

STUDY OF PERCEPTION OF CONSUMERS IN PUNJAB REGION REGARDING PURCHASE OF PRODUCTS THROUGH ONLINE MEDIA

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Abstract:

There was a great expansion in the use of social media all over the world. India is one of the top most countries in the world on the basis of social media usage. Social Media Marketing is the process of exchanging goods and services with giving satisfaction to the customers. Now a days, Social media is become a market for the marketers and customers for buying and selling goods and services. The identification of the customers is the need of marketers that creates more opportunities for them. All marketers have their own objectives and ideas, so the social media creates an opportunity to express the ideas and achieve the goals. This study evaluates perception of consumers regarding Purchase of Products through Online Media. It also helps to study the consumers' behaviour for online purchase processes gender wise. This study talked about gender difference in perception of consumers regarding purchase of products through Online Media. It talked about perception of Youth in Punjab regarding purchase of products through Online Media. It is a study focused on Perception of Consumers in Punjab Region regarding Purchase of Products through Online Media. It is found in the study that there is no significant difference between buying preferences of Males and females through online process. It talked about product preferences of youth through online purchase. Certain e-commerce sites are more popular among people for buying their products online.

Keywords: Social Media Marketing, Perception of males and females, Purchasing behaviour, Online Media.

Introduction

There was a great expansion in the use of social media all over the world. The number of internet users in India has reached to 627 million in the current year (2019) and the expectation in 2020 is 650 million. The active social media users in India are now at 376.1 million and it will be increased to 447.9 million users at 2023. India is one of the top most countries in the world on the basis of social media usage.

The social media helps the people to connect with one to another from whole over the world. It helps to keep up a good relationship with family members and friends. This connection may be through social networks, forums, blogs, or be in social media websites. Social media plays a vital role in decision making process. A research conducted by Deloitte say that, 47 per cent million people are influenced by social media for taking the purchase decision. Social Media Marketing is the process of exchanging goods and services with giving satisfaction to the customers. Now a days, Social media is become a market for the marketers and customers for buying and selling goods and services.

Consumers who are tended to purchase the products through social media become influenced again and again. So, the customers are willing to pay more money on their purchase through social media. Social media opens an account for the business hubs for attracting, participating and retaining customers.

The identification of the customers is the need of marketers that creates more opportunities for them. All marketers have their own objectives and ideas, so the social media creates an opportunity to express the ideas and achieve the goals.

This study evaluates perception of consumers regarding Purchase of Products through Online Media. It also helps to study the consumers' behaviour gender wise. Such study will definitely be useful for a variety of companies to influence the potential customers.

Literature Review

According to Evans (2008), "Social media relates to a self-generated, authentic conversation between people about a particular subject of mutual interest, built on the thoughts and experiences of the participants." This study carries out content analysis and systemizes articles on social media marketing in the Web of Science database. The studies focusing on the individual's perspective centered not only on the usage of social media, but also on their implementation, optimization, and measurement of results.

The Internet and online-based social media have changed consumer consumption habits by providing consumers with new ways of looking for assessing, choosing, and buying goods and services (Albors, Ramos, & Hervas, 2008).

These developments influence how marketers operate and affect marketing practices in terms of both strategy and tactics by presenting marketers with new challenges and difficult choices (Thomas, 2007).

The study made by Bhagwat and Goutam (2013) is in line with the study done by Jati and Mohanty (2012) where they assert the need for social networking sites in a business. They highlight that social technology is connecting people in ways to share information and other things to each other. From their study they found Facebook to be the leading Social media networking site. They have also provided with statistical data which shows that social media sites are growing and providing facilities to both business organizations and the people. Their reputation in short time is in lieu of their requirement in society for communication and also for business as well.

Valeecha and Reza (2013) tried to analyze how far social media is helping the telecom brands in Karachi, Pakistan and how consumers are responding to it by identifying those factors that are crucial for the success of telecom brands. They did an exploratory qualitative research using primary data collected from 108 social media users, 5 telecom companies and 8 social media agencies. They conclude from their survey based on the data collected from all the three perspectives that the active social media users expect companies to be there on social media by integrating with it the customer relationship strategies and always be ready to interact with the customers.

Kumar and Singh (2013) makes the case that how social media as a marketing communication tool helps in building brand equity and customer relationship. In their study they have examined the strategy "Live the moment" used in social media campaign by Maruti Suzuki for its Ritz car to creating awareness and preference for its car. They found that using social media strategy used became a most successful campaign by the company and was capable of building a strong brand and strengthen its customer relationship through social media network. This tool not only stimulated the interest among its online fans community it also increased the awareness of other stakeholders.

Ramnarain and Govender (2013) in their exploratory research work among 150 youths aged 18- 24 studying at the University of KwaZulu-Natal of Durban, South Africa using a structured questionnaire found that there exists a relationship among the gender, social media browsing and purchasing behaviour of the respondents. They also found that social media browsing has influenced the youths purchasing behaviour through three factors, viz., important channel for communication, enhanced product and brand choice and spending power. The implication of their research findings was that through a complete investigation into the social media, the marketers need to re-evaluate their marketing and communication strategies in order to influence the purchasing behaviour of youths of South Africa.

