CHAPTER 2
LITERATURE REVIEW

Literature reviews is a description of published information in connection with the research. This chapter consists of review of literature related with impact of social media marketing with respect to online consumers. It reviews the current issues in online marketing and influential factors affecting the online marketing. Studied social media marketing sites, factors influencing for using social networking sites. It provides a critique review of miscellaneous studies related with social media marketing and online marketing with respect to FMCG personal products. This is followed by highlighting the gaps between the research and contribution of the present study.

2.1 REVIEW OF LITERATURE: -

1. Ateş Bayazıt Hayta (2013) studied that social media is on the most important tools communication channels. Consumers do access to information about goods and services to be purchased as per need by means of social media to a great extent. Also studied social media which affects our live in recent years that brings a new dimension to Internet and determine the effects of social media networks on purchasing behaviours of consumers.

2. Priyanka P. (2015) studied that social media can be used for increasing customer loyalty. With the help of continuous customer support services leads to improvement in customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

3. R.A.Gbadeyan (2010) study examined that there are opportunities for businesses in the market, businesses can grow with the help of social media marketing. Uses of SNS explored that organization can do direct marketing for online social network there are people who spend more time on SNS. Study also finds the reasons for people were using social networking sites due to safety concerned reason, technically inexperience due to lack of confidence in using internet, intellectual rejecters who feel waste of time.

4. Russell S. Winer (2008) described the different kinds of new media which was used by companies to engage customers that is social networking sites like Facebook, Myspace, Second Life, and You Tube etc have generated perhaps the most publicity and also describe challenges that these media were present from the perspectives of the marketing
manager where Marketers have been cautious in using this new medium because of the risk that members of a community will become offended from an over-commercialization of the site. Study also shows that the growth of these sites has led to the notion. Importance of Web 2.0 era where user generated content and discussions can create powerful communities that facilitate the interactions of people with common interests.

5. **Mehmood Rehmani (2011)** studied because of social media it was easier for e-commerce marketers to communicate directly with their target audiences. This is due to people can take complete information of product also make comparison with different brands which results to buying of product as per choice which leads to brand commitment. Study explored due to increasing number of mobile phone users and internet users, people tend to get influence for purchasing of products. The study intends to explore the impact of social media on purchase intention of mobile phone customers in Pakistan.

6. **Tesfaye Nekatibeb (May 2012),** Studied social media provides benefits of long-term engagement between brands and consumers also provided an opportunity for everyone to communicate effectively and efficiently in a way unprecedented by any other media it can be considered as the communication tool of modern era.

7. **Priti S. et al (2013)** studied the effectiveness of placing brand communication on social networking sites which shows that there is effect of online comments and reviews of products/brands on the buying behavior of consumers. Study revealed that people do come across various advertisements on social networking sites also prefer to go through the online comments and reviews regarding the brand/products before buying the products for them brand communication on social networking sites plays important role to influence buying behaviour of the customers.

8. **Amrita Pani & Mahesh Sharma (2011)**study revealed that Social networking sites like Myspace, Orkut & Facebook were widely used. To get influenced by Gen-next consumers in India, there should be changes in their brand choices, shopping behavior and lifestyle pattern which resulting through their social media. Marketer should implement well designed marketing campaign for penetrating new media segment.

9. **Roland Rust, Christine Moorman & Gaurav Bhalla, (2010)** explored that companies uses powerful technologies such as social media for understanding and interacting with
customers as a medium. The change in shift from the firms focused that was from profitability of products to profitability for customer this can be measured by metrics of customer lifetime value and customer equity.

10. **Sisira Neti (2011)** study overviewed on social media marketing in India. It discussed about strategies of social media and their role and relevance in the growth and benefits aspects of the marketers. The explosion of social media phenomenon recognized by global companies which was utilized potential platform for marketing with new power of advertising campaigns by using social media. The key findings of study was blogging have a very positive impact on companies branding & growth.

11. **Brian Cugelman, MA (2010)** study assessed the usefulness of online interventions which are suitable for applications of social marketing. The study presents through model which integrate behavioural change and psychological principles which were used to design interventions of online behavioural change. The study used meta-analytical techniques to assess the impact of these interventions which are targeting to voluntary behaviours.

12. **Alina-Daniela Mihalcea et al (2013)** studied that extensive use of SNS such as Facebook, Twitter and LinkedIn has laid the possibility of using new platforms in order to generate more business revenue. It was demonstrated that social networking becomes profitable for companies in terms of brand exposure, brand awareness and actual sales. Study explored the social media characteristics and their impact on business also provides guidelines for companies to decide about implementation of Social Networking Sites (SNS) in three aspects like: Product development, marketing communication and recruiting. Key findings of the research is in case of product development companies can monitor Social Networking Sites to obtain data for their products/services and can talk to consumer through content to build new, improved offers that better resonate with the buyers. For marketing communication demographic and behavioural data provided for creating targeted messages, but company should consider the negative online word of mouth dispersion possibilities and create a strategies accordingly. While recruiting, offers for employers a better understanding of their potential candidates, Professional profiles on LinkedIn or adding personal information from Facebook or Twitter accounts.
13. N. Ratna Kishore et al (2014), studied an article on ‘social change’ from ‘Journal of Marketing’ has been extensively used to promote healthy behaviour among the people. Study focused on influencing behaviour which improve health, prevent injuries, protect the environment and contribute to communities. More emphasized on principles and practices of social marketing. There are five stages of social networking process planning, message and material development, pretesting, implementation and evaluation and feedback. Social marketing applies to social and health sectors with an objective of improve society by designing and implementing social marketing campaigns.

14. Monika Sharma (2011), 'The study reviewed trends in social networking and future trends of social networking. The new computer user generation were engrossed in social networking for getting information, ideas, support, products, creativity, socializing and having fun with friends, as this hype around social networking continued with the companies which are evolving their business models around social activities on websites and on social media. Study concluded that social networking has great potential for companies to engage the Indian user and increase connectivity and build their brands rather than just bombarding users with information.

15. Bernadette D’silva, Roshni Bhuptani & Sweta Memon (2011) focused on social media marketing influences on brand choice. Social media sites helps to create interest in the product and building trust about the company which was brand building exercise which avoids clatter and reached to target audience. The objective of the study was to know usage pattern for SNS among youth in the city of Mumbai for assessing influence of buying behavior of consumers. This study explored the preference for SNS from young generations.

16. Ramesh Sardar (2012), studied that social networking sites drive new forms of social interaction, dialogue, exchange and collaboration with personal and professional boundaries. It helps users to exchange ideas, participate in events, posts or updates and comments and go viral. The research explored impact of factors like age, gender, educational qualification on social networking sites. Study suggested that social media users were determining how and which information should be shared over the internet by posting news, views, pictures, video and presentation which they shared among friends,
family and communities as professional and personal social media activities will be treated as one.

17. **Brittany A. Hackworth, Michelle B, Kunz (2011)** study suggested strategies for marketing of health care industries, successful implementation of uses of social media application will leads to growth in health care. Taking into consideration application of current and popular SNS will benefits to health care industry patience. Study concluded that social networks has a great influence in health industry especially issues which was faced by patients can be resolved by providing right information through right source.

18. **Kyle Hensel et al., (2010)** studied that benefits and disadvantages of uses of social media. The traditional marketing model was being challenged and were continually evolving in ways of communicating, generating leads, and increase awareness has been implemented. Study suggested that strategies of social media must be used to check the importance of online businesses in market this will help the marketers to check and to take precautions about degrading the brand value in market through negative publicity by client.

19. **Kenneth J. Lacho et al., (2010)**, study focused on the benefits of small businesses on social networking sites. Study suggested strategies for small business owners to be online with a reason to their customers, also discussed the importance of Facebook and LinkedIn in businesses to target marketing efforts to specific group and allowed business to promote available positions and openings in market.

20. **Patrick R. Geho et al., (2010)** study analyzed internet examine the uses of Twitter as marketing efforts to hit the thousands of crowd. Study explains the importance of this marketing tool for small businesses with benefits. Also covered the difficulty faced by small businesses for justifying as a time investment. Study suggested that effective uses of networking sites with managing their time in business gives that offer the most returns from networks.

21. **Iris Mohr (2013)** study was analyzed the social media marketing impact on fashion industry focusing on New York Fashion Week. It was analyzed that uses of social media has important role in fashion and luxury market which will helpful for upscaling the segment. To examine this study was conducted in New York Fashion Week for understanding the relationship between social media and fashion. Key findings of the
study was views of attendees about fashion week has intensifying positive effect on fashion related media which helps for evaluating the quality of the fashion shows or fashion designers. Study suggested that with the help of social media new business models must implement to build strong customer relationship and loyalty.

