

Impact of Social Media on Brand Preference, Buying Behaviour and Purchase Decision among Millennials Towards Various Electronic Products

Mr. K. Durai, Senior Assistant Professor, Vivekananda Institute of Management Studies (VIMS), (Affiliated to Anna University) Coimbatore - 641107. Tamil Nadu, India.

Mr. K. Saravanan, Assistant Professor, Department of Management Studies, SCAD College of Engineering and Technology, Cheranmahadevi- 627414. Tirunelveli, Tamil Nadu

Abstract

The emergence of social media on the face of global society has created a new network of social connections. With the advancement in the technology, the interest of Millennials has shifted from traditional methods to the social media for gaining information. Millennials constitutes a large proportion of world's population with immense purchasing power enabling many businesses targeting them. Researches show that this generation has different buying behavior as compared to the earlier generation characterizing them as one of the biggest consumer community in the overall global consumption. The role social media played in making them one of the biggest consumer community has also revolutionized the market for Electronic Products. Social networking has armed the fashion apparel industry with the ability to grasp a gigantic mass of consumer with just a single update on social media. Almost all the electronic product brands and consumers are now interacting genuinely on social media platform. This area, studying the impact of social media on consumer buying behaviour has become a favorite topic among the researchers across the world. The current paper aims to dig deeper into the impact of social media on buying behaviour of Millennials at the same time finding the factors influencing the buying of Electronic Products on social media platform.

Keywords: Social Media, Buying Behaviour, Online Shopping Sites, Social Media Platforms

1. Introduction

Electronic Hardware Production in India has grown to approximately USD 33 billion in FY 2015-16 while, simultaneously, imports have increased considerably to USD 37 billion. India also exported electronic goods amounting to USD 6 billion. With favourable demand side conditions, the Indian market is poised to grow considerably within the next 5-10 years. Realizing its potential for economic growth, the Government of India (GOI) had given a high priority to the manufacturing of electronics and IT hardware which has the potential to generate domestic wealth and employment, apart from enabling a cyber-secure ecosystem. In the past, efforts such as 100% Foreign Direct Investment (FDI) permitted under the automatic route, no industrial license requirement, payment of technical know-how fees and royalty for technology transfers have facilitated the rapid growth of the electronics hardware (including telecom) manufacturing sector. However, these efforts did not fructify to their full potential; partly because India is a signatory to the Information Technology Agreement (ITA-1) which has resulted in a zero-duty regime on the import of goods covered under the agreement. India has also executed Free Trade Agreements (FTAs) and Preferential Trade Agreements (PTA) with several countries/trading blocks which enabled the zero-duty import of items not covered under the ITA. Other hampering factors include the lack of reliable power, high cost of finance, poor logistics and infrastructure, weak component manufacturing bases, lack of

targeted and proactive R&D in collaboration with the industry, etc. However, with the advent of NPE, Make in India, Digital India and other initiatives, the GOI has shown its intent towards facilitating electronic manufacturing in India.

The increasing per capita income, burgeoning middle class, and increasing standard of living in the country is catering to a rise in demand for television sets. Promotion and advertisement activities carried out by leading industry participants such as Samsung have positively augmented the market growth, and this trend is expected to continue over the forecast period. Cable Digitalization is also expected to cater to a rise in demand for televisions in India. Platforms for special interests, local channels in regional languages, as well as capacity to support a wide range of channels due to digitalization of cable network has spurred a rise in demand for televisions. Also, the introduction of novel TV sets by key industry participants such as Sony and Samsung are expected to contribute to an overall rise in demand for televisions over the forecast period.

Rapid urbanization coupled with increasing disposable income in the country has contributed to a rise in demand for refrigerators. Due to the versatile and advanced refrigerators available in the market, the Indian consumers are replacing their existing and old refrigerators with new ones. In addition to this scenario, refrigerator selling retailers are adopting competitive strategies such as teaming up with financial institutes to provide easy financing options to sell their products. Such trends are expected to favour market growth over the forecast period. The Indian refrigeration industry is characterized by increasing supply, novel product launches, and regulatory support from the government. Companies adopt competitive pricing techniques to gain market share. The increasing penetration of refrigerators in rural areas is a key industry scenario.

Set-top boxes are used in connection with television sets. The set-top box is used to translate the signal received from satellites and to further convert it to television content. India witnessed a rapid shift from

analogy signals to a set-top box in the recent past owing to the superior benefits of the set-top box as well as government policies. This rapid change towards the set-top box is expected to continue over the forecast period. Set-top boxes offer inherent benefits such as better clarity of picture, ability to display a large number of channels, digital video recording as well as video on demand. The government of India issued regulations aimed at digitalization of the entire cable TV network in the country. These inherent advantages coupled with the rising sales of television sets in the country has benefitted the set-top box demand in the country.

The landscape of Original Design Manufactures (ODMs) or Original Equipment Manufacturers (OEMs) and local component suppliers in the Indian consumer electronics market is not mature yet, although emerging market participants of this industry have established a substantial local manufacturing base and in-house box-building assemblies and execute their manufacturing operations through a mix of local production and assembly. India is presently serving as a strong foundation to contract manufacturers and OEM companies. These companies employ various processes at their facilities, which include, end-to-end contract manufacturing, in-house box assembly, and PCB building assembly, sheet metal assembly, and plastic injection molding. The majority of the OEMs and EMS usually undertake last-mile assembly, and a very limited portion of designing (R&D/ODM) is executed in the country.