Shabnam et al. (2013) observed the boom of social media marketing in their study and emphasized on the chances available for marketers to develop a personal relationship with the target population. They have carried out an exploratory research among the campus youths in Bangladesh to explore the social media networking platforms and found consumers' responses toward the social media as a marketing communiqué option through a pilot study considering brand image, association, awareness, loyalty and consumer experience as independent variable and social media effectiveness as the dependent variable, measuring it through klout scores. They also conducted an in-depth interview to look at the marketers view towards social media usage for brand building and to ascertain different techniques and practices of social media platforms for brand building.

Bajpai and Pandey (2012) examines how viral marketing as a concept marks its place through social networking sites. They have taken Facebook for their analysis. They have clearly put forward that those direct marketers with intelligent strategies for Facebook environment will definitely taste success. They also highlight upon the offers provided by Facebook for brand marketers and conclude that there are many things left to learn and marketers are still in the early stages.

In another study by Bajpai et al.(2012) social media marketing: strategies and its impact highlights on the various social media marketing strategies for small businesses that can take this viral marketing form beyond the present social media to build the community powerful enough to make an initiative buying and marketing effective. They also compare it with the implications of traditional means of marketing.

Similarly, Bashar et al. (2012) through an empirical research find out the effectiveness of social media as a marketing tool. They conducted their study among 150 social networkers in Delhi & NCR region using an online questionnaire method and through a non-probability convenience sampling method. The researcher finally found that social media as a marketing tool will be effective only if it provides a concrete and timely information wanted by the consumers to bridge the gap between the consumers' expectations and what the consumers actually want. And recommended that today's businesses have to be transformed from a transactional relationship to a social relationship. They have also suggested few steps to attain this goal.

Edosomwan et al. (2011) depict social media as a fact that has transformed the interface and communication of individuals all over the world. They have done a qualitative study by describing the features and how social media has evolved over time. They have also discussed about CyWorld, Facebook, Lunar Storm, YouTube, Twitter and MySpace. They further discuss the best situations where social media can be used viz., to communicate properly between the management and the employee, to make employees work efficiently in teams and to share ideas, etc.,

Greer & Ferguson (2011) studied the use of twitter for promotion and branding using a content analysis. They used a tactical and strategic model of media promotion to examine the Twitter sites of 488 local television stations in the United States. One finding of their study was that news stories were the most commonly occurring items on the sites and also found that, however, stations that offered news items also seldom promoted their regular newscasts. However, other items in this category such as

contest promos, breaking news, or invitations for user interaction did not occur many a times. They conclude their study by saying that overall, stations did not come out to use Twitter to direct viewers to the station's on-air programming.

Mangold & Faulds (2009) in their study purported social media as a new hybrid element of promotion mix. They strongly put forward that modern marketing should include social media as a promotional tool when crafting and implementing their Integrated Marketing Communication strategies. As Social media tools reaches a large mass of audience, the managers must take into consideration consumer discussions in a manner that is relied with the organization's mission and performance goals. They have also highlighted on the methods that can be used to accomplish this viz., providing the customers with good networking platforms, promotional tools to engage customers, etc.,

This argument, made by Mangold & Faulds, is consistent with Boone and Kurtz's (2007) assertion that the purpose of integrated marketing communications is an effort to coordinate and control almost all the elements of the promotional mix viz., Sales promotion, publicity, advertising, direct marketing, personal selling, and public relations to construct a unified customer-focused communication and, therefore, accomplish various organizational objectives. To achieve this objective the organisation has to adapt to a new communication paradigm where information can be exchanged among users in the social media space.

Moise (2011) makes his point that, many marketers believe that the organizations should aggressively promote only one advantage in the market concerned and social networks in the online environment allows them to appear more attractive to consumers. The organization can analyze the way in which the target market has answered to previous communication and recognize the channels to which the stakeholder groups had the most effective response.

Asur and Huberman (2010) in their study on predicting the future with social media has brought out how social media content is used for predicting the real-world outcomes. They used the chatter from Twitter.com to predict box-office revenues for movies. They then focussed on the means of viral marketing and also the pre-release excitement on Twitter where they analysed the part that attention plays in predicting real-world box office outcomes. Finally they also viewed on the sentiments created due to dissemination of positive and negative opinions.

Researchers such as Castronovo and Huang (2012) maintain that marketing strategies involving marketing intelligence, promotions, public relations, product and customer management, and marketing communications should begin exploring and leveraging social media, not only because there is a growing interest among consumers in Internet usage, but also due to the fact that consumers consider information shared on social media as more reliable than information issued directly by firms (Constantinides et al., 2010).