22. **Asad Ahmad (2013)**, study assess the extent uses of SNS and giving a new space to online retailers to market their various products in India which has a practical significance for different online retailers for promoting their product through social networking. A study suggested the research model for social networking sites a path to online retailers to reach to their customers. The increasing importance of technological platform for social interactions raised the interest for product, those customers who seek to explore this as new promotion media influences consumers to buy online. Also it has been found that online consumers most of the time rely on SNS, also for getting information about products and brand on the company websites which has engaged directly with customers with the help of social media sites. This has huge opportunity for e-retailers to reach to customers. Study found biggest advantage of social media sites was for those consumers visit sites are more likely to take action and have a better opportunity to influence consumers’ buying choices.

23. **Smita Sharma, Asad Rehman (2013)**, study analyzed the uses of SNS in marketing communication programmes implemented by various brands and organisations among them Facebook is the favourite for social media-savvy organisations in India used to engage in everyday conversation and organized promotions and contests for fans. The study summarised the frequency of usage, budgeting, purposes of use, metrics of evaluation with respect to social networks within different organization that have incorporated by social media in their marketing communication programme. The study revealed that users were leaving traditional advertising outlets and paying more attention and impressing to new media which are used for customer service, sales and marketing functions, brand building and innovation more on need for a better approach and attention from the top management for better results. Marketers needs to devise new purposes, metrics for use and evaluation of the same on the basis of market dynamics.

24. **Mohammad Yousef Abuhashesh (2014)**, ‘Study focused on the importance of SMIntegration process and impact of integration of social media on marketing,
advertising and customer service function. Study provide a detailed analysis of trends in the contemporary global business environment. Study concluded that social media based business model is essential for development and growth of companies in global business environment. The model provides opportunities to companies to have greater interaction with customer base with ability to have and create a positive brand image. Also highlight the high amount of public criticism, for that it was suggested to develop the relevant organizational capabilities with core functions such as Marketing, Advertising, Public Relations, Customer serves which can enhance the process with the help of effective social media integration process.

25. Madhur Raj Jain, Palak Gupta (2012) study explored more on social awareness and burning current issues about the society through the social networking sites. It provides the platform for discussion which change the mind-set. The objective was to study about level of peoples trust which has been created over information received from social networking sites on issues of society. Study covered recent success level of uses of SNS on corruption movement.

26. Shweta Bansal et al (2014) Study explored the consumer satisfaction and scope of social networking sites which has opened a wide communication base for online users to virtually interact, share and meet other people which is greatly expanded now a days, Marketers have now tapped it as effective medium for communicating with their consumers by providing them continuous access to all the information which they were looking for through innovative ways to retain and maintain positive relationship with the consumers. The key findings of the study was small firms are more beneficial and find it easier to use social networking sites for their medium of communication because of its costs less than traditional mediums. Users like and find the ads communicated well on social networking sites, but the trend for purchasing is not much better, but those users who purchased they are satisfied.

27. Neeraj Gohil (2015), focused on secondary data, case study on Madhya Pradesh StateTourism used social media as a powerful tool for branding and positioning tourism in India and worldwide. Study concluded that social media is an effective form of marketing which was used to increase brand awareness, brand loyalty, customer services which leads to increase of sales. Madhya Pradesh Tourism has a comprehensive social
media coverage that gives all necessary information and helped to create ‘Professional’ brand image from online approach. The challenge established by efforts of social media marketing lies in increasing the no of tourist arrivals into the state with diversification of interest, tastes and demands of tourists.

28. J.Jaya Pradha (2012), study highlights the importance of Social Networking Sites in present scenario, compared various social networking websites and services offered by them to different age group users, understands the reasons for using this websites and their benefits, relevance and usefulness to society. Study showcase the Social Networking Sites like Facebook, Twitter, Orkut, Google buzz, YouTube, blogger.com, Myspace etc. Study found that students takes lots of interest in using Social Networking Sites, speaking with their friends through Social Networking Sites also useful to society with highly influencing by rank using Facebook, twitter, bloggers.com, Myspace etc.

29. Godfrey Themba and Monica Mulala (2013), ‘study indicated that purchase decision of students get influences by involvement level of product related e-WOM and positive behavior of students. For this study social media has been used as a tool for creating, broadcasting and sharing information about brands which has positive influences in their purchase decisions. Study focused on engagement in brand related e-WOM via social media which influences purchase decisions. Study found explosion of Social Networking Sites and growing influence of e-WOM on decisions of the consumers, so companies can take competitive advantage by using the power of social media for e-WOM.

30. Melissa Clark and Joanna Melancon (2013), ‘Study focused on social media marketing tools which helped for building and maintaining relationships with customers. Social media is a part of relationship investment, tested through relationship quality on influenced on satisfaction, loyalty and word of mouth behaviours. To prove the same study indicated that higher levels of relationship investment, results to higher relationship quality, results to higher level of customer satisfaction, loyalty and positive word of mouth intentions. Study suggested that marketers can get the benefits from building high quality relationship with customers which results positive experiences’.

31. Vinod Waiker (2014), the study covered the social media impact on non-buying behaviour like opinions and brand promotions. To understand the relationship between
branding of products on social media and its impact on sales of the company has been studied opinions like depth of knowledge about products, exposure in market, doubt solving, resolve queries and doubts, shape the attitude for buying the products, promptness in decision for purchase of products etc. study concluded that users have strong sentiments involves at the time of purchase of products, at the time of exchanging information. Sale of company’s products is related with social media marketing.

32. **Teena Bagga (2012)**, ‘Study covered the perception of individuals relating to the access and usage of various social networking sites with reference to Delhi/ NCR. People uses SNS like facebook.com, orkut.com, linkedin.com, twitter.com to attract users and help to develop relationships, communicates and collaborate with other people on social networking sites. Study shows that people faces security and privacy issues on SNS. Results shows that all age groups registered on SNS, which has no cost incurred also has no limitation on the age factor for registration. Study shows that among social networking sites like Facebook and YouTube preferred highest, LinkedIn has been rated highest on security and contact management process whereas Facebook has been perceived best to provide user friendliness applications.

33. **Smita Sharma et al (2012)** study identify Indian consumers profile of web 2.0 technology and assess the impact of web 2.0 tools on the purchase decisions of consumers in Indian perception. Social Media is a fast growing way of communicating via new technologies, Marketers consider this new marketing communication tools to approach the postmodern consumers. Different types of customers can be targeted by companies with different social media properties like Facebook, Twitter, Orkut, YouTube, LinkedIn etc. which create viral impact through social media on consumer purchase decisions. Wherein best use of different social media properties as well as their integration media can be used by the marketers for effective brand communication. Key findings of this research is, there is overall influence on consumer’s purchase behaviour of positive and negative information about a product or a brand available on the Social Media sites.

34. **Raunak Narayan (2012)**, Study focused on the outlook of the young generation varies from place to place due to social economic conditions and increasing use of communications media, digital technologies in the ‘Y’ generation which indicated 1/3rd
of the Indian population at the age group of young adults as per 2001 census report focusing on the social networking systems influence socialists, educationalists and practitioners were always interested in understanding behaviour of young generation with due respect to changes in environment study indicates that more concrete and productive use of social networking website done by youth in education system which opens new opportunities for academics. Students uses Social Networking Websites for professional growth in a positive way and for the betterment where in case of professional upgradation it will be used in the form of quick information of employment opportunities.

35. **Jamal Cromity (2012)** This study identified best practices acknowledged through scholarly literature for professionals and also highlight the common ways to improve the uses of social web tools like Facebook, twitter, YouTube, blogs etc. this study illustrates how an effective communication synergy can developed through various social mediums for sustainable online user engagement. Study also focused on the effects of social media is to perceive and its outreach to grow continuously while helping drive users to the web. It helps enterprises, small and large; researchers; educators; and their institutions to find better ways to use various social technologies. Social media helps to enhance user experience which can have a ripple effect of strengthening branding, extending communication, improving work flow, and keeping users connected.

36. **Mohamed Nassar (2012)**, study focused on hotel industries rating from one star to five star uses social media as a branding strategy for promoting their hotels in respect to locations, grades of hotels, no. of rooms, feedback of respondents, uses and perceptions of social media, types of social media used by hotel industries. Hotels have better chance of attracting customers by using social media and having good customer reviews. Study covers the areas of USA, UK and Egypt and social media as a part of their strategies. It allows one to one communications between hotels and their customers to received regular feedback about customer service, marketing campaigns, stay experiences where in study examine that platforms of social media like Facebook or twitter improves communication between existing and potential customers, news about hotels like expansion of facilities, special offers etc. can be disseminated to thousands of customers.

37. **Saadia Nasir et al (2012)**, study focused on the buying behaviour of women in Apparels in Pakistan as this was popular amongst local women. The business was gaining drive as
a good designer dress considered to be a status symbol amongst women. This trend was the reasons for growth of usage of Social networking sites amongst the women’s social interaction. The results indicates that women of Pakistan considered traditional word of mouth to be more authentic than social media for making purchase decisions related to their apparels. Word of mouth has greater impact than social networking sites, women trust their families and friends opinion for purchase decisions of designers than other marketing media. Social networking sites have limited reach than word of mouth; it has been studied that women belonging to low income group also prefer buying designer clothes. Word of mouth and referral plays important role in creating brand awareness and has influencing role in brand perceptions amongst Pakistani women’s. The number of purchases done through online recommendations are not very high, influence of online advertisement has less influential impact than magazines, brochures/ catalogues and TV advertisements.