Consumer is nerve centre of the modern marketing, understanding his behaviour is quite essential for efficient and effective marketing management. Customers may state their needs, wants but act otherwise. They may not be in touch with their deeper motivations. India's consumer market is riding the crest of the country's economic boom. Driven by a young population with access to disposable incomes and easy finance options, the consumer market has been throwing up staggering figures. Marketing problem enhancing from the consumers' behaviour

has a greater degree of similarity behavioural problems relating to the consumer durables. Retailers and Dealers need to reinvent their marketing strategies and think of innovative ways to KNOW their consumers better and meet their changing requirements. The launch of new technologies, such as artificial intelligence, chat bots, augmented reality and virtual reality, and machine learning, has empowered retailers to enhance buying experience of consumers and transform their buying journey. Now retailers can easily use tribe tailing—a retail strategy—to identify their niche consumers on the basis of their buying history and behaviour, and create targeted marketing strategies and offerings for them.

1.2 Theoretical Background of the Study

In our modern, digital, internet era, we have two remarkable phenomena, To begin with, online networking. Second, web shops. Some online life clients and the quantity of web shop clients is in steady development. Forecasts are that in 2018, there will be around 2.67 billion internet based life clients around the world. In 2016, around 1.61 billion individuals overall made a buy on the web. Things being what they are, what internet based life and web-based business share practically speaking? Appears to be, a great deal. Informal organizations and web shops turned into an indivisible piece of our lives. Thus, why not join them, somebody thought. To expand deals and bring more income, retailers utilize online life to be available and fabricate a relationship with their clients. Furthermore, this is the way social online business was conceived.

1.2.1. The Art of Social Media

An average person spends an hour and 40 minutes browsing social networks every day. This fact alone describes the power and influence of social media. Excellent! I will simply set a Facebook page or Twitter account and advance my business. No, you won't. Try not to be mixed up. Behind the use of informal communities for business purposes stands an entire way of thinking that needs cautious examination and

application. Just being on interpersonal organizations won't develop your business and notoriety short-term. Online networking just offers you the chance, and on the off chance that you need, you can get it. Know that a great deal of difficult work and time should be put resources into social online business. Things being what they are, what are the stunts for building a solid online nearness and conveying excellent client assistance through interpersonal organizations?

1.2.2 Growing Role of Social E-commerce

Online networking made considerable progress from just interfacing individuals to assuming a choosing job in each business. Individuals moved to the web, and they are extremely social. Furthermore, brands have seen the move, without a doubt. Previously, a business' essence would be implied by a physical customer facing facade and ads in the paper. In any case, in a computerized age, business notoriety live amazing their internet based life standing. Informal communities can point customers towards another item or some great arrangement. Be that as it may, not just that, interpersonal organizations make a feeling of network and connect with individuals in a manner to make buys. The truth of the matter is that numerous individuals go to internet-based life to help with a purchasing choice and that around 75% of individuals purchased something since they had seen it on a web-based life stage. In social internet business lies an enormous open door for entrepreneurs, just if the technique is set out well. Web-based social networking has and will assume a basic job in the advancement of web-based shopping.

1.2.3 Utilising Functionalities of Social Media in E-commerce

- **Posting Daily** - To start and grow your social community, you would like to post interesting and interesting content consistently. Study what the simplest posting frequency is, how your audience reacts to different types of posts, what time of the day is that the best for posting, etc.

- **Be Short and Concise** - People have less and less time, so information overload is not an optimal thanks to engaging customers. Give them short and only relevant information about the merchandise that would interest them. Easy and fast consumption may be a win-win situation. Also, add good visual content. One post that has an image or video will generate 50% more likes than one without.
 - **Set Your Goals** - Think about what you're getting to achieve by using social media. Brand recognition? Driving traffic to your website? Increasing sales? All of this together? Make your goals calculable, so you'll track progress and measure how efficient social networks are for your business. Track social media's traffic number to your website, number of likes, shares, comments, etc.
 - **Use Benefits of Different Social Networks** - You are present on social networks, but there's no effect? Try using all the precise features that various social networks bring. Use hashtags, the benefit of a Facebook sign-in button, make a Facebook contest, add buyable Pinterest pins and similar. Social e-commerce means constantly following trends. There are numerous details which will assist you bent to make your business more visible.
 - **User Reviews** - People are more likely to get a product if someone before them used and evaluated it. Ask customers to go away their review about products and show it on your Facebook page, for instance. These reviews will create and increase sales.
 - **User- Generated Content** - User-generated content is compelling because it gives potential customers the social proof they seek. For social e-commerce, user-generated content could be a gold mine. People like to see content that people have created, they recognise themselves in it. Ask your clients for comments, photos, and videos and post it to start discussions.
 - **Know Your Customers** - If you don't know your customers, you'll not post content which will interest and have interaction with them. Get to understand them through some questionnaires, surveys or social media so you'll implement efficient strategy accordingly. Your posts should tackle their needs - determine what they're.
 - **Don't Just Try to Sell** - Still, the first goal of using social networks isn't to form a sale. People use social networks due to curiosity and social touch. So, respect that. Don't move only you're trying to sell something. People will close up and unfollow if you are doing that.
- #### 1.2.4 Find Your Social E-Commerce Path.
- **Real-Time and Private Communication** - Although social networks are places to share things publicly, they're becoming increasingly private. Many users prefer private messaging or communication in closed groups rather than public broadcasting. Retailers should confirm that communication with potential customers is pleasant and enjoyable. Real-time reference to the audience is a crucial trend because people hate waiting days for a reply to an e-mail. Whether you've got staff members who are available to chat or employing a live Chabot, the result is going to be a satisfied customer and an opportunity at conversion. In social e-commerce, fluid communication is crucial.
- #### 1.2.5 Remember To Keep Communication Real-Time And Private.
- **In-App Purchasing** - Today, e-commerce is spreading more and more on social networks, just because a high percentage of individuals are spending time there. Purchasing via mobile apps may be a regular occurrence, which trend will keep it up growing. Some social networks (Facebook, Instagram, Pinterest, and Twitter) implemented the choice to get products directly through their mobile apps and other people use that chance because they trust those social networks, always returning to

them within the hope that they're going to find potential purchases.