Ranjitha and Sinnor (2012) tried to explore the preference of the people and the usage pattern of social media sites among various age groups and profession. Based on age a sample of 120 and based on profession 360 sample were selected and tracked their communication of facebook usage for one month using "Communication tracking"- a research method. They have finally brought forward that facebook is the cheapest source which can be used for promotion by any company and without any doubt the customers are gaining insights about the products and also the companies get a direct one to one interface with the customer's in turn increasing their market share. But they also put forward one opinion that it is not the only source for promotion as there are also other source available which can be used by the marketers for their promotion and services.

Gap Analysis

From the literature reviews it is found that many studies revolve around issues like content analysis, individual's perspective on the usage of social media, their implementation, optimization, and measurement of results, focus on the individual's need for social networking sites in a business, preference of the people and the usage pattern of social media sites among various age groups and profession, marketing strategies involving marketing intelligence, promotions, public relations, product and customer management, and marketing communications, study on predicting the future with social media, marketing advantage due to social networks, social media as a promotional tool. No study in the literature review talked about gender difference in perception of consumers regarding purchase of products through Online Media. None of the study talked about perception of Youth in Punjab regarding purchase of products through Online Media. Due to these gaps, a study is being proposed with title:

“Study of Perception of Consumers in Punjab Region regarding Purchase of Products through Online Media”

Objectives of the Study:

- To study buying preferences of Males and females through online process.
- To identify the sites most popular among majority of the people
- To study perception of consumers regarding clarity in instructions and information related to purchase of products displayed on the website/app.
- To identify the purchasing mode of the people who buy products through online purchase.
- To study perception of consumers regarding clarity in Purchase & Refund policy for online purchase.

Research Methodology

The primary objective of the research is to study buying preferences of Males and females through online process. Other research objectives were derivable from the core objectives. The research methodology applied is as detailed below

Sample Size chosen: 100 Respondents

Sampling Technique: Convenient Non-Random Sampling Technique

Primary Data Collection

Primary data was collected by questionnaire-cum-personal interview method from the randomly selected Youth from Punjab region. Most of them preferred to fill the questionnaire on their own.

Duration of the Survey

Data collection was done between April 2019 and May 2019.

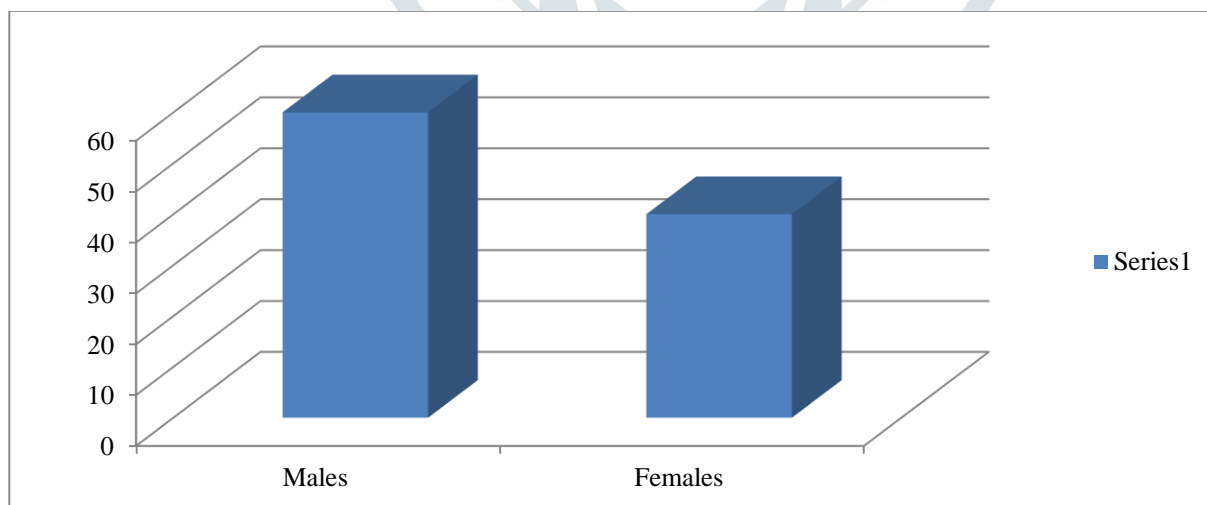
Data Analysis Techniques

For the compilation and analysis of data, SPSS Package was being used. Frequency of responses covering various variables were thoroughly classified, tabulated and analyzed.

Descriptive Analysis of basic data was done by applying parametric Independent Sample t-test. The questions where users tick on multiple answers for one Multiple Choice Question (MCQ), are analyzed with the help of tabulation and 3-D column bar charts It was done to describe the features of the data in a study.