38. **Ghania Bilal et al (2014)**, the study was to examine the role of Social Media like YouTube, Blogs, and Twitter etc. and Social Networks like Facebook, Google, and Linked In etc. on consumer’s decision making in context of the Apparel Industry. This study provides an input especially to apparel industry regarding effect of social media and networks presence on the customers and their loyalty for the brand. This paper contributes to communicating how companies gain an online presence which is compulsory these days to earn a profitable market share and competitive edge. The results highlighted the fact that the use of these online media has a strong effect on the buying decisions of the users which means people used online social networks and Social Media sites as sources for obtaining information about different companies, their brands, products and services.

39. **AydaDarban, Weili (2012)** analysed that individual person can share their knowledge, opinions & experience with one other due to online social network provided features and has impact on people’s behaviour. The studies aim was to examine the impact of online social networks (Facebook) on consumer purchasing decisions process in food retailer’s shops. Also examined most influential steps on online social networks in consumer purchasing decision when it comes to food retailers.
40. Leslie Martinka (2012) worked on how social media communities’ impact consumer behaviour considering Mead’s theory of symbolic interactionism influenced one’s section’s and helped to create our cultural norms and ideologies. By using Mead’s theory, objectives was to determine how Facebook & Twitter communities influenced consumer online purchases. Concluded that Facebook communities has a significant influence while twitter has no influence on consumer online purchase behaviour.

41. Mathur Pooja, et al, (2012) explored the new medium of communication that is social media, for marketing professionals, which can be used potentially to increase the interest in product and services. The objectives was to find out overall impact of social media on buying behaviour. Concluded that wider scope available for advertiser and other marketing planners to use social media as a beneficial marketing tool to influence consumer purchasing behaviour, as well as to access and affect customer value.

42. Patrick Wikstorm et al (2012) study explored about print media firms investments in social media marketing features like blogs, discussion forums, comments, polls, wiki etc. affects their online business models. Study observed that features of social media have an impact on the media firms target group and on the firm’s relationship with these groups. Study shows how four print media firms like The fashion Magazines, The comic Magazines, The Business daily, The Regional daily have incorporated features of social media in their online businesses and these features was like blogs, discussion forums, comments, polls, wiki etc. which influences and redesign their online business model studied through four aspect such as Products, Customer/Market, Infrastructure, Financial aspects with the parameters like channels of value propositions, Target Customers, Customer Relationship, Key capabilities, Partner network, Value configurations, Cost Structure and Revenue Model.

43. Ruchi Sachdev (2010) explored the impact of SNS on youth in India by providing employment opportunities, marketing, personal growth, sharing of information etc. but most prevalently danger it often involved online predators and individuals. By focusing on positive as well as negative impact of SNS on Indian youth and ethical responsibilities of the users on sites, five key issues was studied for new networking media such as identity, privacy, ownership and authorship, credibility and participation which decided social and ethical responsibilities of the youth which was used for social networking sites.
44. **Charity Pradiptarini (2011)** study focused on the key issues of social media marketing like its effectiveness, the way companies measures their return on investments and target market share of social media marketing were studied. Also focused on companies Twitter activities and their sales performance and competitors were analyzed to identify the correlation between the company involvement on the social media sites and its financial outcomes (ROI). Study was found that social media marketing effectiveness is highly influenced by its messages/contents quality, the company’s involvement, and its association with the other marketing platforms. In addition, a complex and detailed analysis of the strategy is needed in order to measure the return on investment accurately of the social media marketing. The study also finds that generation Y might be the main users of social media sites, but they are not the main target audience of the social media marketing.

45. **As'ad, H. Abu-Rumman (2014)**, study highlight the growing interest of social media marketing among companies especially focusing on the mobile service providers. The transformation of social media has changed for an effective building relationship with consumers which utilized by many companies as a new channel to reach their consumers. Studies showed six dimension like online communities, Interaction, Sharing of content, Accessibility and Credibility etc. uses by companies as a tool for marketing activities of social media marketing. The results showed statistically significant impact of the dimensions of social media marketing on the brand equity. Also showed significant impact between the Accessibility, and Credibility on the brand equity which means that the Accessibility and Credibility affects the brand equity. The study suggested that companies should focus more on their social media marketing strategies and increase their share in the strategies of the company.

46. **Preeti Dhankar (2011)**, study revealed that internet base social communities were actively nurturing the e-commerce companies. This allows consumers to share through chatting their personal experience by giving rating and writing comments about product and services. The study overviewed the impact of SNS which provide guidance to e-commerce companies and influences the decision making. Study concluded that benefits of Social Networking Sites for retailers was to reach out to people just not to promote their products but also to get huge responses which can be measured about product.
Social Networking Sites like Myspace, Orkut and Facebook were pouring a bigger share of online traffic. Popular Social Networking Sites comprise of youtube.com, Flickr.com, twitter.com etc.

47. V.G. Jisha (2014), study indicates that how students were using social Networking Sites for career development with effectiveness of advertisements on students perceptions. The study benefited to students that they listed top technology skills, followed by creativity, being open to new or different views and communication skills. The study includes Social Networking Site like Facebook, Twitter, LinkedIn, Orkut, Badoo etc. were used by students, will be helpful for to know the usage level, advertising, career helpfulness for students. The aim of the study was revealing the mysteries that why students concentrate more on Social Networking Sites with reason was more on for their livelihood and also acts as a sustaining tool for college students in their job opportunities.

48. Helal Alsubagh (2015), ‘study was organised and revealed the overall influence of social networking on consumer behavior. This social media helped to break the barriers between individuals and builds communities, peers looked for websites has been increases habits and behaviour of peers before making decision or selecting type of entertainment has increases. Study analysed the influence and effects of consumer behaviour on Facebook, which has been making lively, profiles, share information with people, interact with people, make social relations with different social groups, changing mind of customers regards with purchasing decisions. To reach the audience, social media offers brands an expression, openness to influence the audiences, this Shows it helps to connect people and improve interaction among people in world. Study concluded that, growing popularity and usage of Social Media has shown and helped to connect people and improve interactions among people. People appreciates Social Networking Sites were helpful and effective for them. Social media sites is a great platform for brands to reach their customers.

49. Isha Bhdhiraja, Anuradha Khatri (2013), Study analysed the reasons for popularity of Social Networking sites, understand the reasons for people wants to connect themselves on these Social Networking Sites. Reasons studied was mainly Entertainment, For Business connecting with customers, for marketing of products and services during the festive seasons and for making social network groups. Study suggested the benefits of
Social Networking Sites was to influence the individual consumer behavior, and the relationship between the satisfaction of users and services of SNS with study of demographics of users.

50. **Priya Vij and Sapna Suri (2014)**, ‘The study explored the impact of social networking websites on youth focused on the positive and negative impact. For this studied, ethical responsibilities of the social media users. Study showcase the Teenagers who prefer the social networking websites for entertainment and fun, found that most of the youth are using social networking websites for information sharing and for academics drive. Study found that uses of social networking sites also leads to various health problems like psychological disorders including antisocial behavior, obsession and hostile tendencies, depression, and other disorders due to daily overuse of media and technology. Study suggested that ethical use of social networking sites should serve our society in right way and Youth can play an important role which has positive and negative on the Indian society.

51. **Yizao Liu, Rigoberto Lopez (2014)**, ‘ Study estimated the impact of social media conversations of brand characteristics and their demand for carbonated Soft drinks on Consumer Valuations. Study indicated that consumers conversations on social media like Facebook, Twitter and You tube have significant impact about valuation of brand characteristics of carbonated soft drinks and their nutritional aspects. Important implication for effective strategic tools uses of social media. This will help for effective product design, brand promotion and also for public health policies aimed at reducing the consumption of sugary beverages and high-calorie foods.

52. **Robert Owen, Patricia Humphery (2008)** focused on structure of online marketing communication channels which was moved towards individual recipients and consumers for interactions from marketing organization to masses of consumers. Social networking allowed quick and easy spreading of information to internet users and distortion was part of changes in the product in online communication channels. It was suggested infrastructure which can be useful for studying online communication channels.

53. **Donna L. Hoffman, Thomas Novak (2000)** study revealed on customer acquisition on web which was the biggest challenge faced by today online companies which required a new approach for managing their marketing mix in businesses. E-retailers were found
that it requires massive marketing expenditures to set businesses and stand out in crowd from others. It was concluded that Radio, TV, Print, strategic partnerships, online ads were most expensive media used by marketers in which budget allocated was 96% and contributed customers were 45% wherein cosmic music network, PR, word of mouth, free links which was involved budget 4% and contributed customers 55%.