- **Paid Advertising** - More and more retailers recognise the worth and importance of using social media in e-commerce, therefore the market has become tons more competing. Achieving exclusively organic results are extremely hard because people will always see posts first from their friends, not from businesses and makes. After a short time, you learn that you simply got to invest in advertising, and pay to urge your business seen. Since more and more companies started using paid advertising, the costs of advertisement begin to slowly rise, too.

1.2.6 Final Thoughts

Over the past quarter-century, there has been a shift from the normal way of selling to a replacement electronic age. This research looks at the role of social media as a platform for e-commerce. The research objectives are to work out the notice and usage patterns of social media tools to users, to determine if social media has reduced firms operating expenses and to research the impact of social media on customer relationship. The goal is additionally to point out that social media has numerous benefits to the marketer if adopted in one's marketing strategy. The primary source of data was a questionnaire. The population of this study was students of Vaasa University of Applied Sciences and employees of the marketing department of Vodafone Ghana (Head Office). A questionnaire was wanting to obtain information from the selected sample on the research topic. A purposive sampling technique and convenience sampling technique are used. Through the analysis of the questionnaire, it became clear that social media were used daily and awareness was high; This has reduced operating costs for firms in establishing and maintaining customer relationships. This information is probably going to impact the marketing strategy of companies to customers and suppliers. In addition, The research revealed that e-commerce has caused a discount in distribution costs through the elimination of intermediaries. It also revealed that the multi-media nature and real-time

capabilities of the web have fostered an environment that is conducive for relationship building between firms and their customers. The relevance of social media in improving commerce both internationally and locally can't be over-looked thanks to its numerous benefits. In recent times social media has served as an instrument for businesses to transmit information about the old and existing product; has enabled customers to form online purchases and has aided within the sustenance of commerce globally.

1.2.7 Business on Social Media Platforms

Business always follows where there's a level of individuals. Earlier these places of concentration won't be places, towns, and cities but now it's the Social Media platforms. People spend such a lot of their time on these platforms that the companies were forced to require proactive steps to succeed in bent them. That they had to vary their tactics to encompass this evolving and dynamic market. Today, social media and e-commerce has a good relationship and became a huge network. Such a lot so that its are often defined at the foremost interdependent association.

1.3 Need and Importance of the research study

Social media began as a channel to attach with folks that you wish and need to stay in-tuned with. Today, it's become an area where businesses reach bent new customers, provide efficient customer service, market their new and old products etc. It can rightly be said that companies check out social media as a channel, which will help them increase sales. As a result, marketing budgets have increased strategies changed.

1.4. Major Objectives of the research study

- To understand millennials psychology towards social media and its related impact
- Helps to understand millennials choice towards various electronic products
- Helps to understand the millennials online buying behaviour
- To understand the millennials online shopping experience and social validation.

2. Review of Literature

Taanika Arora, Bhawna Agarwal (2020) had performed out research in empirical study on determining the effectiveness of social media advertising: a case on Indian millennials the main objective of the research is to identify the antecedents and pre-purchase motivation on social media. A quantitative research method is adopted here and collected 472 samples with the well-structured questionnaire. Data collected were been analysed and the outcome of the research clearly shows here the usage of social media and significant role are predictable further predictable towards purchase attitude in social media.

Ujjwal Bokde, Subramanian Seshan (2019) had researched the impact of digital marketing on purchase decision of youth in Nagpur city. The main objective of the study is youth awareness toward digital marketing, change in buying behaviour and understand the attribute for the online shopping. Here data are collected with well-structured questionnaire and the sample are collected in the Nagpur city with 322 respondents. . Data collected were been analysed and the outcome of the research clearly shows the people are more aware of digital marketing and the influencer has the knowledge to compare the product in different websites. People are satisfied with product purchased in online.

Khushboo Makwana, Anuradha Pathak (2019) had carried out the research study on Impact of digital marketing on consumer buying behaviour- a comparative study on the gender basis here the main objective of the study is to compare digital marketing on buying behaviour of the male and female consumer. Research type is exploratory, the sampling technique is a convenient sampling, and the sample size is 206 respondent. Data collected were been analysed and the outcome of the research clearly shows the company should understand the importance of digital marketing and attention for the target market should carry out properly.

Pragya Sharma (2019) had carried out the research study on Impact of digital marketing on consumer

buying behaviour- a comparative study on the gender basis here the main objective of the study is to compare digital marketing on buying behaviour of the male and female consumer. Research type is exploratory, the sampling technique is convenient sampling. Data collected were been analysed and the outcome of the research clearly shows the company should understand the importance of digital marketing and attention for the target market should be carried out properly

Guida Helal, Wilson Ozuem, Geoff Lancaster (2018) had researched Social media brand perceptions of millennials. The main objective of the study is to understand how social media affects business communication and enrich the brand-customer relationship. Here researcher taken 30 samples through email and telephones with four industrial professional and sample collected through a well-structured questionnaire. Data collected were been analysed and the outcome of the research clearly shows social media affects business communication and enrich the brand-customer relationship with millennials and helps them to understand brand perception.

Bhawna Agarwal Kumar (2018) had carried out a research study on a study of millennials' preference for social media advertising. Here the research main objective impact of social media on consumer preference and analysis on millennials preference on the demographic factor, here the primary data are collected in Delhi and here researcher used judgemental sampling technique. Data collected were been analysed and the outcome of the research clearly shows social media gives the consumer preference and the views of the millennial are participative and interactive than different varieties of conventional marketing forms.