Number of Respondents who participated in the study	100
Age Group	17 – 35 Years
Male Gender Participants	60
Female Gender Participants	40
Marital Status: Single	94
Marital Status: Married	06
Type of Job/Profession: Student	84
Type of Job/Profession: Self Employed	04
Type of Job/Profession: Salaried	11
Type of Job/Profession: Any Other	01
Gross Annual Income: Less than 4 Lakhs	22
Gross Annual Income: Between 4 to 6 Lakhs	06
Gross Annual Income: Between 6 to 8 Lakhs	0
Gross Annual Income: 8 Lakhs and Above	5
Gross Annual Income: Not Applicable	67

In the Research study it is found through Gender Analysis that **60 males** and **40 females** participated in the study.



Question 1. *Have you ever experienced the products buying through Internet (for both males & females)?*

Hypothesis Testing:

Null Hypothesis (H₀): *There is no significant difference between buying preferences of Males and females through online process.*

Alternate Hypothesis (H₁): *There is a significant difference between buying preferences of Males and females through online process.*

A t-test helps you compare whether two groups have different average values (for example, whether men and women have different average heights).

Samples *t* Test can be expressed in two different but equivalent ways:

$H_0: \mu_1 = \mu_2$ ("the two population means are equal")

$H_1: \mu_1 \neq \mu_2$ ("the two population means are not equal")

OR

$H_0: \mu_1 - \mu_2 = 0$ ("the difference between the two population means is equal to 0")

$H_1: \mu_1 - \mu_2 \neq 0$ ("the difference between the two population means is not 0")

where μ_1 and μ_2 are the population means for group 1 and group 2, respectively. Notice that the second set of hypotheses can be derived from the first set by simply subtracting μ_2 from both sides of the equation.

Independent Sample t-test is applied at 95% level of confidence with 2% degree of freedom. The values of Sig. (2-tailed) come out to be 0.778 which is greater than 0.01. Hence null hypothesis is accepted.

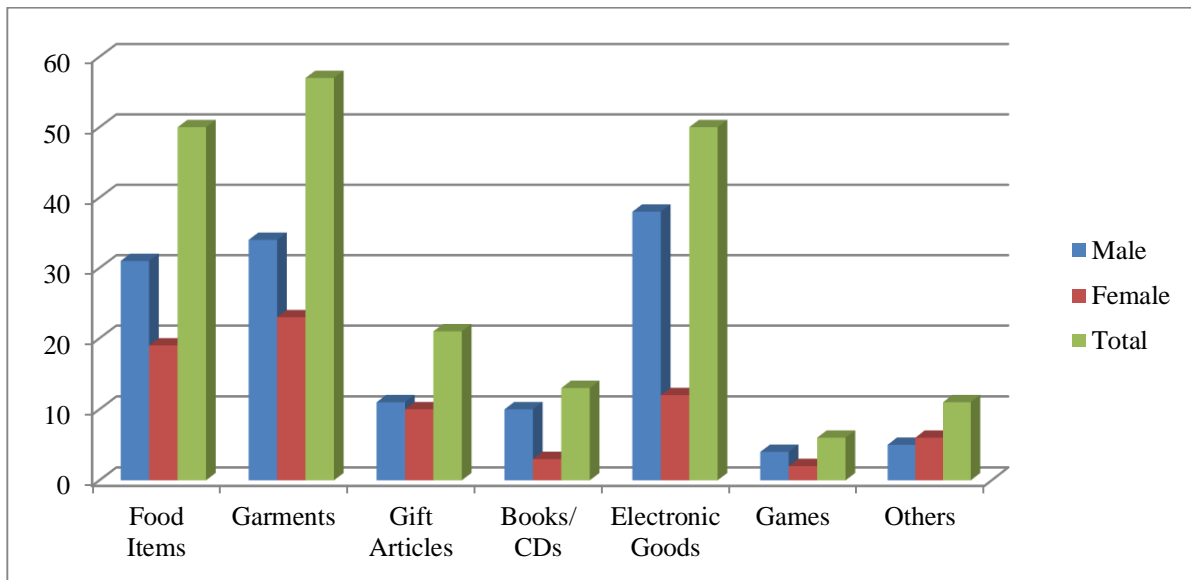
The **independent t-test**, also called the two **sample t-test, independent-samples t-test** or student's **t-test**, is an inferential statistical **test** that determines whether there is a statistically significant difference between the means in two unrelated groups.

Hence, there is no significant difference between buying preferences of Males and females through online process.

Question 2. What products you often purchase online?

Frequency Table:

Gender	Food Items	Garments	Gift Articles	Books/ CDs	Electronic Goods	Games	Others
Male	31	34	11	10	38	4	5
Female	19	23	10	3	12	2	6
Total	50	57	21	13	50	6	11