54. **Donald L. Amoroso, D. Scott Hunsinger (2009)** focused on expanded model of (TAM) Technology Acceptance Model that explain by understanding the acceptance level of consumer for online purchases. Study was conducted in United States and Australia. This extended model provides original TAM Model plus constructs social influence and voluntariness which examined the impact of external variables including trust, privacy, risk and e-loyalty.

55. **S.Shalini and D.Kamalaveni (2013)** study explained that due to constant innovation in technology and adoption of new technologies in online shopping, leads to more growth in internet shoppers today which is more discriminating and demanding by consumers of online retailing. Online retailers must exercise caution as WOM communication spreads very fast via Internet for implementing customer service aspects. This influences the consumer’s attitudinal behavioral changes towards consumer’s satisfaction. This also proves that for internet users income of family plays crucial role for increasing customer satisfaction.

56. **AC Nielson and Absolute Data Report on Social media in India (2011)** as per the survey, 77% of the respondents said that they do seek opinion of their friends on Social Networking Sites before purchasing product/service. It was also find that 88% of the people purchase the products/brands after reading online reviews about particular products/brands also states that 67 percent of Indians who uses internet, make purchases with the help of online reviews.

57. **K. Vimaladevi, Dr. M. Dhanabhakayam (2012)** study explored on online consumer reviews which was use for future buyers, which is related to the related products. The person who are interested in getting more quality information about products form the person who already used that product. Word-of-mouth (WOM) is important information source used by a consumer when they are making decisions as it is a new trend of marketing.
58. **Sanjay K. Jain, Manika Jain (2011)** study explored impact of characteristics of products and consumers on adoption of online retailing in India, which covered various information from respondents about their demographics, shopping orientations, security & privacy concerns, technological familiarity, past online shopping experiences and intentions to buy various types of product through internet in future, past online shopping satisfaction, education and income as significant factors affecting consumer past. Also found significant predictors for future online shopping related to only consumers such as past online shopping satisfaction, past online shopping frequency and education etc.

59. **Stephen Guo, Mengqiu Wang & Jure Leskovec (2011)** study revealed on social interactions which was critical for understanding consumer behaviour. Relationship between social and commerce networks has not been explored on a large scale. Wherein study focused on an individual’s commercial transaction were surrounded by using their social graphs with the parameters like sharing the information, trusted prices of products and consumer choice and preferences in online shopping.

60. **G. Siva Kumar (2013)**, study focused the process of online shopping forms of online shopping, e-store, web shop, internet shop, online or virtual stores that evokes physical analogy of buying products or services in shopping mall. Study analyzed the benefits of online shopping which helps people to search for the product as per their categories, features, compare prices as many shops, order many items, as per affordability because of online shopping. Study analyzed the reasons for buying online was convenience, better prices, variety of brands availability, payment options like cash on delivery, less expenses, comparison of prices availability, compulsive shopping, buying old or unused stuff at low prices etc. variety of products, quick services and discounted prices these are three important factors people get influence for online shopping.

61. **Gunjan Singh et al (2012)**, the aim of the study was to know reasons growing for small unorganised retailers especially kirana stores, still rate of their growth is very low. As study discussed strength of kirana stores was entrenched distribution channels with the drawbacks which are lack of capital, physical space in stores, illiteracy, implementation of high technology due to lack of awareness. Study covers the case study of ‘Aaramshop’ which is the strengths of kiranawala’s, which provides technology and existing inventories, distribution channels to connect kiranawala’s to set of consumers.
62. **Pritika Singh Balyan (2012)**, ‘Study covered the meaning of e-commerce which is associated with buying and selling of products and services, marketing, online delivery and payments of product and services, provides updated information over the internet, intranet and from other source of networks between prospects, customers, suppliers in B2B, B2C and C2C e-commerce. Study attempts to broadcast the different e-commerce techniques which benefits to customers like access the information about products and services, wide choice selection, customer centric business for suppliers like information on inventory, schedules, order status, meet customers real time needs etc. Benefits of E-business to different types of E-commerce like to enhance market, industry helps to open new distribution channels via electronic delivery of products and services, product design collaboration, software translation services, banking etc.

63. **Sagar Bhadange (2013)**, ‘Study focused on importance of e-commerce increase in the awareness of use of internet, benefits of its online shopping experience amongst customers. A case of Flipkart.com has revolutionized Indian e-commerce industry, which has come up with various campaigns, advertising strategies, and new innovative solutions for purchasing the product. A case of Flipkart highlights the free home delivery, cash on delivery, 30 days replacement policy were success factor for flipkart.com.

64. **G. Ramadoss, G. Muthuvel (2013)**, ‘Study analyzed the importance of internet in the world of evolution of e-commerce. Study projected the growth of e-commerce will grow in future ten times in the value over the next five years as this study was jointly undertaken by countries main software industry and Boston Consulting group. The study focused on travel industry, e-tailing, online classified, paid content subscriptions digital downloads etc.

65. **Santosh Hulagabali (2015)**, ‘study covered the scope of online commerce for bookstores. As per google Indian report said that 90% of online shoppers were planning to buy more online products and out of around 62% books has been sold in market. Study covered best collection of books and e-information sources on web with more attractive discount rates which has introduced by five Indian online bookstores which are very popular and successful in India.

66. **M. Umrez (2014)**, ‘Study covered the framework of opportunities and challenges in marketing offered for development. It covers the digital marketing challenges were from
customer data warehouses which includes the web, email, social, CRM and mobiles. As collecting customer information, analysing the information and developing insights from information were more challenging that is big data, prioritization, customer loyalty and Return on investment. Study concluded that digital marketing is providing excellent opportunities to companies by providing effective relationship with the customers by increasing their customer satisfaction.

67. Vaggelis Saprikis et al (2010), ‘Study covered the proportionately rapid growth in number of online shoppers due to transformation of Information Technology. Online purchases has been revealed type of products and services purchased and consumer’s characteristics. Study examine the perceptions of students acceptance of online shopping and not accepting the online shopping in terms of demographic profiles like gender, rank at university, daily usage of internet, frequency of online purchases etc., Studied consumers expectations and perceptions regarding general online stores expectations, perceptions on privacy policy of company and online shopping risk. Also studied advantages of online purchases like anytime shopping, saves time and problems related to after sale services, online trust etc. study focused on reasons for adoption of online services like lower prices, wide variety, payment options, high quality were main reasons whereas for not adopting reasons like security and privacy, shipping delays, unaffordable transportations fees etc. study conclude that adopters had higher expectations than non-adopters.

68. Sarita Devi et al (2015), this study focused on Online Impulse Buying. This presented and attempted to have a conceptual understanding of the online impulse buying process, to understand the role of various influencers like merchandise attractiveness, ease of use, browsing, website communication style, emotions both positive and negative affect, usefulness, visual appeal, information fit-to-task, gender, purchase intention, consumer impulsivity, subjective norms and environmental cues i.e., web characteristics, in impacting consumers impulse buying behaviour in the online marketing environments. This study was reviewed and explained with the help of Secondary data. Concluded that Website characteristics plays a critical role in attracting and intending consumers to buy products impulsively. Marketers should design sites in such a way that they can stimulate more impulsive behaviour.
69. **Yoo-Kyoung Seock, Lauren Bailey (2008)** study investigated about college students shopping orientations. Also examined the relationship between their shopping orientations and with purchasing intention of online apparel, searching for information. Study also covered the differences in gender and their shopping orientations. To understand the association between online information searching and their shopping experiences, it has covered seven shopping orientations.

70. **Babita et al (2014)** studied that companies focused on using internet with an objective to reduce marketing cost as well as to reduce the prices of products and services to give competition to the competitors in the market by conveying communicating, disseminating information by selling product in market, taking feedback from satisfied customer through surveys wherein people were interested to use internet to purchase product online with compared in different prices, features as well as to compare after sale services provided by the online retailers. Study focused on cultural, demographic, social and psychographic factors which influences the liking of the customers. Cluster analysis results shows the responses in three distinct groups confident online buyers, unsure surfer and mall shopper and arrived six factors which are categorised into time-bound, rust, connected and up to date, comfort seeking value for money, problem faced and traditionalism.