Mayank Kumar Rai (2018) had carried out a research study focusing on A study of the efficacy of digital marketing on consumer purchase behaviour in Allahabad district. Here the research's major object is the impact of digital marketing on consumer purchase and presence of digital marketing in the

present era. The researcher had focused on collecting the primary sample in Allahabad. The quantitative research method was been adopted and collected 120 samples from Allahabad. Data collected has been analysed and the outcome of the research clearly shows that customer is preferred to buy electronic products through digital channel and effective reach of advertisement will increase the sales of the company

Tanaka Arora, Bhawna Agarwal, Arvind Kumar (2018) had carried out a research study on A study of millennials' preference for social media advertising in Delhi NCR. Here the research main objective impact of social media on consumer preference and analysis on millennials preference on the demographic factor, here the primary data are collected in Delhi and researcher collected around 250 respondents from millennials. Here researcher used judgemental sampling technique. Data collected were been analysed and the outcome of the research clearly shows social media gives the consumer preference and the views of the millennial are participative and interactive than different varieties of conventional marketing forms.

Mike Thornhill Karen Xie Young-Jin Lee (2017) had carried out a research study on Social media advertising in a competitive market: effects of earned and owned exposures on brand purchase. Here the research main objective the relative effect of owned and earned social media exposed to brand purchase as well as the advertisement. Here researcher collected brand purchase records and social media messages on the Facebook brand pages of a group of service providers over twelve months. Data collected were been analysed and the outcome of the research clearly shows relative effects of earned and owned social media exposures on brand purchase. Because social media is growing much faster than traditional media, it is becoming a more important part of the firm's marketing mix.

D.M.Arvind Mallik, Shankar Narayan Rao (2017) had researched the impact of digital marketing on youth buying behaviour at the big bazaar in Udupi. The main

objective of the study is the opinion on digital marketing and buying pattern and to know the effectiveness of digital marketing on big bazaar .here research type is descriptive research and the sample size is 250 and sampling technique used in the research is non-probability. Data collected were been analysed and the outcome of the research clearly shows the hypermarket is truly changed and many customers are inflowing through websites and digital marketing play a major role in future.

Aihui Chen, Yaobin Lu, Bin Wang (2017) had performed out a research study on customers purchase decision-making process in social commerce. Here the research's major objective focused on social common factors on customer purchase decision making and the researcher developed 3 main social commerce components affected in both cognitive and affective dimensions and determine the purchase intention. The researcher collected 243 samples. Data collected were been analysed and the outcome of the research clearly shows customer will learn all the aspect and important role for formulating the appraisal and rating seeing the review of the product.

S.Sivasankaran (2017) had carried out a research study on digital marketing and its impact on buying behaviour of youth. Here the research's major objective focused buying behaviour of the youth and changing buying behaviour and impact of digital marketing. Here researcher uses simple random sampling technique to select from Kanyakumari district and researcher used both primary and secondary data. Data collected were been analysed and outcome of the research clearly shows the youth buying behaviour, purchasing behaviour and awareness of the product has a greater influence on the individual and family behaviour here digital marketing plays a major role on buying behaviour

Flor Madrigal Moreno, Jaime Gil Lafuente, Fernando Avila Carreon (2017) had researched the characterization of the millennials and their buying behaviour here researcher adopted both qualitative

and transactional research. This is qualitative and transactional research supported the review of varied scientific articles retrieved from specialized journals which have helped to determine a characterization of the foremost prominent elements that describe the millennials, supported some points of coincidence described by different authors. The findings suggest that millennials are a highly attractive market, as they need to be grown up in an environment where technology provides a platform for personalization and immediate gratification altogether aspects of life. Consequently, the buying process for them may be a time of enjoyment, where loyalty to the brands they purchase is relative. In addition, millennials tend to spend their income quickly and more often through the online and particularly through social networks like Facebook. In addition, the results show that millennials are more attracted by virtual advertising as coupons or discounts. The results contribute to the literature by providing an outline of millennial consumers; showing in detailed the importance of this market segment and their buying behaviours.

Sumathym, Vipin, K.P (2016) had performed out research in a study on consumer attitude towards advertisement through social media with special reference to Facebook. The main object of the study is to understand the usage pattern and consumer attitude towards social networking sites advertisement. Here convenient sampling technique adopted with a sample size of 100 from Malappuram district, Kerala. The tool used here is percentage analysis and one-way Anova. Data collected were been analysed and the outcome of the research clearly shows here Consumer have a positive attitude towards the social media advertisement and mainly focused on Facebook use pattern.

Lutfiye Can, Nihat Kaya (2016) had performed out research in a study on social networking sites addiction and the effect of attitude towards social networking advertising the main objective of the study is consumer attitude towards purchase intention and researcher collected 215 sample data analysed through SPSS and the research shows that for marketing the customer

attitude is different for every social network sites and the impact shows the psychological bond to the social media towards advertisement.

Vandana Gupta (2016) had carried out a research study focusing on the impact of social media on purchase decision making of customers. Here the research's major objective focused on the impact of the purchase decision, brand perception on social media. The researcher had focused on collecting the primary samples in Delhi. The descriptive research method was been adopted and collected 200 samples from the city of Delhi and here researcher used judgemental sampling technique and accepted who were active on social media. Data collected were been analysed and the outcome of the research clearly shows that generally, people all over the world use social media and their opinion based on positive or negative comments which affect the decision-making process.

Kem Z.K.Zhang, Morad Benyoucef (2016) had performed out a research study on Consumer behaviour in social commerce .here the research main objective is based on examining the social network sites and focused on consumer behaviour towards social media here researcher collected 54 samples Quantitative research method is adopted and questionnaire-based data collection method are followed. Data collected were been analysed and the outcome of the research clearly shows the systematic review of consumer behaviour in social commerce and discussed to the research content of the studies

Henry Boating, Abednego Feehi Okoye (2015) had carried out a research study on consumer attitude towards social media advertising and their behavioural response. Here the research main objective to examine the relationship between consumer attitude and behavioural response towards social media advertising. Here the researcher collected around 441 respondents. Convenience sampling technique is used here. Data collected were been analysed and the outcome of the research clearly shows the significant relationship between consumer attitude toward social media advertising and their behavioural responses.