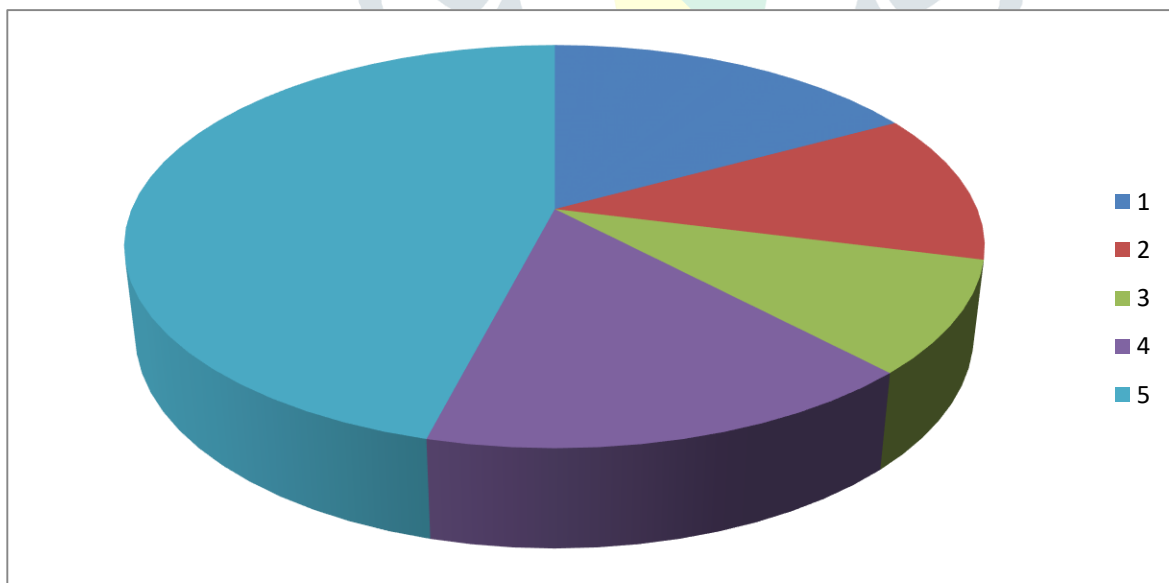


Findings: So, it is found as per sample survey, majority of the people buy products like Food Items, Garments and Electronic Goods compared to other products through online purchase.

Question 3. How often you purchase the products on line?

Frequency Table:

Total Respondents	Once in a week (1)	Once in 2 weeks (2)	Once in 3 weeks (3)	Once in 4 weeks (4)	Rarely (5)	Total
100	17%	12%	9%	16%	46%	100%

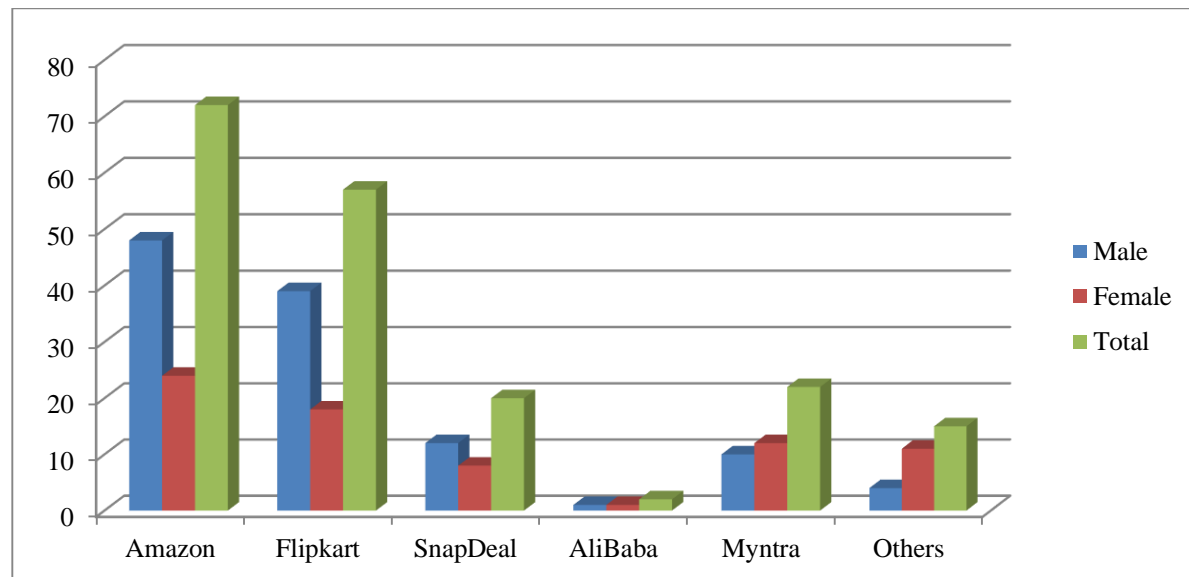


Findings: So, it is found as per sample survey, majority of the people buy products like Food Items, Garments and Electronic Goods compared to other products through online purchase.

Question 4. Name the online websites/app from which you often purchase.

Frequency Table:

Gender	Amazon	Flipkart	SnapDeal	AliBaba	Myntra	Others
Male	48	39	12	1	10	4
Female	24	18	8	1	12	11
Total	72	57	20	2	22	15



Findings: So, it is found as per sample survey, majority of the people are not so frequent buyers of products through online purchase method.

Statement 5. The instructions related to purchase of products displayed on the website/app are very clear.