71. **Laxmi (2014)**, the study aimed to analyse the factors of online shopping and online shoppers in broad dimensions of demographics, culture, psychological, subjective norms, personal traits were studied under general dimensions wherein product type, brand name, variety, better deals were studied under shopping dimensions also shopping motivation, Risk, convenience or time saving, benefits perceptions, previous online experience were studied under online shopping dimensions. Factors of online shopping behaviour time saving, website design, security, risk perception, referent influence has been studied. Study suggested that online retailers should focused on customers safety and privacy for motivate customers to do more online purchases, for that they should introduce a mechanism which would help them. It was analysed that youngsters prefer to buy apparels and electronic goods more through cash on delivery, especially men’s as compared women’s. Lack of security and network reliability becomes the major obstacles for online shopping.
72. **Pallabi Mishra (2015)**, studied growing trend in online shopping has led to explore the role of individual income as a motivator of online shopping behaviour with the convenience of one place shopping. Study examined demographics factors like gender, age, income of respondents, educational background, occupations, occasions for shopping, reasons for online shopping like low prices, saves times, wide variety of products, cash on delivery facility, home delivery etc. product categories purchased, most preferred sites, money spends on online buying per month, frequency of shopping, mode of payment mostly used, satisfying and not satisfying reasons of online shopping. Study suggested to provide free cash on delivery services, immediate replacement of products and refunding of payment, should reduce the complaints of providing poor quality to attract more customers in future.

73. **Mary Wolfinbarger & Mary Gilly (2001)** based on Exploratory research of online shopping using online and offline focused groups, study identified and discussed attributes which helps for objective oriented online shopping with the help of retail sales or shopping partners. Study reveals that buyers shop when they want products that time they were comfortable for looking for online site. Companies anxiously build experiential features and encourage customers to spend longer times at their site. Study revealed the fact about two types of customers that firstly, more transaction oriented customers can build online businesses and spends more time on site. secondly, objective oriented customers understands what they want and creates loyalty during online shopping even if the customers are not interested for being distracted.

74. **Srikanth Villivalam, Uma Sailajapotturi (2007)** the study overviewed on ecommerce and internet marketing by understanding Indian and global online trends. The objective of study was to find out major reasons for customer becoming online purchasers and their impact of selected factors also to understand gender of the online shoppers in India. Study concluded that there are various reasons encouraged the consumers to shift their purchasing from traditional method to new online purchasingsuch as speed, Information, services, variety etc.

75. **Kelly O. Cowart et al (2007)**study overviewed the influence of style of decision making of consumer. The study covered style of decision making of 357 college students. Study showed that five different factors were positively correlated with online apparel shopping
wherein one factor was negatively correlated with online spending done by students. This paper first investigate the motivational factors for online apparel consumption shoppers by using the Customer Satisfaction Index (CSI).

Study reveals that impulsive buyers spend more money and time for online apparel shopping.

76. **Brendan Hannah et al (2010)**, study reveals that new channel for targeting the potential buyers most efficient and up to date marketing by providing personalized and dynamic advertising. The study provides easily accessible advertising channels for online purchasing. Study reveals that Marketing of customized online content for specific demographics like gender importance has to be given the distinct spending patterns as per internet needs and their online interests. The determinants of online purchase include five different forms of online entertainment and social networking.

Study produced guide for current online shoppers who uses online retailers.

77. **Sam K. Hul et al (2009)** study examined about consumer behavior of shopping path and purchases of in grocery stores by using field data. The grocery path was divided into three series of buying and three types of situational factors which influences the decisions. The results shows those consumers spend more time in the grocery store becomes more purposeful in their shopping whereas those who less likely spend time on exploration are more likely to shop and buy things.

78. **Jitendra K Sharma (2012)**, studied that e-commerce market grows exponentially and majorly classified into various segments like online retailing, financial services, digital downloads and online travelling. Study attempt to understand different types of users of e-commerce such as online travel, e-tailing and other online services etc. challenges faced like scam, fraud and phishing, fall in credit card circulations, low penetration of internet and computers, lack of trust in e-commerce, language barriers, traditions of shopping (touch and feel of products), perceived risk that not getting goods on time, delivery problems etc., study recommended suggestions to deal with these challenges like effective complaint mechanism, sales support and sales follows up through tracking systems, review of satisfied and dissatisfied users their ratings about product, experience should displayed on websites, return policy/ warranty, vendor penalties, security
certification logos from trusted vendors should displayed on sites which reflects trustworthy scan alter awareness of brand through social media promotions.

79. **Puja Walia Mann (2015)**, study examines the growing use of internet developed prospects for online shopping. E marketers can developed strategies for converting potential customers into active customer with the help of study of factors affecting online Indian behavior and the relationship between these factors and types of online buyers. This research found five dominant factors which influence perception of consumers for online purchasing. The study covers two broad applications. The Micro perceptive involved understanding consumers with a purpose of helping firms to achieve its target wherein macro perceptive applies to aggregate level knowledge of the mass to influence on the quality and level of standard of living. Study found out the lack of ‘touch and feel-try’ experience of product delivery to customers, mounting of competitive pressure, capturing the need of younger generation buying the products on seasonal occasions and credibility of payment systems.

80. **Haris Unnipulan (2015)**, Study analysed Internet serve as unique platform for the growth of retail brands globally. The current web-based models for e-tailing was a part of evolving phase of an era of rapid transformation, challenge, and opportunity in global retail market. Lot of market research required to be a competitive e-tailer, which is the most important thing e-tailers are not giving proper attention. This study attempts to provide a picture on importance of online market research in e-tailing and its different dimensions. The importance of online market research which helps to increase customer trust and increases the adoption rate of e-tailing. Study shows the key role of social media help to accelerate the adoption of e-tailing by understanding the customers.

81. **Sarita Devi, Parul Saini (2015)**, study focused on online shopping which has come up with ultimate solution which increases sales as well as profits of the companies by supplementing the bricks- and- mortar shopping model studied on the factors influencing consumers while shopping online, understand what exactly online shopping they do and what are the perceptions of consumers regarding online shopping. Attempted to study the concept of online shopping along with various factors impacting decisions of consumer while shopping online like online shopping features, demographic factors, personality traits, situational factors, type of product or service under consideration and convenience,
by suggesting the advantages and disadvantages of online shopping like better prices, convenience, variety, fewer traps, discreet shopping, ease of comparison shopping, identify unique solution these are advantages of online shopping whereas suggested disadvantages are lose the tactile experience, shipping adds to the cost, returns can be costly, dealing with unknown vendors.

82. R. Satish Kumar (2013), the study focused on the application of www for online retailers to understand opinions, complaints and suggestion about products from customers. Consumers used these reviews which has influence for customers to take purchase decisions whereas for retailers for evaluating their product performances. The study covered the association between effects of negative reviews about products, retailers evaluation and extent of WOM information which creates purchase intentions for consumers trustworthy.

83. A. Meharaj Banu et al (2014), Study focused on electronic commerce using internet activities like e-mail using instant messaging and web browsing studied what internet users do when they were online. Hence study made to know the customer preference towards online shopping also aims to find out the key factors that influence online buying behavior of consumers and to identify the determinants of online purchase intention among customers like product preference through the respective purchasing portals, variety options available in the portals and convenience of online shopping and in accordance to their preferences study suggested seven important factors where considered by the online shoppers.

84. Achut Pednekar (2014), study accessed the implications of online shopping on the buying bevhiour of consumers, demographics like age, gender, profession, Education, monthly income has been studied. Covered the responses from accepting and reading emails, visiting online shopping websites, online shopping websites, factors influencing in decision to purchase goods on internet, product category preferred etc. study concluded that females were doing more online shopping with a reasons to security, privacy of information, delivery time, internet services etc. from Flipkart.com, Mytra.com and Jabong.com wherein cash on delivery has preferred maximally for online shopping. Consumer preferred online shopping for personal purpose except few who adopt traditional and local method of shopping due to loyalty.
85. Majid Ghorbani (2015), Study focused on technology base shopping which essentially required acceptance of the technology by the customers. The study finds that customers are very highly computer and internet literates and highly accepted technology, have higher levels of motives for online shopping with hedonic motives influencing more cognitive motives. The most influencing factor was hedonic motives have been found to influence more positively the online shopping behaviour than cognitive motives at the initial stage of online shopping. It is cognitive motives that drive the online shopping behaviour in long run.

86. Karan Joshi (2015), study focused on potential growth of online shopping has triggered the idea of conducting a study on factors affecting on attitude of consumer towards online shopping. Study revealed that online shopping in Himachal Pradesh is significant affected by various macroeconomic factors including benefits and risk like privacy, convenience, source, fun, wider selection, homepage, price, customer service. Online shopping retailers can used the relevant variables and factors formulate their strategies, can prioritize the consumer implicit and explicit requirement in online shopping environment.

87. Sneha Kanade (2015), Study identified the potentials of consumer’s preference towards online shopping with reference to apparels from Bangalore city. Study investigated the relationships between attitude and behavioural intentions to make purchases through online shopping. For this study examines the demographic factors like gender, age, educational level, income, geographical locations, online shopping previous experiences, perceived benefits, consumer preferences, perceived retailers trustworthiness, consumers lifestyles, consumer prior e-commerce experience, online shopping frequency, duration of daily internet usage found no impact on preferences. Study found that consumers exhibited positively and were strongly correlated with behaviour intention.