Again, it was noted that corporate reputation moderates this relationship.

Nima Baramati, Azhar Ahmad (2015) had carried out the research study on the effect of social network marketing on consumer purchase behaviour through customer engagement. The main objective of the study is customer engagement in social networking sites and consumer purchase behaviour. The researcher has taken the sample from Malaysia around 50 persons and Descriptive research method was been adopted. Random sampling technique is followed here. Data collected were been analysed and the outcome of the research clearly shows the company wants to increase advertisement in social media and this research is carried out organisation. Which helps them to understand customer engagement

Sadia Afzal (2015) This research shows that there's no direct effect of online and traditional advertisement on consumer buying behaviour of branded garments, but there's a big indirect effect of both advertising mediums on consumer buying behaviour because of advertising characteristics and consumer attitude, which are mediators and holds a great mediating effect. Both ad characteristics and attitude have a significant direct relationship to consumer buying behaviour. Statistical analysis of consumer attitude shows that among three dimensions (loyalty, previous buying experience and word of mouth) of attitude, loyalty and former buying experience of the buyer are significant factors, which affect consumer-buying behaviour

Joydip Dhar, Abhishek Kumar Jha (2014) had carried out a research study on Analysing social media engagement and its effect on online product purchase decision behaviour. Here the research main objective based on the consumer attitudes and personality type towards social media with brand perception. Here researcher collected the data from age group 20 to 30 years from India. The quantitative research method was been adopted and questionnaire is shared to target audience. Data collected were been analysed and the outcome of the research clearly shows human personality plays an important role in the purchase

decision and social media advertisement will increase the target audience.

Elisabeta Ioanas, Ivona Stoica (2014) had carried out a research study on social media and its impact on consumer behaviour. Here the research main objective consumer confidence in online product purchasing and reason, attitude, feedback towards the online purchase. The quantitative research method was been adopted. Here research collected 116 sample from the statically perspective and used judgemental sampling technique Data collected were been analysed and the outcome of the research clearly shows the online platform the host of questionnaire, it will be seen what proportion influenced and therefore the real impact of social media reflected within the behaviour changes.

Funde Yogesh, Mehta Yesha (2014) had carried out the research study on the effect of social media on purchase decision the main objective of the study is purchase decision of Indian consumer and relationship between personal characteristic of social media and find out the buying behaviour pattern and post-purchase behaviour. Here research is carried out on sampling technique and data are collected in the Mumbai region. Data collected were been analysed and the outcome of the research clearly shows organisation are spending amount on social media and this paper shows the usage pattern and shows the post buying behaviour is surprisingly low

Mariia Buzynna, Andriy Lukin, Andrea Greenstine (2014) had performed out research in the mobile advertisement: millennials perspective. The main objective of the research is to understand the behaviour in mobile advertisement. This research is a quantitative approach and based on survey design and data are collected with the help of the questionnaire through online. Data collected were been analysed and the outcome of the research clearly shows most of the millennials shows positive attitude to mobile advertisement and marketer should focus highly on social media.

Elham Al-Mukhaini, Israa Al-Dhuhli, Sara Ismael (2014) had researched the impact of social media on

consumer buying behaviour. Here researcher collected the samples in Oman and Arabian university. This research mainly focused on social media apps like Instagram, Facebook, and etc. well-structured question are prepared for data collection and in result of the study most of them are choosing Instagram to buy fashion product in online and provide the positive review on buying behaviour

Sanjeev Verma (2013) had carried out a research study on the effectiveness of social network sites for influencing a consumer purchase decision. Here the main objective of the study focused on the consumer purchase decision. The descriptive research method was been adopted. Here the sample size is 138 and research is carried with the questionnaire. Here the dependent variable is consumer purchase decision and the independent variable is various form of communication over social media. Data collected were been analysed and outcome of the research clearly shows that influencer to the various stage of consumer purchase decision will improve in product knowledge and change in purchase attitude towards the buying behaviour result shows that positive relationship between social media.

Yavisha Ramnarain and Krishna K.Govender (2013) had performed out a research social media browsing and consumer behaviour exploring the youth market. In this research 150 students from university of South Africa are taken as a sample and exploratory research study are adopted here and main object of the study is to understand the consumer behaviour with social media and traditional method. Data collected were been analysed and the outcome of the research clearly shows social media platform become the new trend and youth are sufficient for decision making and result less in time usage for ordering

Roshni Bhuptani (2011) had researched the influence of social media marketing on brand choice behaviour among youth in India. The main objective of the study to understand the usage pattern of social media in Mumbai city and it also aims to understand consumer buying behaviour. The researcher has taken the sample from Mumbai. Here well-structured

questionnaire are made for the data collection. Here researcher used convenience-sampling technique. Data collected were been analysed and the outcome of the research clearly shows social media is very important for youngster and users in India increasing day by day. Youth has its preference and different expectation and opinion on social media.

Katherine, Smith (2011) had carried out a research study on digital marketing strategies that Millennials find appealing, motivating, or just annoying. The researcher has collected 571 millennials data for the research. The purpose of the study to examine different marketing strategy used in digital media and focused on what type of digital marketing strategy preferred by millennials. Most of the millennials do not like pop ads and graphics are highly attractive so millennials will visit the website again and again and fully focused on millennials online experience

Bernadette D Silva, Seta Menon (2011) had researched the influence of social media marketing on brand choice behaviour among youth in India. The main objective of the study to understand the usage pattern of social media in Mumbai city and it also aims to understand the consumer buying behaviour. The researcher has taken the sample from Mumbai with a sample size of 121 youth of the city. Here researcher used convenience-sampling technique. Data collected were been analysed and the outcome of the research clearly shows social media is very important for youngster and users in India increasing day by day. Youth has its preference and different expectation and opinion on social media.