Hypothesis Testing:

Null Hypothesis (H₀): There is no significant difference between perception of males and females regarding clarity in instructions related to purchase of products displayed on the website/app.

Alternate Hypothesis (H₁): There is significant difference between perception of males and females regarding clarity in instructions related to purchase of products displayed on the website/app.

The hypothesis will be tested with the help of independent-samples t-test.

The **independent t-test**, also called the two **sample t-test**, **independent-samples t-test** or student's **t-test**, is an inferential statistical **test** that determines whether there is a statistically significant difference between the means in two unrelated groups.

Samples *t* Test can be expressed as:

$H_0: \mu_1 = \mu_2$ ("the two population means are equal")

$H_1: \mu_1 \neq \mu_2$ ("the two population means are not equal")

where μ_1 and μ_2 are the population means for group 1 and group 2, respectively.

Independent Sample t-test is applied at 95% level of confidence with 2% degree of freedom. The values of Sig. (2-tailed) come out to be 0.042 which is greater than 0.01. Hence null hypothesis is accepted.

Hence, there is no significant difference between perception of males and females regarding clarity in instructions related to purchase of products displayed on the website/app.

Statement 6. The site(s) enables the visitors to acquire the required information for purchase comfortably.

Hypothesis Testing:

Null Hypothesis (H_0): *There is no significant difference between acquiring the required information by males and females from website/app related to purchase of products.*

Alternate Hypothesis (H_1): *There is a significant difference between acquiring the required information by males and females from website/app related to purchase of products.*

The hypothesis will be tested with the help of independent-samples t-test.

The **independent t-test**, also called the two **sample t-test**, **independent-samples t-test** or student's **t-test**, is an inferential statistical **test** that determines whether there is a statistically significant difference between the means in two unrelated groups.

Samples t Test can be expressed as:

$H_0: \mu_1 = \mu_2$ ("the two population means are equal")

$H_1: \mu_1 \neq \mu_2$ ("the two population means are not equal")

where μ_1 and μ_2 are the population means for group 1 and group 2, respectively.

Independent Sample t-test is applied at 95% level of confidence with 2% degree of freedom. The values of Sig. (2-tailed) come out to be 0.797 which is greater than 0.01. Hence null hypothesis is accepted.

Hence, there is no significant difference between acquiring the required information by males and females from website/app related to purchase of products.

Statement 7. Images of the products give the good sense of the actual product.

Hypothesis Testing:

Null Hypothesis (H_0): *There is no significant difference between perception of males and females regarding images of products displayed.*

Alternate Hypothesis (H_1): *There is a significant difference between perception of males and females regarding images of products displayed.*

The hypothesis will be tested with the help of independent-samples t-test.

The **independent t-test**, also called the two **sample t-test**, **independent-samples t-test** or student's **t-test**, is an inferential statistical **test** that determines whether there is a statistically significant difference between the means in two unrelated groups.

Samples t Test can be expressed as:

$H_0: \mu_1 = \mu_2$ ("the two population means are equal")

$H_1: \mu_1 \neq \mu_2$ ("the two population means are not equal")

where μ_1 and μ_2 are the population means for group 1 and group 2, respectively.

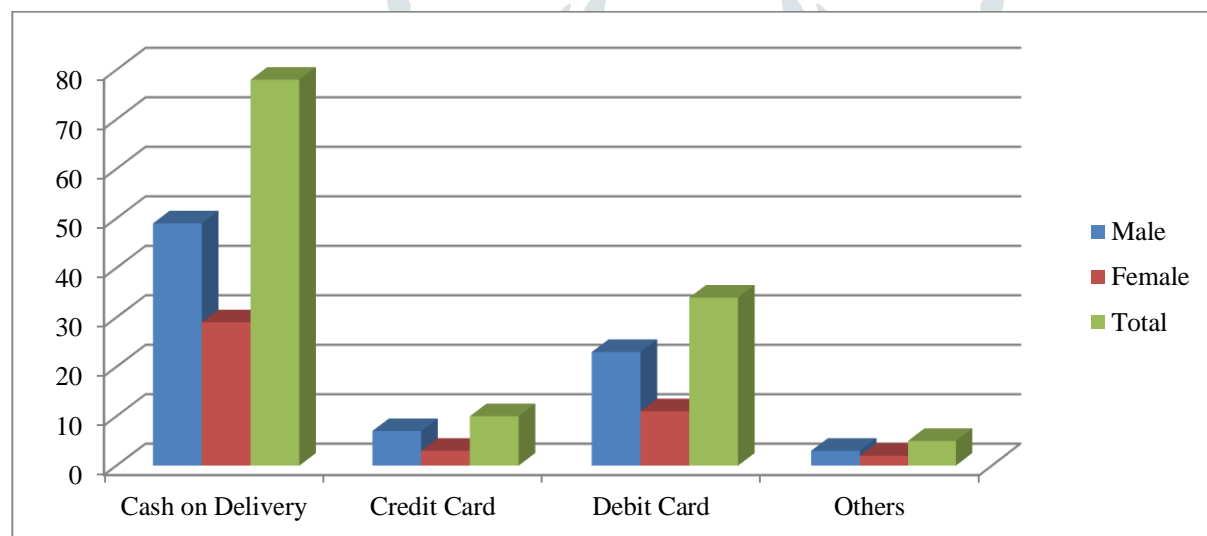
Independent Sample t-test is applied at 95% level of confidence with 2% degree of freedom. The values of Sig. (2-tailed) come out to be 0.924 which is greater than 0.01. Hence null hypothesis is accepted.

