in this area. The study is preliminary, and it provides the ground work for future studies. Future studies should be carried with larger sample size, to verify the findings of the present work.

1. Future research studies can seek to predict shopper’s attitude toward online shopping through social media with respect to a specified product or service category.

2. Research studies can also explore the differences in consumers’ attitudes and behavior with regard to the choice of online versus offline environment.

3. The present study can be extended to regional level or national level.

4. Studies on adolescent’s consumer social media usage can be carried out separately.

5. Gender wise study on adolescent consumer’s attitude towards social media marketing can be attempted.

6. Impact of social media advertising can be done separately.

7. Online deal sales can be explored.

7.6 CONCLUSION

The study clearly indicates that today’s youngsters access social media frequently for chatting, acquiring information, sharing updates and interacting with friends and peers this is yet another reason for the growing influence of social media on their buying choices. It is therefore essential for companies and brand builders to take social media marketing seriously and accord it the right priority in their overall marketing strategy. Organizations should also look to leverage the growing popularity of social media among adolescents today by promoting the right kind of products, providing the right information, differentiating their offerings (products and services) from their competitors (e.g., value for money, better quality, encouraging brand loyalty through discounts and offers, etc.) and propagating the right messages about their brand directly by them, as well as indirectly by their ambassadors who are their existing customers. All these aspects will be instrumental in determining the future success of organizations in the digital age which is
witnessing more and more adolescents resorting to social media and online shopping starting from a very young age.

Marketers are always interested in grabbing the attention of the consumers. People have embraced new media and technologies to such an extent like smart phone, laptops, tablets, personal computers etc. has given marketers the opportunity to reach consumers in a 24/7 capacity through a variety of mediums. Therefore it is obvious to allure the marketers towards social media. Traditional campaigning approaches are overshadowed not only by rising social media but also due to increasing difficulty to create an outstanding campaign in the very competitive market.

Thus the present study “Impact of Social Media Marketing on Adolescent Consumers’ Attitude in Chennai” has thrown sufficient views on Interest, Intensions, Usage and Preference of Adolescent Consumers on online shopping through Social Media Marketing. The findings of the study would give an insight to marketers who sell their products through Social Media Marketing.