3. Statement of the Problem

The main problem with brand preference, buying behaviour and purchase decision among millennials towards various electronic products are

- Reliability And Trust Towards Products
- Social Media Marketing Has A Greater Reach
- Customer Engagement
- In-Store And Online Comparison
- Interest And Response To Online Shopping

4. Scope of the Study

This study will benefit marketers and academicians alike. The marketer will gain a greater understanding of the opportunities social media has to offer customers. It will inform them about a cost-effective way to transmit information to their target markets.

5. Objectives of the Study

- To find out the demographic profile of the respondents
- To identify the impact of social media on brand preferences towards the purchase of various electronic products
- To find out the impact of social media on millennials buying behaviour
- To know the impact of social media on millennials purchase decision
- To find out the millennials level of satisfaction towards the purchase of various electronic products through online portals.

6. Research Methodology

The Research Methodology describes the research procedure, which has been used in the study,

6.1. Research Design - Quantitative Research Methodology is in this report because it provides us with quantifiable information, which can be analysed to get definite results. The research design is descriptive research. The above-said objectives were fulfilled with the help of a questionnaire that is designed to conduct a primary survey. Certain variables were analysed after data collection. The variables tested were Knowledge, Decision, Opinion, and Share experience, Recommendation, Information, Info Pages, Reviews, Negative Post, Confidence, Queries, Reliable, Likes, Subscription, Advertisements and Influence.

6.2. Sample Unit - Users of Social Media (Millennials)

6.3. Sample Size - the researcher has taken a sample size of 150 users of social media.

6.4. Sampling Procedure -The sampling procedure used in the study is simple random sampling method. In this technique where each item in the population has an even chance and likelihood of being selected in the sample.

6.5. Source of Data

6.5.1. Primary Data - Primary data are those data collected directly from the field for the original first time. A detailed well-constructed type questionnaire containing 16 questions is used here.

6.5.2. Secondary Data - Secondary data is collected by someone other than the user. Secondary data for the study was obtained through company websites and books. Certain type of information such as the theoretical framework of the study can be obtained from the available published record.

7. Data Analysis and Interpretation

Data Preparation is the process of collecting, cleaning, and consolidating data into one file or data table, primarily for in the analysis. Data collected from 150 respondents from Millennials. The collected data entered in analysed using in SPSS software. The data analysed using statistical tools like Frequency analysis, Descriptive statistics, ANOVA, Correlation and Chi-square.

7.1. Gender Category of Respondent

Gender	No.of Respondents	Percentage (%)
Male	111	74
Female	39	26
Total	150	100

Table.No.7.1 Gender Category of Respondent

Interpretation

Table.No.7.1 shows that out of the total respondent's, 74% of the respondents are male gender category and 26% of respondents are female gender category.

7.2. Age Category of Respondent

Interpretation

Table.No.7.2 shows that out of the respondents' age group, 58% of the respondent is less than 23 yrs of

age, 17.3% of the respondent are Between 23 Yrs to 25 Yrs of age, 1.3% of the respondent are Between 26 Yrs to 28 Yrs of age, 18% of the respondent are Between 29 Yrs to 31 Yrs of age, 4.7% of the respondent are Between 32 Yrs to 34 Yrs of age, 0.7% of the respondent are Between 35 Yrs to 38 Yrs of age.

Age Category	No.of Respondents	Percentage (%)
Less Than 23Yrs	87	58.0
B/w 23 Yrs to 25 Yrs	26	17.3
B/w 26 Yrs to 28 Yrs	02	1.3
B/w 29 Yrs to 31 Yrs	27	18.0
B/w 32 Yrs to 34 Yrs	07	4.7
B/w 35 Yrs to 38 Yrs	01	0.7
Total	150	100

Table.No.7.2 Age Category of Respondent

7.3. Occupation Category of the Respondents

Occupation level	No.of Respondents	Percentage (%)
Students	111	74.0
Businessman	07	4.7
Government Employees	13	8.7
Private Employees	18	12.0
Jobseeker	01	0.7
Total	150	100.0

Table.No.7.3. Occupation Level of Respondents

Interpretation

Table.No.7.3 shows the occupation level of the respondent, 74% of the respondent are students, 4.7% of the respondent are Businessman, 8.7% of the respondent are Government employees, 12% of the respondent are a private employees and 0.7% of the respondent are a job seekers.

7.4. The Educational Qualification Level of the Respondent

Interpretation

Table 7.4 shows the education level of the respondent, 5.3% of the respondent are having educational

background up to HSC/SSLC Level, 32% of the respondent are graduates, 60% of the respondent are post-graduates, and 2.7% of the respondent are doctorates.

Education level	No.of Respondents	Percentage (%)
HSC/SSLC	08	5.3
Graduation	48	32.0
Post-Graduation	90	60.0
Doctorates	04	2.7
Total	150	100.0

Table.No.7.4 Educational Level of Respondents

7.5. Respondents Device through Which They Get Access to Social Media Files.

Device To Access Social Media	No.of Respondents	Percentage (%)
Personal Computer	18	12.0
Laptop	25	16.7
Tablet	15	10.0
Smartphone	92	61.3
Total	150	100.0

Table.No.7.5. Respondents Device through Which They Get Access to Social Media Files.

Interpretation

Table 7.5 shows the respondent's device through which they get access to various social media files, 12% of the respondent are using PC to access Social Media, 16.7% of the respondent is using the laptop to access Social Media, 10% of the respondent is using the tablet to access Social Media, 61.3% using the smartphone to access Social Media.

7.6. Social Networking Sites Respondents Most Often Go Through

Interpretation

Table 7.6. show the most preferred social networking sites. Here 17.3% of the respondent are using Facebook, 44.7% of the respondent are using Instagram, 4.7% of the respondent are using twitter, 21.3% of the respondent are using YouTube, 12% of the respondent are using LinkedIn.