Hence, there is no significant difference between perception of males and females regarding images of products displayed.

Statement 8. I prefer to buy online through various methods available on website/app.

Frequency Table:

Gender	Cash on Delivery	Credit Card	Debit Card	Others
Male	49	7	23	3
Female	29	3	11	2
Total	78	10	34	5



Findings: So, it is found as per sample survey, majority of the people buy products through online purchase by Cash on Delivery method.

Statement 9. Personal Information is not being misused by the sellers in the internet.

Hypothesis Testing:

Null Hypothesis (H_0): There is no significant difference between perception of males and females regarding misuse of Personal information by sellers on the internet.

Alternate Hypothesis (H_1): There is a significant difference between perception of males and females regarding misuse of Personal information by sellers on the internet.

The hypothesis will be tested with the help of independent-samples t-test.

The **independent t-test**, also called the two **sample t-test**, **independent-samples t-test** or student's **t-test**, is an inferential statistical **test** that determines whether there is a statistically significant difference between the means in two unrelated groups.

Samples t Test can be expressed as:

$H_0: \mu_1 = \mu_2$ ("the two population means are equal")

$H_1: \mu_1 \neq \mu_2$ ("the two population means are not equal")

where μ_1 and μ_2 are the population means for group 1 and group 2, respectively.

Independent Sample t-test is applied at 95% level of confidence with 2% degree of freedom. The values of Sig. (2-tailed) come out to be 0.862 which is greater than 0.01. Hence null hypothesis is accepted.

Hence, there is no significant difference between perception of males and females regarding misuse of Personal information by sellers on the internet.

Statement 10. Safe & Timely delivery of products is ensured.

Hypothesis Testing:

Null Hypothesis (H_0): *There is no significant difference between perception of males and females regarding safe and timely delivery of products.*

Alternate Hypothesis (H_1): *There is a significant difference between perception of males and females regarding safe and timely delivery of products.*

The hypothesis will be tested with the help of independent-samples t-test

The **independent t-test**, also called the two **sample t-test**, **independent-samples t-test** or student's **t-test**, is an inferential statistical **test** that determines whether there is a statistically significant difference between the means in two unrelated groups.

Samples t Test can be expressed as:

$H_0: \mu_1 = \mu_2$ ("the two population means are equal")

$H_1: \mu_1 \neq \mu_2$ ("the two population means are not equal")

where μ_1 and μ_2 are the population means for group 1 and group 2, respectively.

Independent Sample t-test is applied at 95% level of confidence with 2% degree of freedom. The values of Sig. (2-tailed) come out to be 0.301 which is greater than 0.01. Hence null hypothesis is accepted.

Hence, there is no significant difference between perception of males and females regarding safe and timely delivery of products.

Statement 11. Cancellation of Purchase order in the process is possible.

Hypothesis Testing:

Null Hypothesis (H_0): *There is no significant difference between perception of males and females regarding cancellation of Purchase order in the process.*

Alternate Hypothesis (H_1): *There is a significant difference between perception of males and females regarding cancellation of Purchase order in the process.*

The hypothesis will be tested with the help of independent-samples t-test

The **independent t-test**, also called the two **sample t-test**, **independent-samples t-test** or student's **t-test**, is an inferential statistical **test** that determines whether there is a statistically significant difference between the means in two unrelated groups.

Samples t Test can be expressed as:

$H_0: \mu_1 = \mu_2$ ("the two population means are equal")

$H_1: \mu_1 \neq \mu_2$ ("the two population means are not equal")

where μ_1 and μ_2 are the population means for group 1 and group 2, respectively.

Independent Sample t-test is applied at 95% level of confidence with 2% degree of freedom. The values of Sig. (2-tailed) come out to be 0.672 which is greater than 0.01. Hence null hypothesis is accepted.

Hence, there is no significant difference between perception of males and females regarding cancellation of Purchase order in the process.

Statement 12. Replacement & refund policy is clearly executed if the products are defective.

Null Hypothesis (H_0): *There is no significant difference between perception of males and females regarding clear execution of Replacement & Refund policy for online purchase.*

Alternate Hypothesis (H_1): *There is a significant difference between perception of males and females regarding clear execution of Replacement & Refund policy for online purchase.*

The hypothesis will be tested with the help of independent-samples t-test

The **independent t-test**, also called the two **sample t-test**, **independent-samples t-test** or student's **t-test**, is an inferential statistical **test** that determines whether there is a statistically significant difference between the means in two unrelated groups.