88. Mohammad Hossein Moshref Javadi et al (2012), Aim of the study was to analyze the factors which has impact of consumers online shopping behavior mainly issues of e-commerce and marketing. By using conceptual model, study examine the impact of factors like perceived risks, return policy and variables of infrastructure on the behavior of online shopper’s attitude. Study summarized that two factors which has negative attitude towards online shopping whereas there are other two factors has positive impact on shoppers behaviors. Study recommended that, online retailers should do their website
user safer and assured their customers for delivery of products. Retailers should make use of WOM marketing strategy for more e-buying which will be popular among people. Marketing specialists should target the society and formulate strategies for greater effectiveness.

89. **Patel vipulkumar baldevbhai et al (2012)**, study examined how online shopping orientation influence online shoppers perceived benefits and risks. For this studied two dimensions like utilitarian and hedonic values for persons overall perception of shopping. The study investigated that individual persons online shopping perceived benefits and risks were get influenced by their own perceived utilitarian or hedonic shopping values. Study concluded that for successful online businesses marketers should increase entertainment value of the shopping websites along with the perceived security for online shopping. Study suggested that marketers should attract high hedonic value customers for improving security provisions, will able to mitigate the risk of individuals who uses online credit or debit card. Marketers should offer benefits like product information, product comparison, availability of mass products with varieties, discount and quick and free home delivery to wider group of online shopping consumers.

90. **Taru Baswan (2012)**, study focused on advancements in the technology improved in the way products and services were delivered to customers with an intentions for adding value in offerings with this, retailers have also changed their way of performing business and interacting with customers. Study identified factors which determine online shopping behavior and the effects on the same to demographic dimensions of the buying behavior also suggested key issues which needs address like security and safely concerns, quality delivered and commitment, honesty and credit facilities were the prerequisites of developing business, therefore ensuring the quality in products and services delivered which fulfilling the commitments to respective customers. In spite of concerned regarding the security of website, disclosing personal information and lack of touch and feel of products people are concern about the same.

91. **Gagandeep K. Nagra, R. Gopal (2014)**, ‘Study focused on the product categories of goods and services of online and offline product preferences and purchasing at best prices by consumers for this efforts many e-retailers excelling in giving best to their customers. Study covered the demographics variables like age, income, occupations and gender and
product types like books, music CD, apparels, mobile, laptop which does not have impact on line shopping in Indian context. The online shoppers deal with internet. Study suggested that online shopping can use related variables and factors and plan their strategies and tactics accordingly.

92. **Anubha (2014)**, ‘Study examined rapid changes in consumers shopping attitude and behaviour in shopping as well as perception for buying inexpensive goods like clothes, watches, sunglasses etc. and Expensive household goods like kitchen appliances, digital gadget, electronics items or jewellery etc. has been changed. Online customers are motivated from various factors like fashion and design, product presentations, assortments, convenience etc. study focused to know the attitude and behaviour of consumers towards apparel. Study concluded that online apparel shopping gives chance to browse different stores at same time with wide variety of clothing choices. People are highly motivated by fashions, trendiness and variety of product. Online respondents hesitate to buy apparels with a reasons like lack of satisfaction of quality, colours, sizes etc. while at the same time inexpensive fashionable, trendy, good design, elegant look fascinated more to buy online products. Study concluded that buying online apparels are highly motivated by internet innovativeness than by clothing innovativeness.

93. **Arijit Banerjee (2013)**, ‘study examined the consumer believes in online shopping, studied factors which are influences the consumer to go for online purchases, products which are interested for online shopping and challenges of new distribution channels faced by the online shopping sites. Study concluded that, positive attitude towards online shopping has been shown by lower age with high middle class group of customers, marketer were required to educate the online customers in terms of awareness about consumers securities, not only in terms of cyber laws but awareness. Study suggested that, flexible modes of payments need to introduce by companies for online customers with reliable courier service agencies and tie ups who will take responsibilities of delivering the product to consumers.

94. **Atulsen Singh (2013)**, ‘study covered the preferences towards online grocery purchasing from dual households income group also understand factors influencing and buying preferences from organized food retail stores. It should covered the convenient design of the website, quality assurance, home delivery, operational efficiency, responsibility,
discount and offers, loyalty programs, payment modes, availability of online portals etc. for effective stores to stay ahead in competition in technological and operational part. Study suggested strategies for online retailers, to enhance retail services and customer satisfaction. Also considered changes in social structure, lifestyle of consumers, food habits, consumer preferences and constraints for shopping, innovative models, distribution channels etc. should adopt in food retail stores.

95. Pratiksinh Vaghela (2014), ’study focused on online shopping usage and perception of customers towards online shopping and gender wise. Study covered factors like main problems faced during online shopping, better options for shopping, amount spend on online shopping, satisfaction with online shopping, barriers for online shopping during purchases, before purchases and impact of that on shopping behaviour. Study found that online shopping is better option than manual shopping in spite of online shopping are expensive, facing problems like delayed in delivery of products, return of wrong and poor quality product, confusing online websites, ineffective customer services, most barrier for online shopping were online payment security and unable to verify the product personally i.e. touch and feel factor were missing etc.

96. S. Sathiyaraj et al (2015), ’study focused on understanding the perceptions towards online grocery shopping in Chennai. It covered the parameters for understanding the customer satisfaction like user friendly, product category, adequate search options, payment options, cash on delivery, free shipments, offers and discounts, login facility etc. It is concluded that, demographics profiles like age, gender does not have any role to influence on customer satisfaction. Customer prefers traditional method for online grocery shopping than online. But some online respondents expects some benefits like user friendly websites, easy to order, variety, discounts/ offers, saves time and avoid queues etc. which helps for online grocery shopping.

97. Renata Mekovec (2012), ‘Study focused on online shopping privacy protection in internet banking, were discussed issues with new-developed technologies which has privacy issued with three different steps like firstly, technology enabled people data to be monitored and tracked, secondly collected information about users can be stored, merged and analysed at any time, and thirdly broadcasting and publication in varied forms. The paper covered to investigate individual’s attitude towards privacy issues while doing
online shopping or by using internet banking services. The factors like instant messaging, shopping or payment of goods via the internet, banking services etc. gives quality of services with good customer satisfaction. It is suggested that most of the people concerned about their control over the future use of their information for online services, improper access to information collected during their online activities and prevailing regulation related to the internet privacy protection.

98. Svatosova Veronika (2013), 'Motivation of online buyer’s behaviours influenced by internal and external factors with final decision making process. Study examine the motives and experience of the respondents with online shopping. Social networks, blogs and other instruments were influencing online buyer behaviour. Study concluded that sharing of opinions and experience on social media influences the final decisions of users, therefore it is important for online traders to use online business activities as a strategy in company. Study showed that biggest motivation for purchase on the internet is lower prices, convenient shopping and wider range of goods with the possibilities of bigger choices. Today’s consumers were hardly motivated by the social media, which represent the possible influence to go in the area of online buyer behaviour. Electronic trading has its features and differences who offer their products and services.

99. Seppo Pahnila and Juhani Warsta (2010), 'study suggested that attracting a new customer in organisation is more expensive than, trying to keep relationship with existing customers. It covered that, online consumers were not much aware about online shopping information. Most of the time, their behaviour get changed due to the thinking of other customers opinions and experiences towards online shopping. Study recommended that, serving effective customers will help for online service providers also should showcase the actual prices of products, clear information about quality of products on sites by retailers during the shopping process this will help customers to encourage to make decision of their buying process.

100. S. Vivin Richard and Sri Jothi (2012), ‘Study analysed E-Entrepreneurs like flipkart.com, Amazon.com, Naaptol.com and their characteristics of online marketing strategies used by new media Entrepreneurs, which helps to understand the nature and extent to which business strategies were used by online Entrepreneurs. One of the best online media marketing strategy were used by E-Entrepreneur was uses is social media
marketing which helps people to buy a product, website management for bringing people on site and make them stay. It is concluded that, International websites were ahead in terms of customer relationship building and the usage of online media marketing strategies. Due to this, Indian companies were building their brand identity by adapting some strategies which was used by international websites. Most of the online customers were preferred websites like amazon.com and flipkar.com due to simple and clear website navigation of website, easy accessibility for finding a product, colourful and attractive design and layout of the website and simple and self-explainable content of the site.

101. Vibha Gupta (2013) studied that e-tailing is a challenge for Indian customers. They faced real time problems related to trust to quality. Consumers do not rust shopping style as they can see and choose a product virtually without any kind of physical touch, study shows some rigid behaviour towards e-tailing. Study suggested that online shopping vendors should made their customised strategies based on the consumer behaviour. (touch and feel) also not only to invest in bringing new customer base which creates loyalty will generate revenues in the long run through e-tailing. Irrespective of online shoppers are satisfied by their respective service providers and online vendors.