Social Networking Sites	No.of Respondents	Percentage (%)
Facebook	26	17.3
Instagram	67	44.7
Twitter	07	4.7
YouTube	32	21.3
LinkedIn	18	12.0
Total	150	100.0

Table.No.7.6. Social Networking Sites Respondents Most Often Go Through

7.7 In General How Much Time Do Respondents Spend On Social Media?

Watching Frequency	No.of Respondents	Percentage (%)
Always	84	56.0
Often	32	21.3
Sometimes	24	16.0
Rarely	10	6.7
Total	150	100.0

Table. No. 7.7 In General How Much Time Do Respondents Spend On Social Media

Interpretation

Table 7.7 shows how much time do you spend on social media. Here 4.7% of the respondent are using social media are less than 60mins, 6.7% of the respondent are using social media are Between 1 to 2 hours, 46% of the respondent are using social media are Between 3 to 5 hours, 40.7% of the respondent are using social media are between 6 to 8 hours, 2% of the respondent are using social media are greater than 8 hours.

7.8. How frequently do respondents watch an advertisement for different product & service on social media?

Interpretation

Table 7.8 shows how frequently respondents watch advertisement on social media, 56% of the respondent are Always watch an advertisement, 21.3% of the respondent are often, 16% of the respondent are sometimes, 6.7% of the respondent are rarely.

Usage Time	No.of Respondents	Percentage (%)
Less than 60mins	07	4.7
Between 1 to 2 hours	10	6.7
Between 3 to 5 hours	69	46.0
Between 6 to 8 hours	61	40.7
Greater than 8 hours	03	2.0
Total	150	100.0

Table.No.7.8. How Frequently Do Respondents Watch Advertisement in Social Media

7.9. Respondents Most Preferred Reason for Accessing Social Media

Preferred Reason	No.of Respondents	Percentage (%)
Brand Awareness Among Various Product & Services	32	21.3
To Get An Update About Various Product & Services	51	34.0
To Get Know About Various Product & Services	46	30.7
To Know The Customer Usage Experience On Various Product & Services	21	14.0
Total	150	100.0

Table.No.7.9. Respondents Most Preferred Reason for Accessing Social Media

Interpretation

Table 7.9 shows the respondents most preferred reason for accessing social media. Here 21.3% of the respondent are Brand awareness among various product & services, 34% of the respondent are to get an update about various product & services, 30.7% of the respondent are to get know about various product & services, 14% of the respondent are to know the customer usage experience on various product & services.

7.10. Respondents Opinion towards Advertisement Effectiveness through Social Media Access

7.10.1 Advertisement in Social Media Are Attractive

Opinion	No.of Respondents	Percentage (%)
Strongly Disagree	5	3.3
Disagree	3	2.0
Neutral	19	12.7
Agree	87	58.0
Strongly Agree	36	24.0
Total	150	100.0

Table.No.7.10.1 Advertisement in Social Media Are Attractive

Interpretation

Table 7.10.1 shows 3.3% of the respondent are strongly disagree saying that Advertisement in Social Media Are Attractive , 2.0% of the respondent are agree saying that Advertisement in Social Media Are Attractive, 12.7% of the respondent are neutral saying that Advertisement in Social Media Are Attractive, 58% of the respondent are agree saying that Advertisement in Social Media Are Attractive and 24% of the respondent are strongly agree saying that Advertisement in Social Media Are Attractive.

7.10.2 Advertisement in Social Media Shows Purchase Related Information

Opinion	No. of Respondents	Percentage (%)
Strongly Disagree	5	3.3
Disagree	8	5.3
Neutral	37	24.7
Agree	83	55.3
Strongly Agree	17	11.3
Total	150	100.0

Table.No.7.10.2 Advertisement in Social Media Shows Purchase Related Information

Interpretation

Table 7.10.2 shows 3.3% respondents are strongly disagree saying that Advertisement in Social Media Shows Purchase Related Information, 5.3% respondents are disagree saying that Advertisement

in Social Media Shows Purchase Related Information, 24.7% respondents are neutral saying that Advertisement in Social Media Shows Purchase Related Information, 55.3% respondents are agree saying that Advertisement in Social Media Shows Purchase Related Information, 11.3% are strongly agree for the advertisement in social media shows purchase related information.

7.10.4. Availability of a Variety of Product & Service through Online Shopping

Opinion	No.of Respondents	Percentage (%)
Strongly Disagree	1	0.7
Disagree	7	4.7
Neutral	33	22.0
Agree	86	57.3
Strongly Agree	23	15.3
Total	150	100.0

Table.No. 7.10.4. Availability of a Variety of Product & Service through Online Shopping

Interpretation

Table 7.10.3 shows 0.7% of the respondent strongly disagrees saying that Availability of a Variety of Product & Service through Online Shopping, 4.7% of the respondent disagrees saying that Availability of a Variety of Product & Service through Online Shopping, 22% of the respondent are neutral, 57.3% of the respondent agrees saying that Availability of a Variety of Product & Service through Online Shopping, 15.3% of the respondent are strongly agreed for the availability of a variety of the product & service.

7.10.4. Update information has provided to the Customer for Decision-Making.

Opinion	No.of Respondents	Percentage (%)
Strongly Disagree	3	2.0
Disagree	8	5.3
Neutral	48	32.0
Agree	68	45.3
Strongly Agree	23	15.3
Total	150	100.0

Table.No. 7.10.4. Update information has provided to the Customer for Decision-Making.

Interpretation

Table 7.10.4 shows 2.0% of the respondent strongly disagrees saying that Update information has provided to the Customer for Decision-Making, 5.3% of the respondent disagrees saying that Update information has provided to the Customer for Decision-Making, 32% of the respondent are neutral saying that Update information has provided to the Customer for Decision-Making, 45.3% of the respondent agrees saying that Update information has provided to the Customer for Decision-Making, 15.3% of the respondent are strongly agreed saying that Update information has provided to the Customer for Decision-Making.