Samples *t* Test can be expressed as:

$H_0: \mu_1 = \mu_2$ ("the two population means are equal")

$H_1: \mu_1 \neq \mu_2$ ("the two population means are not equal")

where μ_1 and μ_2 are the population means for group 1 and group 2, respectively.

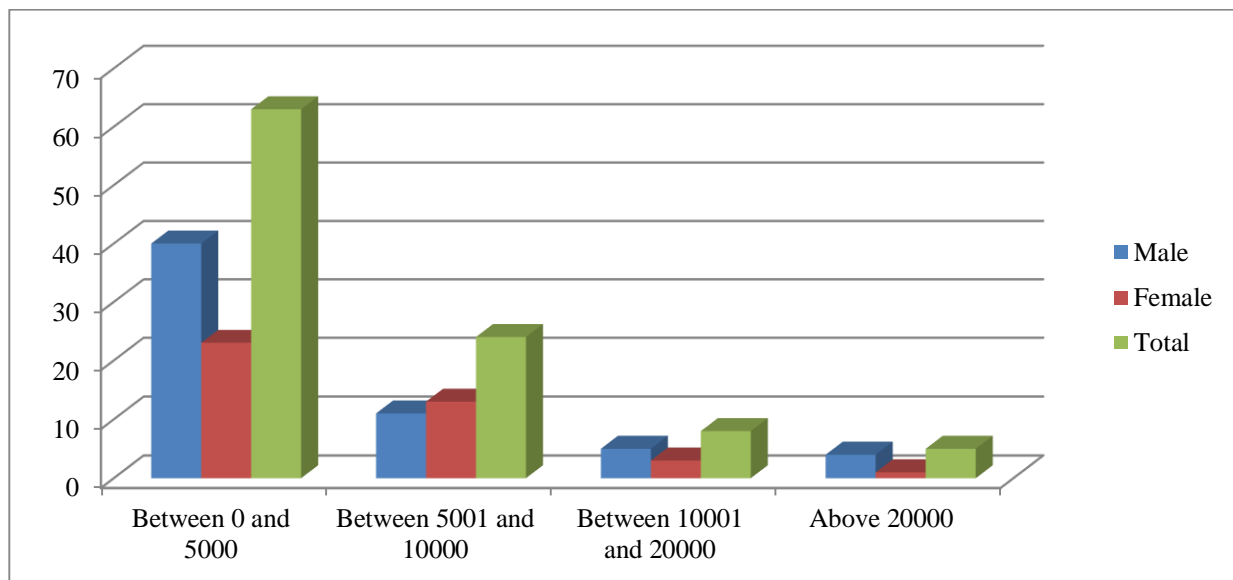
Independent Sample t-test is applied at 95% level of confidence with 2% degree of freedom. The values of Sig. (2-tailed) come out to be 0.631 which is greater than 0.01. Hence null hypothesis is accepted.

Hence, there is no significant difference between perception of males and females regarding clear execution of Replacement & Refund policy for online purchase.

Question 13. What is the total value of purchases through online in a year:

Frequency Table:

Gender	Between 0 and 5000	Between 5001 and 10000	Between 10001 and 20000	Above 20000
Male	40	11	5	4
Female	23	13	3	1
Total	63	24	8	5



Findings: So, it is found as per sample survey, majority of the people buy products through online purchase worth less than Rs.5000 in a year.

Conclusions & Findings:

- There is no significant difference between buying preferences of Males and females through online process.
- It is found that majority of the people buy products like Food Items, Garments and Electronic Goods compared to other products through online purchase.
- It is found that majority of the people are not so frequent buyers of products through online purchase method.
- It is found as per sample survey, majority of the people buy their products online through e-commerce sites of Amazon.com or Flipkart.com.
- There is a significant difference between perception of males and females regarding clarity in instructions related to purchase of products displayed on the website/app.
- There is no significant difference between acquiring the required information by males and females from website/app related to purchase of products.
- There is no significant difference between perception of males and females regarding images of products displayed.
- It is found as per sample survey, majority of the people buy products through online purchase by Cash on Delivery method.
- There is no significant difference between perception of males and females regarding safe and timely delivery of products.
- There is no significant difference between perception of males and females regarding cancellation of Purchase order in the process.
- There is no significant difference between perception of males and females regarding clear execution of Replacement & Refund policy for online purchase.
- It is found as per sample survey, majority of the people buy products through online purchase worth less than Rs.5000 in a year.

- There is no significant difference between perception of males and females regarding misuse of Personal information by sellers on the internet.

Limitations of the study

It is confined to the age group of 17 to 35 primarily which involves local youth. The people at this age group normally do not have much of the purchasing power as many of them are unemployed. So for extensive study, a larger group of people from all age group should be included in the future studies. People in other regions and states could also be surveyed for more comprehensive results.

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