102. Andrita Goswami et al (2013) study stated that online customers are satisfied only when online marketers give more importance on price and after sale service factors. In the competitive era, online marketers should focused on customer satisfaction to retain the existing customers and attract the new customers by offering them day to day new schemes for online purchases. Also studied that factors like wide variety of the distribution of customers according to their perception with respect to online shopping depends on the factors like product variety, quality of product, wide variety, price, packaging of products, after sale services, security of payment etc.

103. Seul Lee et al (2012) study explored that the influence of the online as well as offline purchases on the type of choice for customers complaint channel. It was observed that those consumers who does online purchases were most likely to complain online than offline choices. Study focused on the benefits of online customers complaints which uses single channels and easy to maintain the record and has greater sense of controlling rather than offline channels. Study focused on online and offline channels of customer complaints which are two main factor of consumer satisfaction and dissatisfaction. The study was
based on exploratory research on the basis of online experiments of 480 undergraduate students. Study analyzed that consumer complaint channels play an important role for examining the behavior of consumers complaining.

104. **T. Shenbaga Vadivu (2015)**, Study focused on online shopping or marketing of the uses of technology through computer. For better marketing performance retailers were devising strategies to meet the demand of online shoppers; studying consumer behaviour, consumer attitudes towards online shopping. Studied Gender, Age, Location, Profession, Education, Family Status, Product purchased, problem faced by the respondent which online shopping. Thus study focused on consumer's attitudes towards online shopping and studying the factors influencing consumers to shop on. Results show three important ways for influencing people in online shopping.

105. **Prafulla Sudame (2015)**, study explored popularity of branded apparels and to find out whether youth were attracted towards branded apparels or preferred non branded apparels. It also explored the factors that are influential to lead a particular brand like Brand Name, Product Quality, Design, Store Environment, Price and Promotion. This study was also tests any significant difference between the degree of brand preference and the level of agreement with the social status that brands represents. Study concluded that most popular brand among the youth determined was Levis which mostly preferred by youth. It was also found out that brands have status symbols and care must be taken to maintain the image of the brand also loyalty towards the Product Quality & Design. Study recommended that companies should not invest heavily on celebrities as popularity of brand has been determined by most of the population and not motivated to buy branded apparels due to it was promoted by presence of stardom.

106. **M. Thangam, Dr. P. Karthikeyan et al (2015)**, Study focused on the fact that most of the online shoppers were students and educated people who have a positive perception towards online shopping, risk perceptions particularly concerns about online security, which was determined by many people from shopping online. Online sellers increased their sales due to adequate safety in delivery of products. They have rectified these problems and introduced more number of products with additional discounts which created more demand from customers. The study attempts to find out the opinion of customers from tirupur district towards online shopping. This study focused on growing
importance of online shopping, reasons for buying, product preferences, problems faced by the customers and their facts, influencing factors, barriers for online shopping and steps taken by the online sellers to improve their sales.

107. E.B. Khedkar (2015), study find out the factors that are affecting customer’s satisfaction for online shopping. The insights were developed customer satisfaction and what all affect customer’s satisfaction during online shopping. Study revealed that website design, payment security, ease of shopping, accurate product information, price and delivery of services have positive impact on customer satisfaction. Study suggested that online retailers should re-evaluate all these variables which have high impact on customer satisfaction and should initiate and re-constructed the strategies according to competitive business environment. Study was important for evaluating and enhancing their performance of online shoppers.

108. Jeen-su Lim et al (2015), study focused on online retailers various touch points and consumers touch point satisfaction model. This developed and covered the effect of search and experience of different categories of product and relationships among the online websites satisfaction and social media sites. Study concluded that effects of customer loyalty intention was very stronger than experience of products than searching for product online in case of social media sites satisfaction.

109. Nima Barhemmati and Azhar Ahmad (2015), study examine how social network marketing influence the ultimate consumer purchase behaviour among people who often used social networking sites. The study investigate the relationships among social network marketing activities, customer engagement and consumer purchase behaviour. Study suggested strategies for marketing manager, for increasing advertisement effectiveness through social media by understanding the type of engagement shaped audiences, their emotional bonds and effects on consumer purchase behaviour. Study showed people have more emotional attachment with social media sites, spend more time on platforms, are more likely to engage with companies and brands through social media and have positive attitude towards the brands. Study conducted that users were influenced by their contacts on SNS more intensive than a simple and direct advertisement.

110. M.Khalifa, K.N.Shen (2009), study addressed the gap by using functional approach and using temporal view in developing and testing a model which explains the uses of
different types of electronic CRM of customer satisfaction in case of online shopping. In this study, transaction cycle for customer relationships is used to classify e-CRM functions from pre to post cycle. Also, attraction and retention were two different temporal phases identified.

111. **Kiran Nerkar, Irgan Inamdar (2014),** ‘study understands several reasons for what customers is looking for online shopping websites. In spite of purchase decisions is influenced by various attributes/ features of products, offers of products to attract the customers, online websites etc. Study covered three important factors like comfort and security, informative, money matters most for understanding the expectations of customers from online shopping websites. Study concluded that, customers were looking for comfort along with security while doing online shopping, comfort and safety is the major reasons for attracting and motivating the customers to do online shopping.

112. **Jeen Sulim et al (2015),** study developed model of consumer touch-point satisfaction for online purchases. It covers the effects of searching online products and experience of customers with satisfaction of online marketers. It also covered understanding of customer loyalty intention and product purchases. Study suggested strategies for e-retailers by using customers touch points like social media, experience of multi-media, consumers reviews etc. will helps marketers to build good customer relationship. Study concluded that online consumers have different shopping experience and different levels of knowledge with different perceptions about online shopping sites for that it is important for online companies to developed best strategy for exploiting maximum touch points of customers.

113. **Varsha Verma et al (2015),** ‘study examined the relationship marketing framework focusing on online retailing, which identified the strategies which helped for marketers to build relationships with their customers. This examine the relationship between the four mediators shown in the research. Based on research study suggested model which will help online managers to identify the key drivers of relationship marketing. Study suggested that by using Word of mouth managers can identify loyalty and commitment among customers.

114. **Abdullah Sarwar, Ahasanul Haque & Farzana Yasmin (2013) study revealed the variables like interaction on social network that is time spend on social networking sites and perception of security in purchasing goods online has played the significant role on**
the purchasing preferences for Muslim consumers also identify the purchasing decision via social network. The aim of the study was to explore the buyer’s opinion of using social networks as a tool for marketing towards purchasing goods through online in Malaysia. The key findings of the study was social networking sites like Facebook, Twitter and Myspace etc used by customers most to interact. They also prefer to use social networking sites for purchasing goods online which is a reliable source for them and also suitable for promotional purpose as the numbers of users are increasing, there should be implementation of more security measures to avoid fraud which leads to increasing the confidence in the users mind to buy or order products and services due to guarantee on the safety of the product and services. Study suggested online survey should be used for such online marketing tools in future.

115. **Sumit Chaturvedi et al (2014)** studied that social media has changed the consumers purchasing behavior which directly impacting to the way they were buying products and services. The marketers have also change their perception of social media from ‘fun to have’ that is social towards business like ‘must focus on’ approach. The uses of social media platforms like Twitter, LinkedIn, blogs and Face book among online buyers has increasing over the years. Online shoppers faced hesitations while doing online purchasing due to the factors like security concerns, lack of physical approach towards product offered, and delays in product delivery along with price & quality concerns. Also more over people are more resistant to change not easy to adapt newer technology. Study also analysed that online purchasing of apparels has a potential to grow, proper boosting needs to be done effectively through social media only, because this is the only medium of sales promotions which can be in low cost and maximum reach.

116. **Gaurav Seth (2012)** analysed the changes in social media marketing strategy for constant communication and public relations in hospitality sector. Focused from a consumer’s perspective with respect to the various channels over traditional marketing channels to social media which has impacted their purchasing decisions and brand loyalty in service industry. Also understand how consumers perceive these new vehicles of communication. Objective was to study the effects of social media on hospitality marketing strategies form the consumer’s perspective only. In order to avoid inaccurate information and negative publicity businesses have to come up with digital media policies
to safeguard. Uses of proper planning and rigorous guidelines for maximum success should be embraced as a social media technology.

117. **Rajiv Kaushik (2012)** revealed that there is impact of social media on public relation which can be traced by costing part. Study focused on social media and public relations efforts complements each other which is affected by costs of marketing by considering cost per impressions.

118. **Simona Vinerean, et al (2013)** explored that SMM allows customers to directly communicate about brands with online companies those who are brand representatives. The objective of the study was to identify different types of users their segmentations. It also examined different marketers has positive online advertisement impact on customers perceptions. The study suggested for online marketers various approaches from improving their ad performance and investing in SNS advertising. Study suggested for online company should create a role for buyers and then accordingly developed adjusted online marketing strategies as per the interests of online consumers. Also suggested SMM strategies for long-term success in marketing.