7.10.5. Online Product & Service Are Available in Reasonable Competitive Price

Opinion	No.of Respondents	Percentage (%)
Strongly Disagree	2	1.3
Disagree	18	12.0
Neutral	35	23.3
Agree	58	38.7
Strongly Agree	37	24.7
Total	150	100.0

Table.No. 7.10.5. Online Product & Service Are Available in Reasonable Competitive Price

Interpretation

Table 7.10.5 shows 1.3% of the respondent strongly disagrees saying that Online Product & Service Are Available in Reasonable Competitive Price, 12% of the respondent disagrees saying that Online Product & Service Are Available in Reasonable Competitive Price, 23.3% of the respondent are neutral saying that Online Product & Service Are Available in Reasonable Competitive Price, 38.7% of the respondent agrees saying that Online Product & Service Are Available in Reasonable Competitive Price, 24.7% of the respondent are strongly agreed saying that Online Product & Service Are Available in Reasonable Competitive Price.

7.10.6 Respondents Level of Satisfaction towards Online Shopping and Impact of Social Media towards It

Opinion	No.of Respondents	Percentage (%)
Highly Satisfied	18	12.0
Satisfied	109	72.7
Moderate	22	14.7
Dissatisfied	1	.7
Highly Dissatisfied	0	0
Total	150	100.0

Table 7.10.6 Respondents Level of Satisfaction towards Online Shopping and Impact of Social Media towards It

Interpretation

Table 7.10.6 shows, 0.7% of the respondent are dissatisfied towards Online Shopping and Impact of Social Media towards it, 14.7% of the respondent are moderate towards Online Shopping and Impact of Social Media towards it, 72.7% of the respondent are satisfied towards Online Shopping and Impact of Social Media towards it and 12% of the respondent are satisfied towards Online Shopping and Impact of Social Media towards it.

8. Findings of the Research Study

- 74% of the respondents are male gender category and 26% of respondents are female gender category
- 58% of the respondent is less than 23 yrs of age and 74% of the respondent are students.
- 60% of the respondent educational qualification are post-graduates
- 61.3% using the smartphone to access Social Media.
- 56% of the respondent are always watch an advertisement more frequently
- 34% of the respondent are to get an update about various product & services
- 58% of the respondent are agree saying that Advertisement in Social Media Are Attractive

- 55.3% respondents are agree saying that Advertisement in Social Media Shows Purchase Related Information
- 57.3% of the respondent agrees saying that Availability of a Variety of Product & Service through Online Shopping
- 45.3% of the respondent agrees saying that Update information has provided to the Customer for Decision-Making
- 38.7% of the respondent agrees saying that Online Product & Service Are Available in Reasonable Competitive Price
- 72.7% of the respondent are satisfied towards Online Shopping and Impact of Social Media towards it.

9. Suggestion from the research

- The Promotional activity which needs helps to them reach as many as more customers and the company can easily achieve the targets.
- Connecting and engaging with the customer will help for brand awareness.
- Respondent to product review and solving the customer needs within a minimum time
- Collection of Periodical Feedback from the customers would certainly increases the level for providing Quality Customer Service.
- Create a Social Media Contest which helps to identify the brand
- A Serious Point to be remembered is the potential for damage to the brand going viral across the internet. Repairing this damage could cost considerable money and effort.
- A Dedicated Social Media Coordinator is recommended to monitor the impact of any changes implemented. A Dedicated Coordinator would also allow for consistency in communication. At the very least a profession agency experienced

in social media marketing should be consulted at from the earliest planning stages.

10. Conclusion

Hence the researcher would like to reveal that the world continuously revolving on the axis of technological advancement, humans has many things to add to his comfort list. With the rising interest in the internet and its beneficial usage, the human has evolved up many options to make his life simpler. Now, rather than going to your local shop for groceries, you opted for going online and buying all your preferred branded products with a few simple clicks. Customers can give their need requirement through the required information and then the World Wide Web has it to deliver. Considering the higher interest of customers in online buying and exploring, the companies have now taken the route of E-Marketing. Also known as Digital Marketing; it is the easiest way to market your product to your target audience. As per the studies, 89%of the customers choose E-Buying over Physical Buying. Various companies are encashing this opportunity by making themselves available online.

Digital marketing is playing a vital role in business productivity here is the brief: While the older generation is still not much able to come out of the web of paper-based information stuff, the younger generation has evolved themselves to be the most tech-savvy and based on E-Marketing. This is mainly because digital marketing offers a lot of comforts, versatility and most importantly is faster than anything else is. It is not only a boon to the consumers, but a very effective tool for the marketers to reach their target audience.

Here are some key points that explain its importance:

- **Affordable** - The first to be considered point is that digital marketing is very cheaper when compared to the other modes and means of marketing. Information going online regarding your company or product may not cost the company more than a fractional cost of sending the same information via newspaper or a digital advertisement.

- **Effective targeting of the audience** - When compared the digital marketing again stands out to print marketing as there is always the chance of people being attracted to the digital media more. As the technology probe more and more into our daily life, it has made a significant effect on our sense that can be convinced. Moreover, there are always higher chances of more people watching an online ad than a print media advertisement.

- **Solving Customers Problems**

Email marketing or social media you can always offer the customer solutions to their problems and make them relate to your product by even providing live chat access. Your website and social media page can easily be converted into a place where the consumer can ask queries, give suggestions and hence take the association with you on a positive level.

- **Better ROI from using Technology**

While earlier budget allocations were done individually to handle each kind of marketing medium the situation becomes more progressive now. Even a small level of investment done in a mode of email marketing has the potential to deliver results in terms of customer engagement. Using web analytics helps the business owners know whether your website is providing optimal Return on investment.

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