119. **Patrick Mikalef, Michail Giannakos & Adamantia Pateli (2012)** study focused on the organisations which are directing different methods for promoting to consumers different products and services in order to gain distinctions of such websites. The objective of study was to explain the specific aspects of SNS which was used to raise for product buying intention of online users, to search more products and services and hence sharing the information to others has positive influence. Study tried to define the different aspects of social media websites which has impact on internet user intentions to search more product and services. Study also examined intention of future purchases and sharing product information to friends and relative via WOM leads due to intention of browsing product and services over social media websites. Key findings of study is trigger specific aspects of motivation theory, the users searching for online product intentions has positive impact on WOM intentions.

120. **Monica Ramsunder (2011)** study explored various opportunities for online marketers since online consumers takes their purchase decisions based on social media and marketing done by online consumers. It also explored the importance of social engagement on networking sites has play a significant role and marketers should aware
about the consumers purchase decisions. The objective of study was to establish supportive social media as online research tools for tyre purchasers to learn about tyre brands in South Africa. Study suggested strategies for companies have dedicated social media fan page, online banners & online advertisement etc.

121. **Indrila Goswami et al (2014)** study focused on the factors that affect the online buying behaviour of women wherein Marketers are understanding the online buying behaviour of Indian consumers for new ways for identifying distinct profitable customer segments and targeting them better. They need to know who are the online customers, what are they buying online and why, what prevents them from buying online, what are the other factors affect their online buying behaviour, does social media have any influence on their buying behaviour. Research also analysed the buying attitudes of homemakers. It also attempts to explore the brick and mortar buying behaviour vs. online buying behaviour of the target audience. Social media marketing has not yet made a significant impact as desired in motivating women customers to buy online. This paper suggest that marketers should aim not only to create awareness and curiosity among the segment, instead of use mass media and digital communication to create an attitude shift towards online buying.

122. **Adee Athiyaman (2008)** investigated on consumer’s different preferences and choices for online purchases. It covered the importance for owners of online industry, essential to know the consumer behaviour and type of goods and services purchased on internet. Study covered the importance of product specific variables for online transactions. “FCB grid” matrix was used in the study which contends purchase behavior of customers which differs from high to low product involvement for mainly rational or feeling judgment. Study focused on “think” and “feel” dimensions which was related to purchasing motives.

123. **Jugal Kishor, Prof. V.K.Singh (2014)**, ‘Social networking sites can expand the possibility of business through social site shopping, This empirical research explored factors affecting shopping attitude on social networking sites which focused on different kind of payments methods used for the shopping on social networking sites. It also revealed that SNS were targeted to different consumers, different factors has been used according to the type of consumers. This study uses the assumption, is that focus of shopping attitudes is different than purchase intentions attitudes. The findings of the study shows that target customers and features of SNS were differs according to the category of
products for that strategy can be used to expand online businesses which includes shopping services which are targeted to youth with positive perceptions of SNS features like easy to use, security for shopping services etc on social networks.

124. **Shraddha Bhome et al (2014)**, Focused on impact of SM on consumer buying behaviour in different categories of social media majorly social networking sites, social news, media sharing, blogs, micro blogging etc. which provides unique features and experience to marketers and consumers. Marketing via social media created high quality contents which are relevant, focuses more on building relationships between consumers and companies. The accessibility and transparency of information has offered to consumers. Study cover the ads-on type of social media and impact on buying new product. Study conducted that social news spread by personal blogs, forums of people, companies, cine stars, political parties were followed social networking sites. Study concluded that there is more influence of marketing social networking websites such as Facebook, Twitter etc.

125. **Nick Hajli (2013)**, studied that consumers use social media like online communities, to create contents and to network with other communities or users also identified the advantages to be gained by businesses through social media. For this, multidisciplinary model and technology acceptance model has been devised for demonstrating the role of social media in the e-commerce. This model has been validated by SEM-PLS (Structural Equation Modelling) and (Partial Least Square Method). Research model studied that social media created trust which perceived usefulness of products leads to intention to buy the product from market. Study highlight the role pf social media and its influence on the trust building in e-commerce, which shows how social media factors influence trust and intentions to buy through social networking sites.

126. **Faraz Farooq, Zohaib Jan (2012)**, study covered research from social media users and organisations for finding their views on the tagged based marketing on the social networking website (Facebook). Study explored that social network medium has a potential to provide many new ways to market the audience with the help of registered user especially social networking site Facebook has provided many tools like social groups, events, social advertisement for the purpose of marketing this is helpful for organisation in developing trust of the product among consumer, increase clientele and targeting the right audience. Study concluded that, reasons behind most of the people
don’t provide feedback was revealing the personal information to other for influential marketing helped for analysed target audience and increase the sales and profit of organisation whereas tagged based marketing suggested that should be implemented in research area because it is supported by many organisations.

127. **Sakshi Gupta (2014)**, ‘study covered about distinct information about online marketing.
The process of internet marketing was to make profits through online in collaboration with principles, strategies, techniques and tactics used to satisfy the customers for generating the traffic and return for the company. Web designer companies and professional business companies making more customers with the help of their businesses implementing tactics of internet marketing. Study discussed that the cost of handling online orders will be higher, online selling will be more cost effective, a new online merchant will have to face competition from traditional merchants. There will be greater competition for online products and have larger markets with more specialised. As discussed, Amazon.com provides necessary discount to bestselling books.

128. **Ashish Kumar Srivastava et al (2009)** study shows the evaluation of prospects organised retail in FMCG segment in rural markets. The study carried out on selected categories of FMCG viz. packaged food and beverages, cosmetics, toiletries and apparels through evaluating the effectiveness of determinants of organised retail. Study shows that the determinants of organised retail are more important in the different opinion of consumers along with different demographic classes like students, service class, professionals and households etc. determinants like awareness, satisfaction and frequency of visit to city market etc. have significant different than even the satisfaction determinants viz. price, product selection facility, product information, range of products, convenience at point of purchase, home delivery and brand range are too significantly different from one another.

129. **Rallabandi Srinivasu (2014)**, ‘Study was aim to focused on competitive conditions dominantly in FMCG retail sector. Analyzing the competitive within sector, growing at the rate of double digit and expected to maintained high rate. Study examine the characteristics by between the organised and unorganised segmentations. Study concluded that transformation of the retail market have long lasting impact on wholesale trade and
distribution of FMCG. Growth of logistics companies provides wide range of complementary services to FMCG for sale of various brands. The intense sales promotions efforts, cut throat competitive strategies, stronger distribution efforts helped brands to increase the sales and penetrate the markets.

130. **G. Nagarajan, Dr. Khaja Sheriff (2013)**, ‘Study focused on the insights for clear understanding of consumers mind set towards FMCG products, fundamental issues pertaining to emerging challenges in FMCG products, prospects of marketing especially new products launch in Indian markets. Study suggested the solutions for the challenges which are new and unseen faced by marketers to fulfil the customer requirements. Study suggested the important strategic factors such as proper designing of sales process with more effective sales compensation plans for better results, development of effective channel strategy, provide training to sales people for better presenters in market. Also overviewed the prospects of FMCG sectors like market research, timings of promotions, capacity of manufacturing goods and services, testing of new product in market as per customer’s requirements, proper distribution channels as per the sufficient sales potential in new product to convenience a distributor, retailers or agent, training, promotional Programme.

131. **Navpreet Singh Sidhu (2013)**, ‘study covered the understanding the awareness and comparing the perceptions of customers towards online shopping in Punjab area. Also covered how the motivated person actually get influenced by their own perception of the situations. Study focused on demographics like gender, age (below 30 and above 30) group, educational background, to understand the variables about awareness of online shopping sites like homeshop18, ebay, future bazzar, amazon, India plaza, Naaptol, shopping @indiatimes etc. also studied product categories available on sites and mode of payments availability. Study concluded that, people were aware about online availability of mobile phones, cameras and clothes whereas payment through credit cards and cash on delivery are majorly used on customers. Study recommended that perception towards online shopping with respect to all age group is same for this same shopping sites should create more awareness about their products, modes of payments available for people.
2.2 RESEARCH GAP: -

Several research has been carried out on social networking sites, social media marketing, importance and usage of social networking sites in e-commerce industries, for understanding the buying behaviour pattern of online consumers, implementation of social media technology in as a companies’ marketing strategy, online purchase behaviours, Consumers motivation for online shopping, impact of SM on buying decisions, role of SMM for online purchases in hospitality sector, factors responsible for online shopping, online branding etc. The studied has been conducted in online marketing particularly in sector wise like FMCG, Consumer durables etc., Industry wise like services tours and travel industries, hospitality, health care etc., product category wise like electronics products, apparels, mobile phones etc. in a particular area. The uses, importance, factors responsible for online shopping, understanding the consumer behaviour of social media users has been considered.

The studies done so far have not touched the impact of social media marketing for online purchases with product category of apparels, shoes, handbags accessories etc. So the topic of the study is “Impact of social media marketing on online purchases of consumers in selected cities of India with respect of FMCG-Personal Products.”